

Promoting Soy Enterprises in Botswana

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The Challenge

- Nutritional needs
 - HIV/AIDS
 - Day care centers
 - School age children
 - Food baskets
- Food system
 - Dependence on imports

Why Soy?

- Health benefits
 - Essential amino acids
 - Protein quality comparable to meat and egg
- Versatile
- Ease of use
- Functional properties
- Lower costs
- Reduced risk of chronic diseases
 - Cancer, osteoporosis, heart disease
- Longer shelf life

Understanding Botswana

- Evaluation of the food manufacturing and distribution industry
 - Capacity
 - Impediments
- Understanding market potential
 - Local
 - Regional

Developing Partnerships

- WISHH
- NFTRC
- Food processors
- University of Botswana
- Humana People to People
- Institutional feeding programs

The Opportunity

- Sorghum
 - High consumption
 - 10% Soy-enhancement
 - 50% increase in protein content
 - Improved protein quality
 - Easy distribution
 - Local production
- Textured Soy Protein

Product Development

- Defining the blend
 - Taste, texture, mouth feel
 - Cost-benefit analysis
 - Consumer testing
 - General public
 - School children
 - Poor households
- Packaging
- Labeling

Preparing the Consumers

- Creating domestic capacity
 - NFTRC training
 - Food technology
 - Consumer testing
- Educational workshops
 - Training the trainers
 - Public awareness campaign
- Food demonstrations

Commercial Pilot

- Soy-fortified sorghum
 - Soy flour from WISHH
 - Local manufacturing
 - blending, packaging, labeling
 - One and ten kg packs
 - Pricing
 - Distribution
 - Free samples
 - Grocery stores
 - Humana restaurants
- Textured soy protein

Ongoing Support

- Pilot evaluation
 - Manufacturing
 - Distribution logistics
 - Consumer acceptance
 - Taste, texture, mouth feel
 - Cooking experience
 - Packaging and labeling
 - Recognition of health benefits
- Follow up technical support

Botswana Benefits

- Improved foods
 - Better nutrition
- Support to local industry
 - Sorghum
 - Food manufacturing
 - Micro enterprises
- Improved technical skills
- Sustainable

Building New Markets

- Creating sustainable demand for soy
- Entry into new markets
 - Regional application
 - Developing world
- Win-win solutions