



**WORLD FORUM LILLE 2014 PRESENTATION
LILLE, FRANCE**

WHO AM I?

NAME: Eric Muthomi

AGE: 28

COUNTRY: Kenya (Nairobi)

FAMILY: 3RD born in a family of 4 children

ACADEMIC: Law Degree (Catholic University of Eastern Africa),
Agribusiness Management (USIU)
Business and Leadership (Clark Atlanta University)

BUSINESS: Stawi Foods and Fruits Limited

WHY AM I HERE?

How African businesses develop business models that are able to contribute to a sustainable economic development:

- ▶ that create jobs,
- ▶ preserve resources,
- ▶ respond to social issues,
- ▶ allow access to common consumer goods

THE BUSINESS- STAWI FOODS

WHAT WE DO

Bananas



Gluten Free Banana
Flour



Used in Bread, Cakes, Pizza,
pastry



www.stawiindustries.com

WHY BANANA FLOUR

1. Contains resistant starch (low Glycemic Index)
2. Is gluten free
3. No added preservatives
4. Long shelf life

Common Applications:

In bakery and pastry industries

Nutritious weaning mixes and supplementary foods

Thickener and stabilizer in foods such as puddings, custards, soups, sauces, gravies, pie fillings and salad dressings.



THE PROBLEM

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THE SOLUTION

PROBLEM	SOLUTION
<p>Post harvest losses: According to FAO, food spoilage and waste account for annual losses of US\$310 billion in developing countries, where nearly 65% of lost food occurs at the production, processing and postharvest stages. In Sub-Saharan Africa alone, up to 150kgs of food produced is lost per person every year. Kenya incurs post-harvest losses to the tune of over \$ 570,000,000 every year.</p> <p>Bananas are highly perishable, wastage is rampant in Kenya especially in peak seasons when farmers can't sell all their produce to brokers.</p>	<p>Stawi is addressing post harvest losses by processing highly perishable bananas (and grains/cereals) into nutritious flour products that have market demand and extended shelf life. Stawi converts bananas into a tasty nutritious gluten free flour that has a shelf life of one year. Banana rejects that are not bought by middlemen can be processed into flour instead of disposing them. This gives income to farmers who would have lost out on the income.</p>
<p>Low incomes and poverty among small holder farmers: Exploitation of smallholder farmers.</p>	<p>Farmer groups sell to Stawi dried bananas which earns them 50% more income than they would get by selling unprocessed bananas to brokers.</p>
<p>Low nutrition levels: Children and families need nutritious foods which are often expensive especially imported foods.</p>	<p>Stawi also produces affordable fortified instant porridge flours made from nutritious grains that boost the nutrition of children and families</p>
<p>High unemployment in Kenya among women and youth who need jobs to live meaningful lives.</p> <p><small>www.stawiindustries.com</small></p>	<p>Stawi employs 3 full time and 6 part time workers in production, marketing and administration. 80% of our employees are women and youth.</p>

IMPACT

Impact

Small holder farmers:

200 small holder banana farmers in Eastern Kenya in our supply chain. Number set to increase to 500 banana farmers in Eastern and Central Kenya by end of 2015. We also impact hundreds of grain farmers though indirectly since we buy from a grain trader.

Nutrition: We are helping improve nutrition of children and families by providing nutritious foods with key vitamins and minerals.

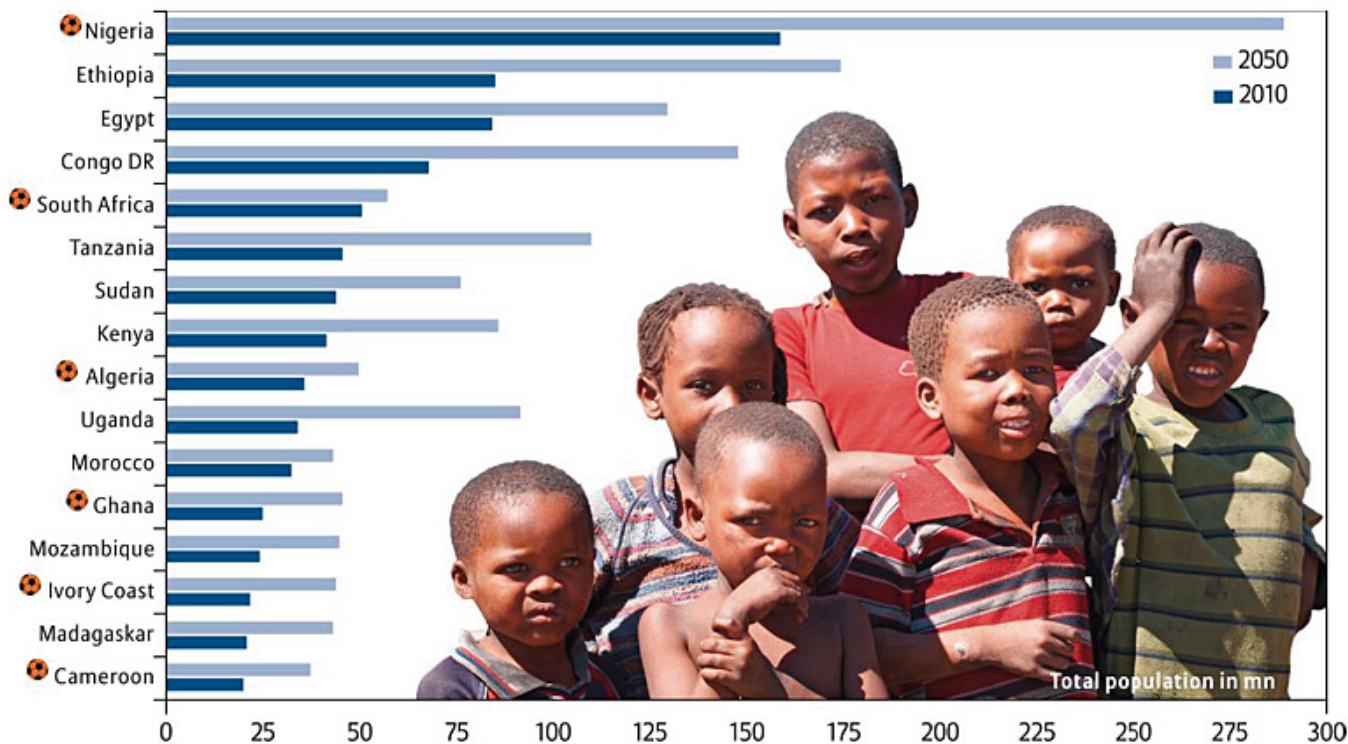
Employment: through Stawi's business more than 3,000 families earn their living while supporting 30,000 individuals. We have 10 employees of whom 80% are women and youth.

Food security: Our efforts to support farmers to produce more food and through the sale of our products is helping increase food security in Kenya and ideally Africa.



DEMOGRAPHIC GROWTH IN AFRICA

2050: one fifth of the global population lives in Africa



1 billion
by
2050

The most populous countries of Africa.

Forecast 2050: Africa will have 2 billion inhabitants.

🏆 Countries represented in the World Cup

BUSINESS OPPORTUNITIES CREATED BY THE RISING POPULATION

Consumer goods and services

1. Food and drinks,
2. Healthcare for instance diagnostics,
3. Retail,
4. Communication

CHALLENGES FACING AFRICAN BUSINESSES

1. Raising capital
2. Poor infrastructure (high freight costs)
3. High cost of technology for instance processing equipment
4. Weak legal framework

CALLS TO ACTION

1. Sourcing of food products from small businesses in Kenya for instance Stawi can supply to food importers in Europe, bakeries, culinary institutes, retail outlets
2. Investment in early stage businesses in Africa
3. Exchange programs for Young African Leaders
4. Transfer of technology to small businesses in Africa

CONTACT INFORMATION

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