BUSINESS MODELS FOR NUTRITION IMPACT

CRS 2016 INTEGRATED NUTRITION CONFERENCE (Nov 14th to 18th)
WHO WE ARE

• Kenyan agribusiness enterprise from 2009
• Process instant – pulses that cook in 15 mins
• We support smallholder farmers to produce under the COPMAS model
• contribute to agricultural development to address food and nutrition security through innovation
OUR DRIVE

• Our drive is to bridge the gap of Hunger & malnutrition within the ASAL’s communities

• In Kenya the prevalence of child stunting has remained above 35%, while underweight is at 16% (KNBS and ICF Macro 2010).

• In most ASAL underweight is at above 20% and Stunting is at 42.4% higher than the national level
CONTRIBUTION TO NUTRITION GAP

• offer convenient and nutritive high protein pulse products
• Precooked, dehydrated and packed with no additives
• Resolve Post Harvest Handling and nutrition issues
• Target those cannot afford alternative proteins and those that need a healthy protein base foods.
• Are adaptable and fit into a variety of cuisines and households
• saves fuel, cooking time and does not need refrigeration
WHY PULSES

FOOD & HEALTH

• Packed with high proteins, carbohydrates, dietary fibre, and other micronutrients
• Appeal to all communities and general populace as food
• Deal with malnutrition and obesity

OTHERS

• Can grow in ASAL and across most ecological zones
• Profitable to growers
• Make soils healthier
• Easy to grow
• Fit in all cropping practices
FREJOLS INSTANT BEAN PRODUCTS – PRECOOKED & DEHYDRATED

HIGHLY NUTRITIOUS PROCESSED FOODS

OUR PRODUCTS
## OUR PRODUCT NUTRITIONAL FACTS

<table>
<thead>
<tr>
<th>Sample Code</th>
<th>Moisture (%)</th>
<th>Ash (%)</th>
<th>Crude Fat (%)</th>
<th>Crude Protein (%)</th>
<th>Crude Fiber (%)</th>
<th>Carbohydrate (%)</th>
<th>Total Energy (kJ/100g)</th>
<th>Contr. of protein* (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw Beans</td>
<td>11.70</td>
<td>3.21</td>
<td>4.37</td>
<td>21.23</td>
<td>3.16</td>
<td>56.33</td>
<td>1480.2</td>
<td>24</td>
</tr>
<tr>
<td>Precooked Beans</td>
<td>12.61</td>
<td>2.19</td>
<td>2.92</td>
<td>21.86</td>
<td>3.61</td>
<td>56.82</td>
<td>14.45.5</td>
<td>26</td>
</tr>
</tbody>
</table>

* Contribution of protein to total energy (%) 

*Tested at JKUAT laboratories*
HOW WE DO IT

SLS PRODUCTION TO DISTRIBUTION FRAMEWORK

- SHF Production & Supply (65%)
- Smallholder farmers (SHF)
- Traders Suppliers (35%)

DEHYDRATING/ PACKING

COOKING

CLEANING

PROCESSING

Precooked Instant Products

Income improvement

Product development

Distribution Channel

Income improvement

BOP/MOP Retail Market

Food Outlets & Stockists

Institutional Buyers

Youth distributors

End Consumer

Research & Development

NUTRITION IMPROVEMENT

SOURCE: SMART LOGISTICS SOLUTION LTD
OUR VISION

• to be the leading provider of nutritious and affordable products contributing to food security in Africa.

• Our mission is to add value to grains and provide customers with convenient and nutritious foods.
OUR PRODUCTS

CURRENT

• Precooked & Dehydrated instant whole pulses (Beans, Pigeon peas and Dolichos)
• Precooked flours
• Premixed Flour blends (Porridge)

COMING SOON

• High-Energy protein paste
• Breakfast flakes
• Snack bars
• Soup & Sauce mix
• Confectionery flours
OUR INVESTMENT

• Beans and other pulses have limited technologies that target the low income populace.

• Investment in this category has been a daunting task with no market leaders to learn from

• A major diversification strategy for our company

• we are investing in new market outlets, strategies, systems, processes and technology
Thank you!!!

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