

22 July 2021

Innovations Session N°5

Food and Nutrition Security: the contribution of SMEs and businesses



INNOVATIONS^{Wi-Fi}
SERIES





SANAVITA

Presenter Jolenta Joseph

2021



The Problem

44.7 %
Anemia in women at
reproductive age

33 %
Vitamin A deficiency
in children



Sanavita's Work

Support Smallholder Farmers



Awareness Creation



Products Development



Beta Carotene 30 - 100ppm



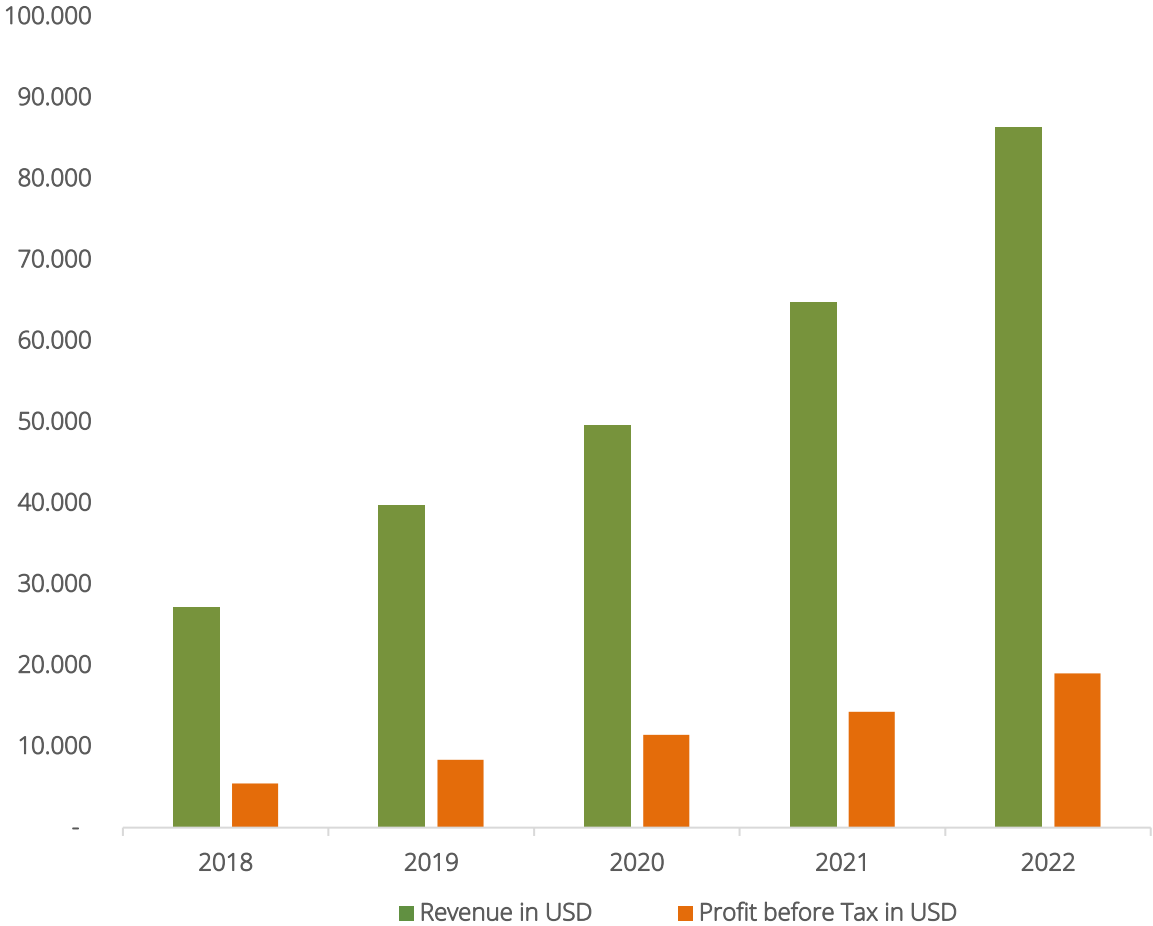
Beta Carotene 8 - 15ppm



Iron 75.17 - 85.35ppm



Sanavita Performance 2018 - 2022



*2020
Business
Expansion*

*2021-2022
Increased
production*

Prizes 2020

GAIN Food Technology Innovation Prize
(Cash Prize of USD \$10,000)

Technical assistance prizes

AGREA Mentorship Prize

Prizes -7 Prizes

Sanavita is the winner of Two Prizes Which are

- GAIN Food Technology Innovation Prize
(Cash Prize of USD \$10,000)
- *Technical assistance prize*
AGREA Mentorship Prize (CEO)

Publications

PROFILE

She helps people fight malnutrition

Jolenta Joseph creates public awareness to help people understand the need of consuming nutritional foods in order to address malnutrition

By Elizabeth Ngunjiri

In 2020, more than 2.7 million Tanzanian children under 5 years were estimated to be stunted and more than 600,000 were suffering from acute malnutrition, of which 200,000 were severe cases, according to UNICEF.

The figure accounts for 28 per cent of all stunted children and the serious concern for half of the children suffering from severe acute malnutrition in the country. Given the importance of nutrition in the overall physical and cognitive development of children, there is a need to focus on the first 1,000 days of a child's life to prevent the negative effects of malnutrition from becoming irreversible.

Joseph agrees that investing in nutrition is essential for Tanzania's progress. It is estimated that the country will lose USD 20 billion by 2025 if the nutrition situation does not improve. In contrast, by investing in nutrition and improving the population's nutritional status, the country could gain up to USD 4.7 billion by 2025.

In her own small way, Jolenta Joseph is making a difference. Operating from Morogoro Region, in 2017 she started a simple business of buying and selling fresh fruit's orange-flashed sweet potatoes for their nutritional value.

In March last year, the business was registered as Sanavita Company Limited which processes and packages the sweet potatoes as well as pre-sliced A maize and high iron and zinc fortified nutritional food.

"When I started I did not have capital, I was given the crops on credit but as time went on we were able to give our products and as I moved on from selling them now to drying the potatoes and selling the flour," she says.

Joseph said that the business is not only profitable but also helps smallholder farmers in rural areas to grow maize crops and meet post-harvest losses.

Most importantly, she asserts, is that the unique value in these products is that they are rich in nutrients because the process she uses, such as the use of solar energy, ensures the nutrients are not depleted.

"This is more than just doing business with us, we go out of our way to create public awareness as well to ensure people understand the need of consuming nutritious foods as a way of addressing malnutrition, stunting and anaemia among pregnant women," she says.

But the going has not always been easy. Joseph says, because when she started buying and selling her produce, the major challenge was securing an annual market.

She started by selling 200 kilograms

per month in 2017 but by now, on a good season, she can sell up to between five and ten tonnes per month.

"Initially, when I started processing, I started small with about five capacity to process, package and sell 100 kilograms per week but at the moment we have the capacity to process, package and sell up to almost 1000 kilograms per month," she says.

Registered in March last year, her company has not only got international business Company Limited, recently emerged the winner of 2020 Pitch Competition for 2020/2021 and it will represent the country in the Sun Business Network to be held in Singapore in March.

On the backdrop, more small businesses in the country have also been encouraged to register in various financing on nutrition not only for its viability but also as a means to combat malnutrition.

Global Alliance for Improved Nutrition (GAIN) Country Director, Isaac Mwangi, told participants of Lulu Accelerator 101 recently that innovation is crucial for our business model to succeed and that the same goes with nutrition.

"If someone could lead to be encouraged to do more business in sectors that have not matured because beyond the area being profitable, it is also important in terms of improving the health of the general population."

"Confidence is important and this can be made possible through training as we have witnessed over the period that small and medium enterprises (SMEs) have been going through the association."

Lulu Startup Accelerator is a program to accelerate Tanzania's startup ecosystem, aiming to be an active ready market for GAIN in collaboration with Sanavita Ventures.

Leading UfV Nutrition (UfV) Business Network, in collaboration with its partners, launched the second edition of the 2020 Pitch Competition for 2020/2021, with the theme 'Rethinking Nutrition Innovation' announced by Prof. Mwanuzi, Aliko Dadas from Sanavita Ventures.

He notes the competition was to support innovative solutions for improving nutrition by supporting SMEs in emerging markets with technical assistance and investment opportunities.

According to Sybil, the SME that emerged the winner out of the finalists during this year's competition will represent the country at SUN Business Network in Singapore in March next year.

Assistant Director in the Prime Minister's Office, Policy, Coordination and Parliament (Performance, Management), Dorcas Gabriel, observed that the program is crucial for the country in many ways.



Jolenta Joseph, Sanavita Company Ltd founder

represent the country at SUN Business Network in Singapore in March next year. Assistant Director in the Prime Minister's Office, Policy, Coordination and Parliament (Performance, Management), Dorcas Gabriel, observed that the program is crucial for the country in many ways.

"The SME since it is a permanent endeavor, it will go a long way to provide a platform for SMEs to work with different organizations to tackle the problem of malnutrition, especially among children."

"Malnutrition leads to stunting and if the problem of stunting remains the country is bound to lose ground manpower in the future. The program will help low income households to get access to affordable improved diet," she said.

During the launch of the program ready in the year, Jonathan Trench, Global Coordinator, SUN Business Network and this year's competition, intends to harness the innovations of over 1000 SMEs from over 20 SUN Countries across Africa and Asia to address one of the world's greatest challenges – to reduce the global burden of malnutrition.

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Elizabeth Ngunjiri, Dorcas Gabriel, Isaac Mwangi, Aliko Dadas

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Beware of the new transfer pricing guidelines

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Kudos, Taha for bolstering horticulture

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Differentiating investing from speculating in the stock market

INVESTMENT, P. 12

UK economy in recession, shrinks 20pc during Q2

LONDON. Britain's economy shrank by a fifth in the second quarter, lighter than any European neighbour, as the coronavirus pandemic slammed businesses and plunged the country into a record recession.

"It is clear that the UK is in the largest recession on record," the Office for National Statistics said after gross domestic product (GDP) contracted by 20.4 percent in April-June.

Britain's recession – its first since 2009 amid the global financial crisis – was confirmed after two quarterly contractions in a row.

GDP shrank 2.2 percent in the first three months of this year.

The statistics office said that the contraction for the first six months of 2020 "was slightly below the 22.7 percent seen in Spain but was more than double the 10.6 percent fall in United States GDP over this period".

But Britain's second-quarter contraction beat Spain's GDP of minus 18.5 percent. The Office for National Statistics (ONS) said Britain's dire second quarter was driven by a 20-percent drop in output in April.

"The biggest monthly fall on record reflecting widespread declines in output across the services, production, and construction industries".

Hard times

Finance minister Rishi Sunak said the data "confirm that hard times are here". He added: "Hundreds of thousands of people have already lost their jobs, and as the coming months many more will."

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TZ startup's \$10K prize money to fight hunger

FIGHTING HUNGER. Hidden hunger involving a lack of vitamins and minerals, occurs when the quality of food people eat does not meet their nutrient requirements

Morogoro. A young Tanzanian nutritionist and food entrepreneur has won a prestigious international award for devising innovative business solutions to improve nutrition for low-income and marginalized households.

Jolenta Joseph, 29, secured a cash prize of \$10,000 (about \$123 million) and a prestigious mentorship award dubbed the Food Technology Innovation Prize issued by the Global Alliance for Improved Nutrition (GAIN), a Swiss-based charity working to improve global nutrition by promoting healthier diets to vulnerable communities. "This is really good news to us. We aim at ending

'hidden' hunger in Tanzania, and this means growth for us," says Jolenta, whose company, Sanavita, uses solar dryers to process nutrient-dense crops – notably orange-flashed sweet potatoes – into various edible products.

Hidden hunger, involving a lack of vitamins and minerals, occurs when the quality of food people eat does not meet their nutritional requirements, according to the World Health Organization.

Jolenta is working to promote healthy eating among groups susceptible to malnutrition, especially pregnant women, lactating mothers and working children.

Organized by the Sun Business Network, a global platform for business and nutrition, 21 finalists were picked through a

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Thank You For Your Attention



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Thank you

