

**Malnutrition
Matters**
FOOD TECHNOLOGY SOLUTIONS

JAM
Joint Aid Management



National Soybean Research Laboratory
Expanding the size, scope, and profitability of the U.S. soybean industry

SoyCow and VitaGoat Panel Discussion

WISHH MIDWEST SOY PROTEIN WORKSHOP - 2009



Panel Members

- Nick Scates - NSRL
- Adam Boros - JAM
- Hart Jansson - Malnutrition Matters

Rural Development: Strategy and Priorities

- Alleviate malnutrition which typically occurs with 50% of children
- **Ensure long-term sustainability** of the project, with no need for donor funds after project initiation
- Provide local employment for unskilled rural women
- Increase health benefits by piggybacking ultra low-cost micronutrient mix (1/4 cent per dose)



Grinding soy mash
in Tanzania

Orissa Project

- BISWA financing 75% of capital cost of VitaGoats via loans to SHGs
- Revenue from the government-funded midday-meal program goes to SHGs providing the midday meals
 - Rs. 1.6 per day for 200ml of fortified soymilk (about 4 cents)
- SHGs also sell tofu and okara in the open market for extra income
- SHGs must pay ALL costs including rent, labor, soybeans, sugar, delivery (by bicycle) and loan repayment
- Each VitaGoat can serve 600-1,000 children per day
- No refrigeration or packaging required



*Women measuring the soaked soybeans before grinding
Bolaranga, Orissa, India*



Challenges

- Creating market for tofu and okara
- Government certification and approval for midday-meal program
- Finding suitable, affordable sites for the VitaGoat
- Finding the right formulation (sweetness, flavoring, micronutrients)

Solutions

- Assistance from MM and BISWA supervisors (community knowledge)
- Government lobbying by BISWA, assistance from local MM subject matter expert
- Community support (parents, SHGs) with assistance from BISWA
- Pilot project, BISWA supervisors, subject matter expert, creativity

Sustainability

- Systems have proven they can make a small profit, after financing repayment
- Potential challenge is rising soybean prices
- Regular and accurate reporting are essential to spot budding problems

Key Factors for Success

- Revenue from midday-meal program
- Financing for equipment
- Strong local partner: community presence and capability

*Village children having their first
drink of soymilk
Bolaranga, Orissa, India –
November, 2007*



Soy milk, yoghurt and tofu being prepared for sampling in Guinea

School children getting soymilk in Mozambique

