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Introduction

- Organi limited (Ringa chapter) was established in the year 2014.
- It is a value chain processor of natural foods. Our current project is pro-vitamin A, orange fleshed sweetpotato.
- Goals behind its formation were to:
 - Promote OFSP farming both for nutrition and income generation .
 - Be a serious commercial venture.
 - Provide employment to the local youth through OFSP processing.
 - Our products include OFSP puree, bread and buns

Number of employees

- We have a total of 14 employees.
- Two of these are entrusted with managerial roles (Production manager and Accounts officer/administrative)

Root production, procurement and delivery

- Introduction of OFSP was done in the year 2014.
- Selected farmers in Kasipul, Kabondo and Ndhiwa were given clean vines to plant.
- Towards the end of 2014, a working partnership was established with CIP.
- Farmers from Busia, Kabondo, Ndhiwa and Migori were recruited for root production.
- This enabled Organi to commence its operations in 2015.
- Currently we associate with more than 800 farmers from Homabay, Migori, Siaya, Busia, Bungoma and Kericho Counties.

Root production cont'

- Procurement begins with contacting farmers either directly or through farmer representatives such as cooperatives.
- Harvested roots are transported by road using factory truck or other transport means organized by individual farmers.
- Such means include donkeys/oxen, motorcycles and pickups.



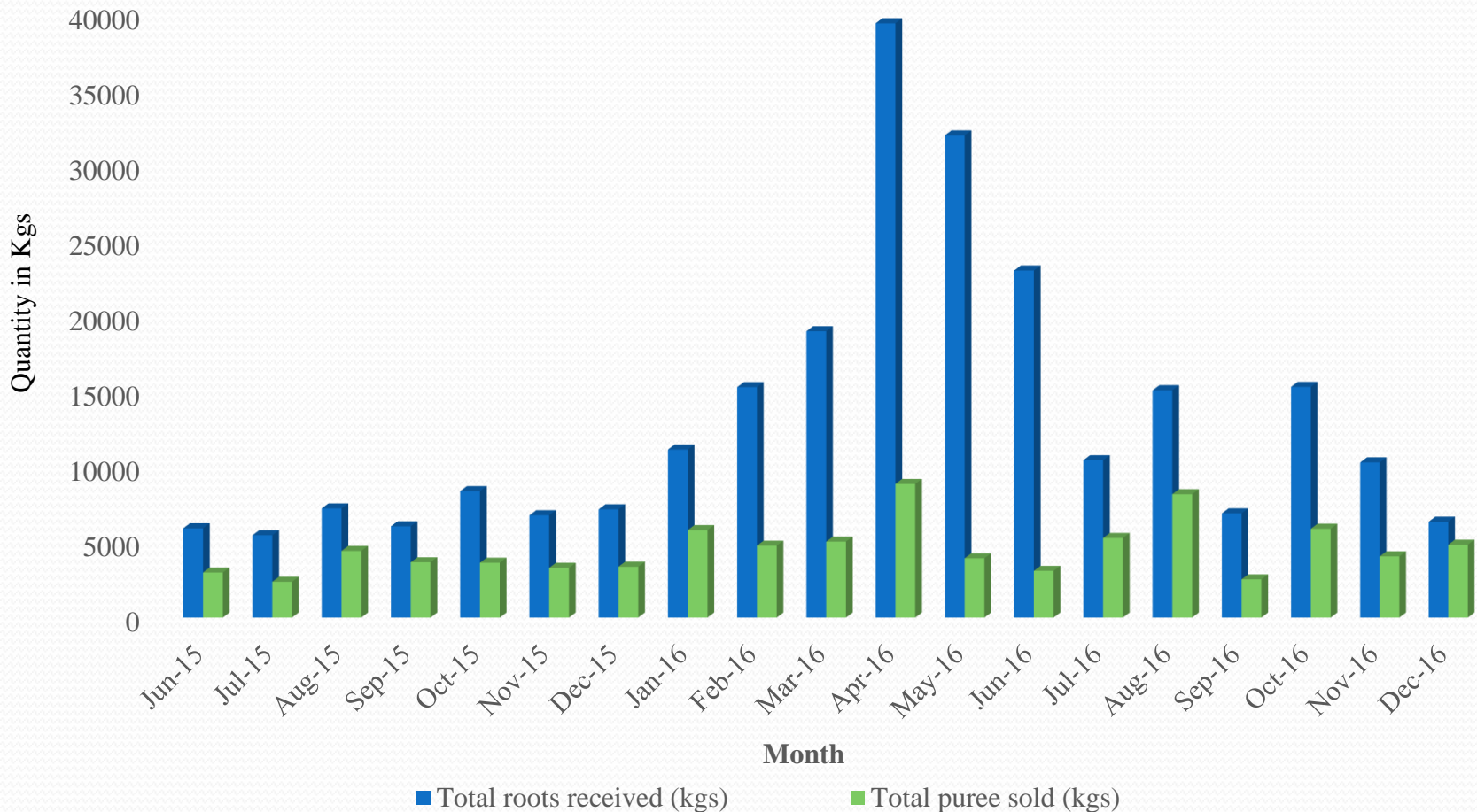
Puree production

- Organi currently produces high fibre puree (from unpeeled roots)
- This has increased both nutritional content of the puree and conversion rate thus increasing profit margins.
- The current production capacity is 500kg of puree per day.
- Most of the bottle necks that initially limited production have been overcome.
- The bakery unit, although not fully operational, is expected to produce atleast 500 loaves of bread per day using the existing equipment. Expansion plans are underway to increase production volumes.



Comparison of root supply and puree production in 2015 and 2016

Total kgs of roots received and puree supplied in the year 2015 and 2016.



Factors leading to the establishment of the bakery

- There was need to increase profit margins. The bakery is expected to offer a supplementary stream of income.
- Due to the growing demand for OFSP puree products, the bakery is intended to provide the local market with bread and related products in order to bridge the gap.

Our clients

- Tuskys supermarket, one of the leading supermarkets in Kenya, has been our major client.
- The average quantity of puree supplied to Tuskys per week is 2000kg.

Diversification

- We have diversified our operations in order to address any challenges that may arise due to oversupply of roots during peak periods.
- These mechanisms include chipping of roots and fresh root market.

Partners

- CIP has been our key partner.
- The organization has been providing technical backup through their scientists and researchers. It was also instrumental for securing market for our puree at Tuskys supermarkets.
- Other partners are ministry of Agriculture.

Major breakthroughs

- Fresh root storage and puree storage trials have been successfully run by CIP.
- This is expected to solve storage challenges that were initially being faced leading to massive post-harvest losses and reduced profit margins due to puree spoilage whenever the freezers were overwhelmed.

Conclusion

Organi has achieved a lot as a player in the OFSP value chain development and we intend to be the region's leading supplier of OFSP products through more robust transformation.



END

THANK YOU