



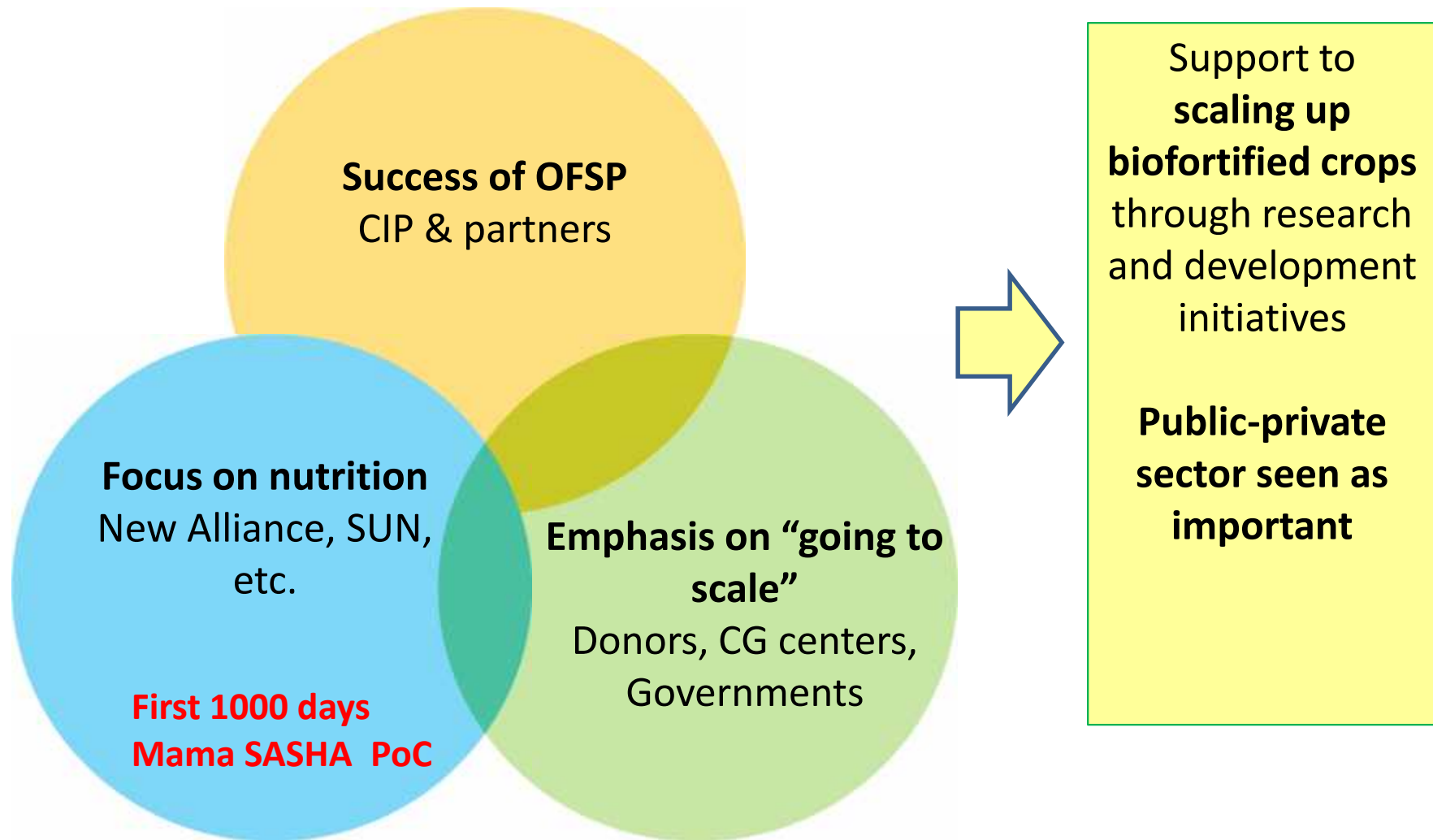
**Marketing, processing
and utilization
Community of Practice
meeting**

May 21, 2015

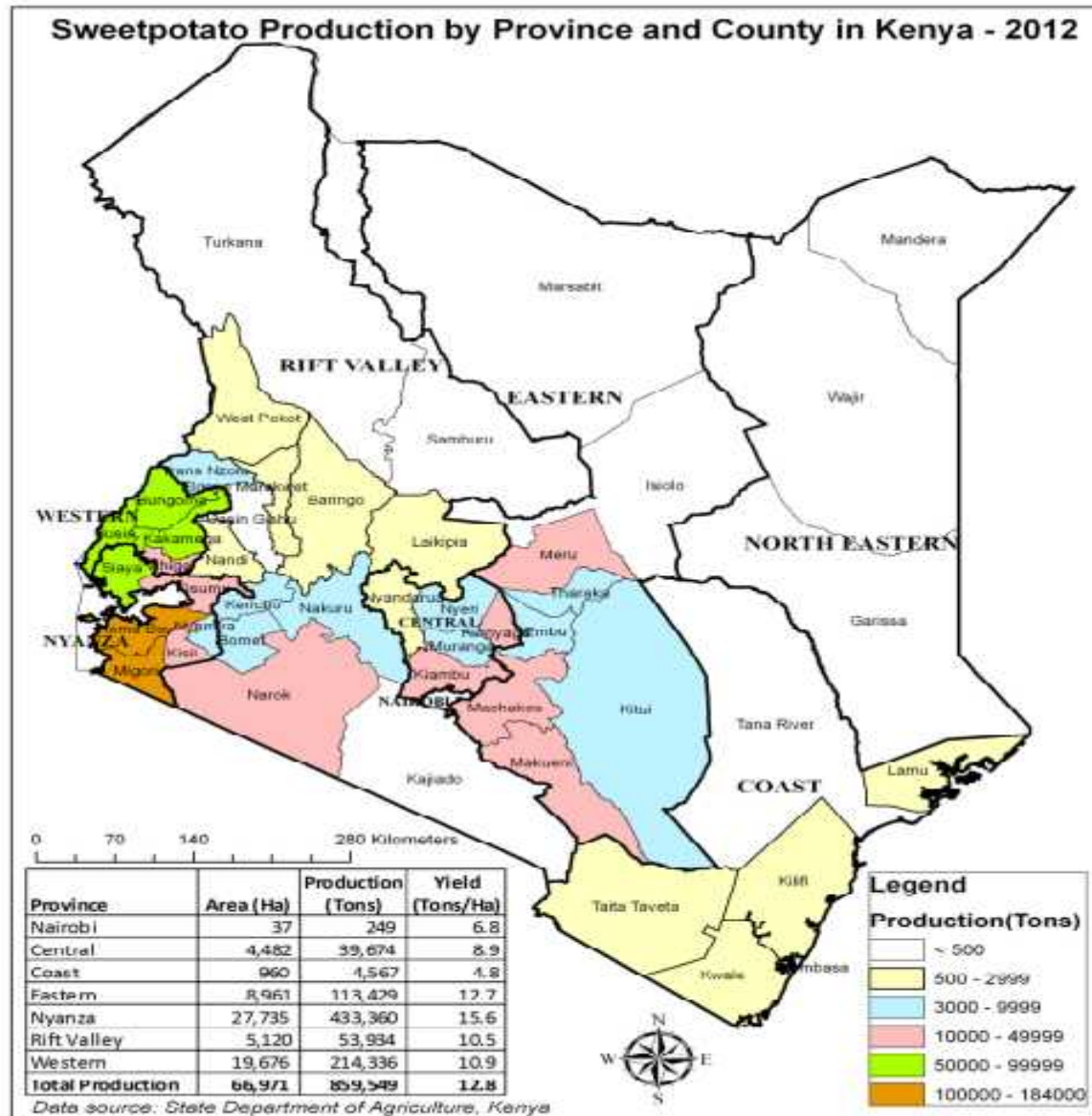


OFSP Puree Processing in Kenya & Building on the Mama SASHA Experience

1. Project context: Where does SUSTAIN come from?



Where are we and why?



Snap-shot of SUSTAIN PROJECT

Output 1

Access to improved OFSP varieties by smallholders scaled up reaching at least 1.2 million household having children <5 years old.

Output 2

Access to improved nutritional knowledge & diversified use of OFSP by both female and male caregivers.

Output 3

At least one commercially marketed processed product that uses OFSP as a major ingredient in each target country

Output 4

Evidence of achieving outcomes analyzed and disseminated

Delivering Output 3:

- To determine consumer sensory acceptability of OFSP-wheat flour baked products (Bread, Queen cake, Buns and Cookies)
- To determine consumer willingness to pay for OFSP puree -wheat flour baked products (Bread, queen cake, buns and cookies)




























Methodology

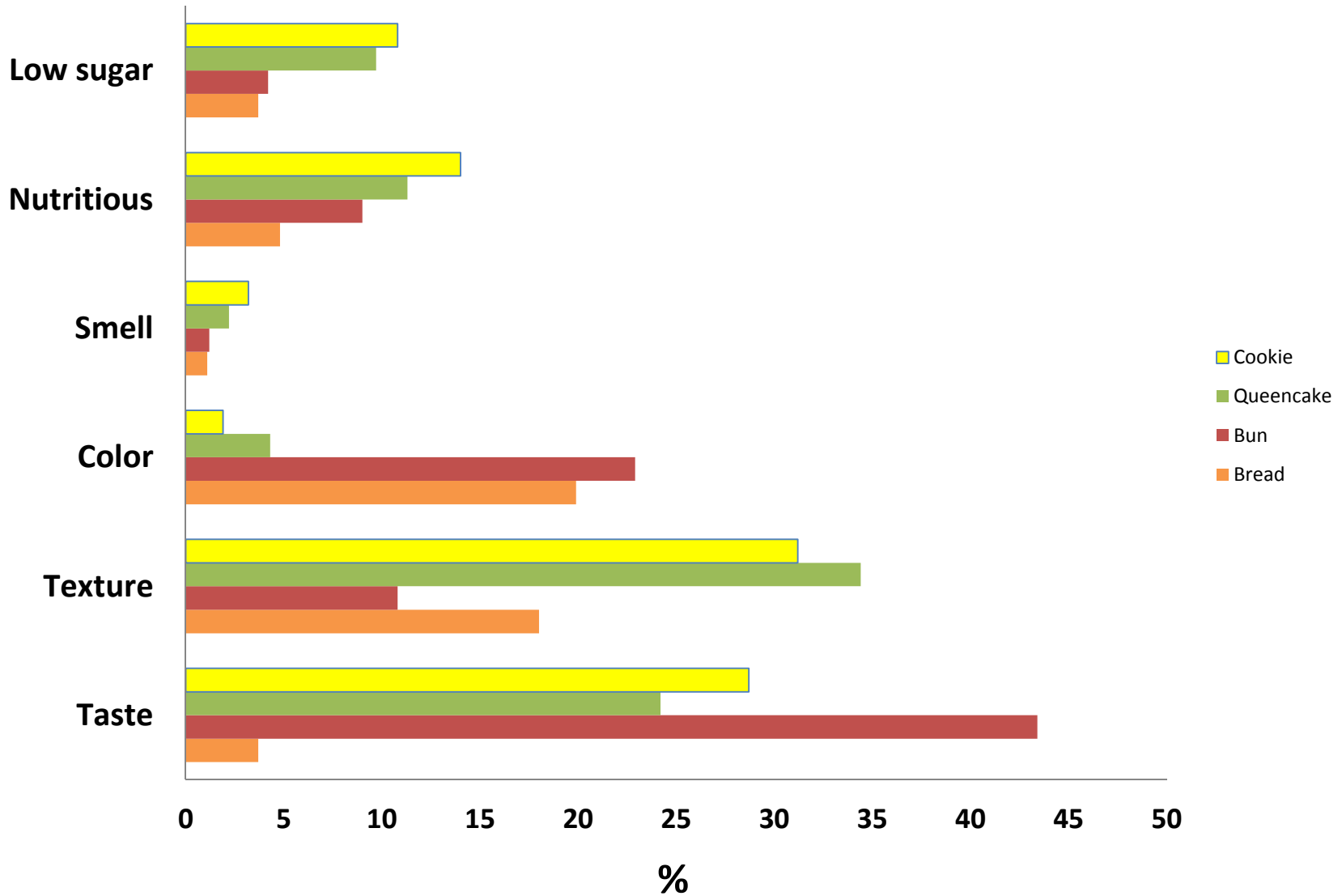
- The following four stores participated in the survey:
- T MALL (n=213)
- BEBA BEBA (n=109)
- EASTLANDS (n=230)
- OTC (n=146)



OFSP vs Control Organoleptic Properties

	Product attributes difference OFSP and control, Chi-Square-test (p-values) ⁺⁺⁺									
Product	Smell 		Taste 		Color 		Softness 		Sugar 	
Bread	0.137		0.652		0.169		0.988		0.000	
Buns	0.541		0.835		0.065		0.012		0.000	
Queen cakes	0.457		0.942		0.777		0.850		0.000	
Cookies	0.586		0.593		0.032		0.890		0.133	

Reasons for OFSP Product Preference



Conclusion from study

- *Consumer ratings for overall preference of the four OFSP products is higher than the corresponding control products*
- Consumer ratings for (colour, smell, taste, and texture) are not significantly different between OFSP and control products
- *Substituting 50% of wheat flour for OFSP puree is estimated to reduce the cost of producing bread and buns by 13%.*
- Thus, in-cooperation of OFSP puree in the four baked product provides a cost –cutting avenue while providing consumers with organoleptically acceptable and healthy product (in terms of vitamin A)

2) Buying contract between puree processor and Tuskys

- Commitment from top management is critical.
- Consultative process allowed to avoid unpleasant surprises as the production – Marketing continuum was well evaluated at the onset.
- Roles of each partner well understood



3) Revamping of production- 'OFSP Consortium'

- Partners that have been promoting OFSP have been brought together to tap into this market.
 - CIP has a lean team- but with capacity to provide technical backstopping along the OFSP value chain
 - Build in sustainability & exit strategy right at entry level
 - Build on existing structures of farmer organization

4) Supported production

- Baseline survey- Preliminary results indicate limited production. Similar trends indicated by the feasibility study(~ 100 Acres).
- Currently (1.5 month into planting season) 90 Acres of production that is linked to the puree production.

5) Competitive selection of puree processor

- Approach allows for buy-in from the investor
- Applause to Organi Limited who have made most purchase of equipment and rehabilitation of the processing facility to meet the minimum standards for KEBS.
- Main financial support from SUSTAIN is –puree filling machine.



Cooking method is everything!



6) Technical support for set up

- Approach allows for buy-in from the investor
- Applause to Organi Limited who have made most purchase of equipment and rehabilitation of the processing facility to meet the minimum standards for KEBS.
- Main financial support from SUSTAIN is –puree filling machine.



Ready to Launch?

- Awaiting KEBS Mark. Launch scheduled for June 1, 2015
- Again a consultative effort.
- Pricing- Higher or lower than the 100% wheat flour bread?





biosciences
eastern and central africa

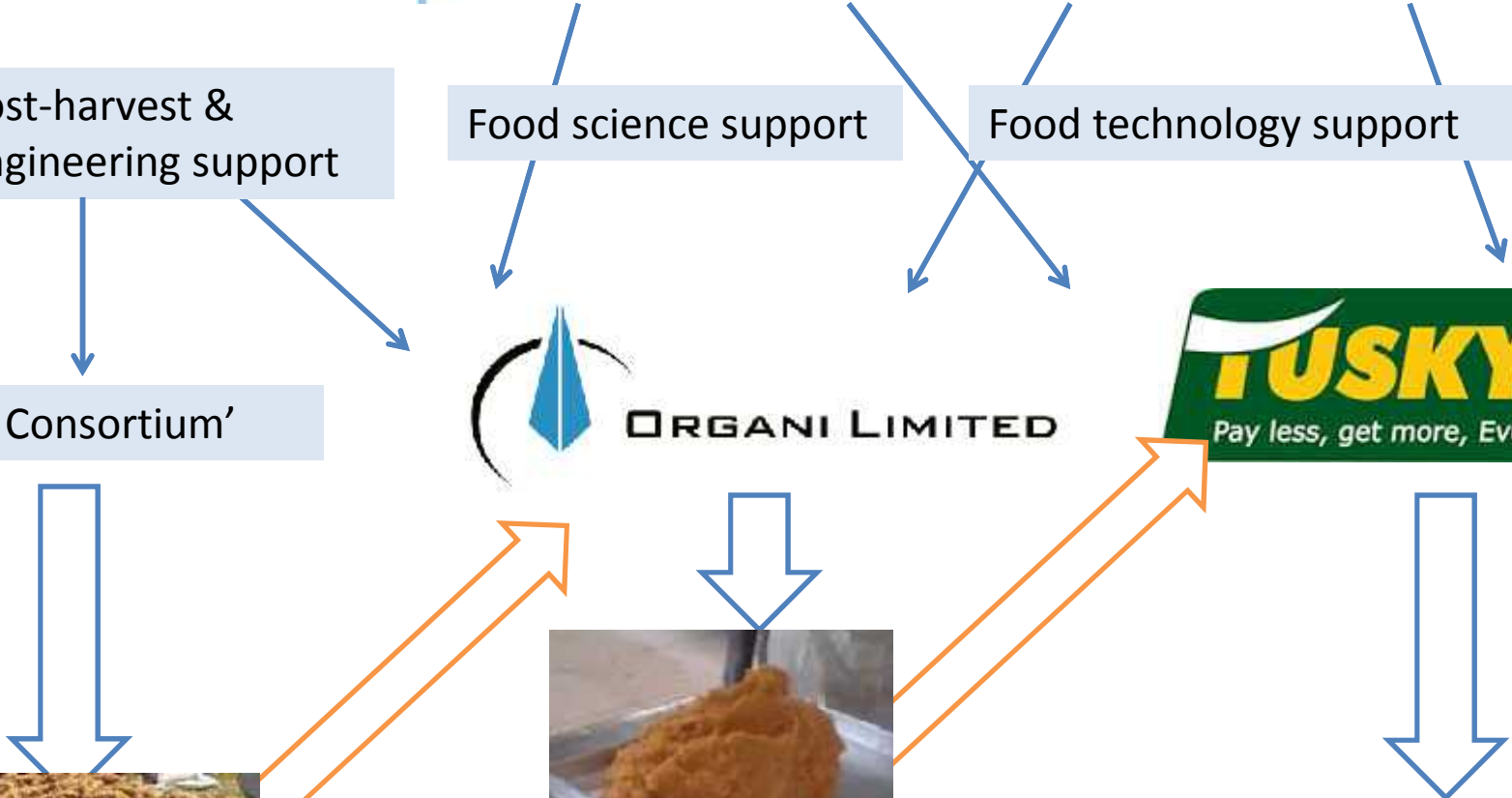
Euro Ingredients Ltd.

Post-harvest & Engineering support

Food science support

Food technology support

'OFSP Consortium'



Acknowledgement



OFSP Consortium



Team