



MICHIGAN SOYBEAN
PROMOTION COMMITTEE

a new release



FOR IMMEDIATE RELEASE
August 5, 2008

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WISHH Helps Developing Country Bakers Make More 'Dough' from their Dough
U.S. Soy Flour Benefits Even More Important During Times of High Food Prices

While the world is searching for answers to food shortages and high prices, World Initiative for Soy in Human Health (WISHH) is serving up solutions to help developing country food companies make more and better foods. They can use U.S. defatted soy flour to boost the moisture content, and therefore, increase dough yield. The defatted soy flour also helps bakers and their customers by extending shelf life as well as consumer acceptability of baked goods.

Here's an example of how WISHH is working. WISHH sent veteran baker Clyde Stauffer from Ohio to Senegal and Nigeria in April where he advised multiple bakers. They saw firsthand how to use defatted soy flour in their regular wheat flour doughs with no problems. One bread shop realized that adding 750 grams of defatted soy flour would give them 6-6.5 extra baguettes, resulting in an extra \$12 of baguettes for sale. The additional yield from their sliced sandwich loaf equated to an extra \$5. Another baker tested defatted soy flour in pita breads where they had an ongoing problem with the product drying out and becoming inflexible after one day. Stauffer and the bakery team proved soy flour added moisture content and produced 10 extra packages of pita bread for \$16 of additional pita.

WISHH is working with U.S. soy industry companies on additional programs for U.S. soy products to provide added value to developing country consumers and food industries. In addition, WISHH is sending a shipping container of soy protein products for companies to conduct industrial trials with the products. With funding from the U.S. Department of Agriculture's Quality Samples Program, WISHH is also sending a shipping container of soy protein products for companies to conduct industrial trials with products.

The Michigan Soybean Promotion Committee is a sponsor of the WISHH program. The MSPC represents Michigan's soybean farmers through their soybean checkoff investment in research, new uses, and market development such as that being created through the WISHH program.



Caption: Bakery consultant Clyde Stauffer trained participants in a WISHH seminar in Ghana on how to add U.S. defatted soy flour. The resulting products gave economic benefits to the bakers as well as more abundant, nutritious and tasty baked goods for their customers.