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**Meet Our Partner – World Initiative for Soy in Human Health**

*The IGP Institute partners with the World Initiative for Soy in Human Health (WISHH) to promote and develop a preference for U.S. soybean production.*

MANHATTAN, Kansas – Food security has been a top priority for the agricultural industry in producing and marketing crops and food products. Food safety, nutrition and food security are intricately linked, and people need access to sufficient amounts of safe and nutritious food to sustain and promote physical health.

With this continual food security concern, several organizations take an initiative to ensure training in the production of food for human consumption, as well as efficient feed production and use as a driver for economic growth and protein consumption. One of these organizations is WISHH, the World Initiative for Soy in Human Health.

In 2000, U.S. soybean farmers from several state soybean grower organizations, including the Kansas Soybean Commission, created the WISHH program, and it was developed as part of the American Soybean Association's (ASA) international marketing effort. The program carries a focus on trade and long-term market development for U.S. soybeans and products, using technical assistance and education to build demand for U.S. soy. These activities fuel economic growth and value chain development in emerging markets.

Jim Hershey, executive director at WISHH, describes that the program under the ASA as striving to promote soy products from the United States to fulfill part of the vision and mission for WISHH.

"As we work both directly and indirectly with the Kansas Soybean Commission, we are also working to develop grain and feed technologies and practices in other countries to build a U.S. soy product preference in those markets," Hershey says. "Staff and faculty from IGP and other departments of KSU help WISHH build capacity among current and future users of U.S. soy, if both food and feed systems. It's a great partnership."

As stated in its mission, WISHH "develops agricultural value chains in emerging markets, creating trade and long-term demand for U.S. soy," and that demand for U.S. soy production continues to grow. This continual development is built through ongoing collaborations with the IGP Institute at Kansas State University.

In 2017, IGP hosted eight soy-related trainings for 159 participants from 31 different countries. Support from the Kansas Soybean Commission, the U.S. Soybean Export Council and WISHH made these trainings possible for the faculty and contributing staff at the IGP Institute and KSU to train professionals in the global soybean and grain industry.

"Both institutions complement each other on specific strengths," says Carlos Campabadal, feed manufacturing and grain management curriculum manager at the IGP Institute. He adds, "IGP and KSU provide the technical expertise in feed manufacturing, storage of soybeans, plus other topics like soybean procurement, while WISHH obtains the strengths of understanding and



connecting with the local markets internationally, with expertise in creating and managing different projects.”

Campabadal explains that one of the international projects within this partnership is called the FEEDing Pakistan project, which helped in further developing the aquaculture industry in Pakistan. The goal of this project was to provide another source of protein through Tilapia production for the population and to create increased usage of U.S. soybean meal (SBM) as a feed ingredient in the formulation of the feed for the Tilapia.

“With our IGP partnership, we are able to make connections with people in the industry, provide industry-leading knowledge and also build a bridge for people who come to IGP through the soy-focused trainings,” says Alan Pooch, director of the Asia division at WISHH.

In providing international technical assistance, Hershey adds, “We know where we want to send trade teams and other individuals for training to cover certain topics, and we can utilize the knowledge and expertise at the IGP Institute for those individuals working along the feed ingredient and feed value chain.”

IGP provides innovative and relevant education and technical programs to enhance market preference, consumption and utilization of U.S. cereal grains, oilseeds and their value-added products for the global grain industry.

The innovative and relevant education at the IGP Institute is reflected throughout the year in technical programs that are offered through the feed manufacturing and grain quality management, grain marketing and risk management, and flour milling and grain processing areas.

Hershey says, “We are grateful for the industry expertise at IGP, because we can provide a technology training to a growing market for U.S. soy and its products.”

Visit [www.grains.ksu.edu/igp/](http://www.grains.ksu.edu/igp/) to learn more about the IGP Institute training offerings through WISHH.

To learn more about the World Initiative for Soy in Human Health, please visit [www.wishh.org](http://www.wishh.org).

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