



SUCCESS STORY

USAID-WISHH Partnership Facilitates Sustainable Commercial Relationships in the SADC Region

WISHH, a program of the American Soybean Association (ASA), continues to provide technical support to Southern Africa, including Mozambique, Tanzania, Angola and South Africa.



WISHH brings the benefits of U.S. soy protein to developing countries where it can make a difference in lives today and in the future. Soy is well suited to provide the protein, calories and other nutritional needs of the more than 800 million people worldwide, including 200 million children, who are undernourished.

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With Global Development Alliance (GDA) financing, the USAID Southern African Trade Hub partnered with the World Initiative for Soy in Human Health (WISHH) to establish the Soy in Southern Africa Alliance (SISA) program in 2005. WISHH is managed by the American Soybean Association in association with major US private sector companies.

Covering nine countries in Southern Africa (Angola, Botswana, Lesotho, Malawi, Mozambique, South Africa, Swaziland, Tanzania, and Zambia), the SISA program's objectives were to create sustainable solutions for the protein demands of people in developing countries through the introduction and use of soy products, to enhance the competitiveness of local food manufacturers using soy inputs, to identify commercial opportunities for suppliers and distributors of soy ingredients, and also to promote the benefits of soy protein consumption for persons living with HIV/AIDS.

The program successfully increased regional manufacturers' knowledge of soy processing technologies and promoted the use of soy ingredients in commercial products.

The Trade Hub leveraged private sector investments to advance the benefits of soy protein and build the capacity of the regional private sector association, Soy Southern Africa (SSA). Following the completion of the Trade Hub GDA project in 2008, the SSA has continued to expand its outreach and information services and transitioned into a sustainable advocacy organization for the soy industry.

Today the SSA's expanded membership base includes a wide variety of stakeholders within the soy industry, including producers, and companies that work in the feed and bio-diesel industries in addition to soy food producers. Soy value-adding food processing systems such as SoyCows and VitaGoats continue to be installed throughout the region, with new investments in Malawi, Mozambique, Zambia and South Africa. SSA will co-host Soy Innovations Africa 2010, and is the lead host for the 2013 World Soybean Research Conference in Durban, South Africa.