

# ECONOMIC GROWTH AND NUTRITION

By

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# DOMESTIC MARKET

- Industries
- Agriculture
- Natural resources
- Imports/Exports

# NUTRITION

- Balanced diet
- Proper amount of food each day
- Good physical condition
- Health practices
- Regular medical/dental practice

# ECONOMIC GROWTH

- Improve peoples level of living
- Reduce poverty

# HOW

- Improve production, food supply and nutrition
- Increase market opportunities and allow access to such markets
- Favorable environment/peace

# POVERTY

- Poor nutrition
- Poor health services
- Low education standards
- Poor capital accumulations
- poor human effort/knowledge

# TANZANIA BRIEF

- TANZANIA DOMESTIC MARKERT
- Agriculture 44 %
- Industries 39 %
- Services 15 %
- Area 883749 sq km
- Population 33.86 m n
- Climate Tropical and semi-temperate

# POWER FOODS STATEMENT

- Vision and sense of purpose
- Competence
- Moral decency/professional integrity
- Courage and patience

# POWER FOODS STAT CONTS.

- Knowledge
- Human effort
- Savings

# WHAT IS POWER FOODS

- Is a Company which process and sell African Traditional cereal grains which has not yet marketed in the commercial scale
- Consumers of its products are Children, nursing mothers, sick, old and general public
- Cereal grains are blended with soybeans to improve the nutritional value of inferior crops

# HOW POWER FOODS STARTED

- By conserving business Idea, Way back In 1883.
- Actual business started in 1993, due to luck of start up capital
- Start up capital was generated my from salary savings

# MY BACKGROUND

- I am coming from an area where traditional crops we not promoted eg finger millets
- However finger millet was highly valued and was being used to feed nursing mothers and children
- I graduated BSc. Agr specializing in Food Science and Technology in 1982,
- I worked as a Bank technical advisor for 14yrs

# HOW I STARTED

- Shortage of High value breakfast cereal In Dar Es Salaam where I started my first employment in 1982
- High number of malnutrition in the society
- Availability of raw materials
- Accumulated technical know how/and knowledge

# CAPITAL

- My original Idea was to acquire a hummer mill when my further died in 1882
- Being a women I couldn't, inherit my parent property.
- I turned to my employer to get a Bank loan, but I was not able to meet their condition

# CAPITAL CONT S

- 1993 it was break through,I have accumulated enough to buy a miller and a huller
- My husband proved help in erecting the building and electrical connections

# TECHINICAL KNOW HOW

- I bring Power Foods into advantage due to my education background
- Working with the Bank sharpening my project Management skills
- Collaboration with International organization enhance my understanding on marketing issues
- Relative /college support ease my work

# TECH CONT S

- I employ competent personnel
- I emphasis on employee's commitment and ability to deliver
- I got support fro husband /friends/relative and college support

# MARKETING AND SELLING

- There was no such foods in the market
- Malnutrition was alarming
- There was a need to address the problem
- We process the product
- We Educate the public
- We distribute the products into different markets

# MARKETING CONTENTS

- We work hard to access and increase market share
- We design different packages for specific markets with different pricing
  - We formulate different products and distribute
  - We promote the products through local media, news paper, television ect.
  - We participate in the country's trade fairs

# COLLABORATION NETWORK

- Research Institution
- Regulatory bodies
- State organ
- Colleges/friends

# SUCCESS AND CHALLENGES

## CHALLENGES

- Constant quality materials-soybeans
- Globalization, trade tariffs
- Finance-Expansion to Extrusion
- Standards on products/packaging
- Competition

# SUCSESSES

- We have 10 brands in the market such  
-soy milk,soy protein,soy coffee, soy/cereal blends
- Increased processing
- Access to schools, hospitals,UNHCR and general market
- Country recognition, Bronze and SILVER medals
- Good Healthy among users
- Achieve WFP Standards.
- Contract farming

# MOST USEFUL SUGGESTIONS

- Have vision, and purpose
- Need for such products/services
- Have necessary technical know how and knowledge
- Have courage and patience
- Effort

# THANK YOU

- WISHING YOU GOOD LUCKY



