



MICHIGAN SOYBEAN  
PROMOTION COMMITTEE

**a new release**



**FOR IMMEDIATE RELEASE**  
**October 14, 2010**

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## **Michigan Soybeans Nourish Bangladesh Rickshaw Drivers**

Michigan soybeans are taking a trip to Bangladesh to help improve the protein intake of rickshaw drivers. Michigan soybean farmers, through their investment in the soybean checkoff, are working with The World Initiative for Soy in Human Health (WISHH) and Zeeland Farm Services to open this new market and to promote a powdered soy protein beverage with assistance from the Bangladesh Soybean Association (BSA).

BSA's initial goal in 2009 was to help fight adult malnutrition. Since then they have put together a business and marketing plan for the protein powder beverage that is made from full fat soybean flour. The target market, rickshaw drivers, currently get their nutrients from a tea made with milk and sugar.

WISHH was contacted by BSA to see if they could help achieve this goal. WISHH was created a decade ago by the United Soybean Board and state soybean checkoffs including Michigan with a purpose of creating commercial sustainable markets for U.S. soy protein and to fight protein deficiencies in developing countries.

WISHH contacted the Michigan Soybean Promotion Committee (MSPC) to see if there was interest in helping open this new market for soybeans. MSPC, in turn, contacted Zeeland Farm Services (ZFS) to see if they'd have an interest in partnering on such a project. As a result, on October 25, 2010, ZFS will be shipping 20 metric tons of soybean to Chittagong, Bangladesh. The soybeans will then be processed by BSA into the protein-rich powdered beverage and provided to the rickshaw drivers.

MSPC, BSA, WISHH, and ZFS...working collaboratively to build new markets!

MSPC invests soybean checkoff funds to enhance the profitability of Michigan's soybean producers. A board of seven Governor appointed farmer-leaders directs MSPC on behalf of the more than 11,000 Michigan soybean farmers. For information about the soybean checkoff call 989.652.3294 or visit [www.michigansoybean.org](http://www.michigansoybean.org).

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