

Malnutrition Matters

FOOD TECHNOLOGY SOLUTIONS

Soy Dairy Business Development

With the VitaGoat &
SoyCow Systems





Purpose of this Workshop

- To discuss best practices in establishing a soy dairy micro-enterprise
- To discuss best practices in operating a soy dairy micro-enterprise
- To create a business plan framework for the establishment and operation of a specific soy dairy business model



Partner / Site Selection Criteria

- Related experience with micro-enterprise, retail marketing and food processing are assets
- Competent management and oversight capability are essential; entrepreneurial skills
- Proximity to markets is highly important
- Enthusiastic staff and community are beneficial; entrepreneurial attitude is highly desirable
- Access to basic mechanical assistance is helpful

Business Model Parameters

- Physical environment
 - Rural vs. urban
 - Electricity, running water?
- Market characteristics
 - Income level
 - Knowledge of nutrition and soy foods
 - Local food preferences, possible soy substitutes
- Packaging and distribution model
 - Bulk vs individual servings
 - Refrigeration?
 - Glass bottles or plastic?
- Operational environment
 - Staff: literacy
 - Hygiene, lighting, safety, space, security
- Marketing plan



Soy milk being made in an Ashram in New Delhi

Fundamental Steps in Establishment of Soy Dairy



- Thorough familiarization with possible products and related processes
- Interview potential partners / site teams
 - Look for best match re partner / site selection criteria
- Understand local market needs and preferences
 - Awareness level re nutrition, familiarity with soyfoods
 - Foods where soy could substitute: price points
 - Explore institutional market possibilities (schools, hospitals, etc)
- Choose your partner / site and create a draft bus plan
 - Input to the business plan from your partner will increase commitment

Basic Elements of the Business Plan

- Chosen product mix
- Marketing plan and pricing
- Adaptability
- Packaging / distribution plan
- Projected expenses & revenue
 - Cashflow and financing
- Training, oversight, technical support and quality control



Delivery boy ready to go, with soymilk in milk cans: rural Orissa, India

Operational Factors

- Required supplies: quality and pricing
- Staffing, training, turnover
- Required food licenses, hygiene practices
- Distribution, storage, timeliness (shelf-life)
- Tech support, spare parts
- Record-keeping



Fundamental Steps in Operation

- Ensure team's commitment to the business plan
- Ensure that site is properly prepared incl. supplies
- Ensure proper training for all staff, with follow-up for quality control: emphasis on safety & hygiene
- Daily record-keeping for inventory, expenses and revenues is vital
- Oversight of all aspects including distribution and customer surveys, and staff appreciation:
 - Process improvement