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## Innovations Session N°5

# Food and Nutrition Security: the contribution of SMEs and businesses



INNOVATIONS  
SERIES





Zima

# Zima Enterprise

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# Why Zima Rwanda?

Zima

## Problem

- Pumpkins are considered inferior
- Pumpkins' low consuming power
- Pumpkins are less valued
- Malnutrition
- Youth unemployment
- Poor pumpkin farmers

## Solution

- Adding value to pumpkins through natural products:
  - Pumpkin Seed Oil
  - Pumpkin Cookies
  - Roasted Pumpkin Seeds
  - Pumpkin Seed Flour



# Pumpkin

- Modern science confirms that pumpkins benefit many aspects of your health. They're a **rich source of protein, unsaturated fatty acids, vitamins, and minerals** that reduce risk factors of chronic diseases.
- Pumpkins are rich in Magnesium, Zinc potassium, sodium, highly in Vitamins, free of cholesterol.

Zima



# Our Target Market

ZiMa

We produce highly nutritional value from pumpkins.

- People with cardiovascular diseases
- Obese
- Prostate cancer patients
- Malnourished children
- Pregnant women



# Zima Pumpkin Plant - Factory

Zima

- Ability to process 24 tons of Pumpkin
- Products distribution
  - On cash / account sales in 5 shops / 5 provinces
  - Main distribution warehouse
- 70% of production to be exported to East African Countries



# Zima Objectives

- Produce 19.4 T of pumpkin products
  - Creating employment opportunities
  - Contribute to Rwanda's development
  - Improved access to quality pumpkin during harvesting
- ...among others.

Zima



# Our Keys to Success

ZiMa

1. Presence in all districts in Rwanda.
2. Competitive prices.
3. Reliable procurement of raw materials.
4. Producing guaranteed products.
5. Working in all seasons.
6. Building strong relationship with partners.
7. Being honest and responsible for our customers.





# Mission & Vision

Our vision is to become the leading brand in the pumpkin processing industry in Rwanda and to establish a one stop center for all pumpkin related product.

Our mission is to establish a world-class pumpkin processing company whose products will not only be used by both small and big supermarkets in Rwanda, but also be exported in the sub- region of East Africa Community and Democratic Republic of Congo (DRC) and internationally.

ZiMa

ZiMa  
Stay well nourished



# Zima Enterprise Products



Roasted Pumpkin Seeds

Pumpkin Seed Oil

Pumpkin Seed Flour

Pumpkin Cookies



# Our Achievements / Success

ZiMa

- Manual Complete processing line
- Awarded 2017 Youth Connect Award
- Scaled to 10 employees
- Supplying to 55 salers
- Working with 5 Cooperatives & 50 Farmers





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# Thank you

