

Despite COVID-19, Travel Bans & Flooding in 2020

WISHH & STRATEGIC PARTNERS ROLL ON WITH RESILIENCE



WISHH and our strategic partners faced unprecedented challenges to connect trade and development across global market systems in 2020. However, we are confident that as long as we remain committed, together we can build market systems that are capable of meeting the rising demand for protein required for nutritious and affordable human foods and animal feeds around the world.

ASIA

Royal Government of Cambodia & ASA/WISHH Collaborate

The Minister of Agriculture, Forestry and Fisheries and more than 100 other key Cambodian aquaculture leaders witnessed the benefits of soy-based feed in Cambodia's first in-pond raceway technology that WISHH demonstrated with support of the Missouri Soybean Merchandising Council. **The hatchery owners report they had never seen red tilapia grow as quickly as the ones in the raceway.** The demonstration showed farmers that improved Feed Conversion Ratios (FCR) are attainable following best practices for feed management, aeration and more. A compelling finding for Cambodian farmers was the projected 15% ROI over 10 years on a \$10,548 investment in the raceway equipment, electricity, fingerlings, and soy-based feed.

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LATIN AMERICA

Webinars Gain Nearly Four-fold Increase in Latin American Food Decision Maker Participation

WISHH and key Latin American food and beverage manufacturers didn't let COVID-19 stop progress toward opportunities identified in WISHH's 2019 USDA Agricultural Trade Promotion-funded market assessment. WISHH's 2019 surveys revealed that **nearly half of Central American and Dominican Republic key food and beverage manufacturing executives would invest their own capital** into equipment and expand their businesses if WISHH would provide them with technical assistance/training and outline the cost benefits of incorporating soy protein ingredients.

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AFRICA

Cracking Good News from Africa

WISHH's evaluation team transitioned an in-person household survey to the phones to complete WISHH's 2020 egg consumption survey as part of the U.S. Department of Agriculture-funded AMPLIFIES project. The team confirmed record numbers of Ghanaians are benefiting from **eggs climbing from 172 eggs consumed per capita in 2016 to 235 in 2020.** As a comparison, U.S. annual per-person consumption of eggs and egg products in 2019 was 293, according to USDA. As demand for eggs grows in Ghana, demand rises for soy as an important poultry feed ingredient.

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- Cambodia's COVID-19 economic recovery priorities elevated WISHH's USDA-funded Commercialization of Aquaculture for Sustainable Trade (CAST) Cambodia project as a valuable partner. The **government prioritized farm-raised fish as a protein-rich food for the health of Cambodia's growing population**, and repeatedly included CAST in its initiatives.



His Excellency Has Sareth of the Royal Government of Cambodia's Ministry of Agriculture, Forestry and Fisheries joined CAST at Rathada Hatchery to discuss aquaculture for economic, health and trade potential. Photo credit: PNN News



WISHH technical consultant, Leonard Rodgers, Ph.D., feeds a U.S. soy-based feed to fish inside Cambodia's first aquaculture raceway that WISHH is using to introduce the raceway technology to Cambodia where it can help grow their aquaculture capacity.

- WISHH's analysis of the raceway also yields **valuable feedback for the U.S. soy customer, AgriMaster, that manufactured the 30%-protein feed used in the demonstration.** AgriMaster's Cambodian-made feed was not only high quality, but it cost about half the amount of imported feed from Vietnam. WISHH now advises they produce fish feed pellets that are larger than 3 mm to improve the Feed Conversion Ratio (FCR) in the raceway.

New ASA/WISHH-Supported Cambodian Aquaculturist Association Membership Surges to 163

- The establishment and development of an aquaculture association is foundational to WISHH's long-term CAST strategy. Launched on September 22, the Cambodian Aquaculturist Association (CAA)'s membership ranks swelled to 163 in its first 45 days. Cambodia's Minister of Agriculture, Forestry and Fisheries presided over the inaugural CAA meeting. He stressed CAA's importance to the Ministry's initiatives to grow the quantity and quality of Cambodia's aquaculture industry's production. **Cambodia has approximately 46,000 aquaculturalists, as well as 895 community ponds and 309 fish hatcheries.**

ASIA *cont...*

- CAA members also showcased their products at their first trade show, creating new linkages between buyers and sellers. “The event raised awareness of how important the aquaculture industry is and showed unity that it is recognized and supported,” says a CAA board member who is an **ADM customer and a distributor of fish feeds made with U.S. soy**. “**Aquaculture farmers are not alone anymore.**”

- CAST is supporting the CAA in handling widespread media interest in its work. Facebook is particularly popular in Cambodia, and one media company’s Facebook video featured **CAST consulting aquaculture expert Karen Veverica who described proper feed and feed management for aquaculture**. The single interview alone achieved significant results – 69,139 views, 5,400 likes and 941 shares. Each of the other videos receive a minimum of 17,810 views and 682 likes.

- In response to historic flooding that left fish farmers with thousands of dollars in losses, the CAA took action to help lead an industry response. CAA board members came together to provide financial support, both personally and from the CAA.



Cambodian Aquaculturalist Association (CAA) board member, Mrs. Reth Chanthavy (in blue dress) discusses her company’s products with attendees at the trade show held in conjunction with the CAA first annual meeting. Chanthavy represents Apsara Agri Supplies, an ADM customer and a distributor of fish feeds made with U.S. soy.



Days of heavy rains resulted in widespread flooding in Cambodia. The ASA/WISHH-supported Cambodian Aquaculturalist Association (CAA) and CAST are leading a response to help farmers who have lost fish, demonstrating the young association’s leadership.

CAST Works with Syngenta Foundation to Develop Insurance for Aquaculture

- An aquaculture insurance product is CAST’s newest initiative for the Cambodian aquaculture sector, providing an important and timely risk mitigation tool for farmers. To develop this new insurance product, CAST has partnered with the Syngenta Foundation for Sustainable Agriculture (SFSA) and a leading insurance company in Cambodia. **During the first stage of developing the insurance product, SFSA is conducting a feasibility study to identify the risk of aquaculture farmers and options for weather station installations.** Farmer education is planned since insurance is a new concept.

LATIN AMERICA *cont...*

- WISHH spent 2020 focusing on significantly and strategically extending the reach and impact of U.S. soy protein ingredient promotional efforts to the food industry in the region. Early 2020 work concentrated on expanding the regional key account database, **adding 58 mid-to-large food and beverage manufacturers who acknowledged their interest in developing new products or line extensions that contained soy protein ingredients.**
- When COVID-19 restrictions blocked travel and more, WISHH launched virtual technical assistance, **reaching into four countries, and covering three times the number of companies typically served** using the in-person training approach. Spanish-speaking technical consultants coached the new accounts on product formulation, sensory/functional characteristics of soy and more.
- WISHH hosted webinars, including two particularly popular programs that shared new market research that showed how the region’s consumers and retailers desire more soyfood choices at the retail level and more. **A total of 83 food manufacturing executives, doctors and nutritionists from leading hospitals, university food scientists and other key decision makers joined. The turnout represents a nearly four-fold reach compared to prior trainings,** and significantly extended WISHH’s collaboration in Guatemala, El Salvador, Panama, Costa Rica, Dominican Republic, Honduras, and Nicaragua.



Sylvia Meléndez Klinger Ph.D presenting in Spanish on the “Nutritional Value and Health Benefits of Soy: Why Soy is the Best Option in Plant-Based Protein,” during the September 3, 2020, Funcionalidad y Beneficios para la Salud de los Ingredientes de Soya, webinar.
Photo by: ASA/WISHH

WISHH and Northern Crops Institute Explore New Ideas with Key Accounts

- WISHH and the Northern Crops Institute (NCI) took NCI’s INTSOY Workshop virtual this year for a trade team of **new food and beverage industry key accounts from El Salvador, Guatemala, Nicaragua, Honduras, Costa Rica, and the Dominican Republic.**
- Partnering with NCI, Michigan Soybean Promotion Committee, and Minnesota Soybean Research & Promotion Council, our trade team, composed of primarily food engineers and dietitians, explored new ideas for soy-based foods and snack foods. **Participants got front row seats to a pilot lab manufacturing soy-based “chicken nuggets”; participated in five Michigan soybean farm e-tours; and had live interactions with four U.S. suppliers.**

AFRICA *cont...*

• In 2017, Ghanaian egg producers, health advisors, government leaders, academic partners, and others joined with WISHH to launch Ghana's National Egg Campaign. The strategic partnership laid the foundation for Ghanaian stakeholders to create a Ghana National Egg Campaign Secretariat focused on promoting the benefits of eggs. **The Secretariat, similar to our associations, will be key to the sustained consumption of eggs in the country** especially as Ghana weathers the pandemic. When COVID-19 lockdowns began in Ghana, the Secretariat led the effort to donate 39,000 eggs.



WISHH Trainings Help Strategic Partner Adapt in a COVID-19 World

• SESACO Foods, a WISHH strategic partner and U.S. soy flour customer, is applying WISHH's prior year's trainings as well as 2020 virtual support to adapt and even maintain production levels at its soyfood and beverage company. SESACO's CEO Charles Nsubuga founded the company with a commitment to offering more nutritious and affordable foods in Uganda and the East African region. SESACO has introduced a variety of new soy-based foods, ranging from beverages to snacks to meat extenders. **To reach more customers during COVID-19, he expanded marketing efforts to deliver products on scooters in Uganda's capital city of Kampala.**



WISHH's 2019 lean management training led SESACO to improve its packaging seals to protect quality and reduce customer returns. The packaging changes were timely as SESACO adapted its 2020 marketing strategy to reach more customers with scooter delivery services.

*WISHH used United Soybean Board funding of the **Mobilizing Entrepreneurs to Expand U.S. Soy Utilization in Developing and Emerging Markets** initiative to connect the East African SESACO Company with Yedent in West Africa. WISHH-facilitated discussions that bridged the 2000-mile distance between their manufacturing facilities, allowing the CEOs to brainstorm and share insights on how they would both overcome COVID-19 challenges to soyfood manufacturing, marketing and more.*

Mini Documentary Shares How Protein Leader Pivots Business Strategies

• To inspire and inform entrepreneurs in developing countries undergoing Covid-19 challenges, ASA/WISHH commemorated World Food Day on October 16 by sharing insights from a WISHH strategic partner who is a leader in real-world resilience during COVID-19. WISHH's new mini documentary features Samuel Kwame Ntim-Adu, the CEO of Yedent Agro Group of Companies, Ltd. in Ghana. In the documentary, Ntim-Adu shares five examples of how **WISHH has helped his company that is revising its product development and marketing strategies due to COVID-19 closing schools and other institutional markets.** Ntim-Adu also highlights the opportunities for trade between Ghana and the United States that result from this strategic partnership.



The CEO of Yedent Agro Group of Companies, Ltd. is interviewed by a Ghanaian film crew while the U.S.-based WISHH team joined the production process through web-based technology.

• WISHH's work with Yedent has assisted them in offering new high-quality and affordable soy-based foods to meet the standards of Bill and Melinda Gates Foundation initiatives as well as apply as a supplier to the World Food Programme. **African entrepreneurs like Ntim-Adu are key to improved food security in the region as well as help WISHH create opportunities for lasting trade.**

WISHH/Texas A&M Virtual Training Yields 'Huge Understanding' of Aqua Feeds

University's "Aquaculture Feed Extrusion, Nutrition & Feed Management" online short course. Participants represented companies in Nigeria, Ghana, Tanzania, and Togo. Jerry Mang'ena, the Director of Aqua-Farms Organization, an enterprise based in Tanzania that trains fish farmers on sustainable and economically competitive aquaculture practices, indicated that he and his team learned ways to improve their feed production noting that they started adopting the new practices the morning after they completed the training.

Jerry Mang'ena, the Director of Aqua-Farms Organization, an enterprise based in Tanzania that trains fish farmers on sustainable and economically competitive aquaculture practices, started adopting the new practices the morning after they completed the Texas A&M training. One new step they are taking is to assess the differences—including protein and moisture content—of their current two sources of feed.

• WISHH will **provide follow-up technical assistance to trainees virtually** until we are able to visit with these companies in person.

