

22 juillet 2021

Session Innovations N°5

Sécurité alimentaire et nutritionnelle°: la contribution des PME et des entrepreneurs



INNOVATIONS^{Wi-Fi}
SERIES





SANAVITA

Présentatrice Jolenta Joseph

2021



Le problème

44.7 %
d'anémie chez les femmes
en âge de procréer

33 %
de carence en vitamine A
chez les enfants



Le travail de Sanavita

Soutenir les petits exploitants agricoles



Sensibilisation



Développement de produits



Bêta-carotène 30 - 100ppm



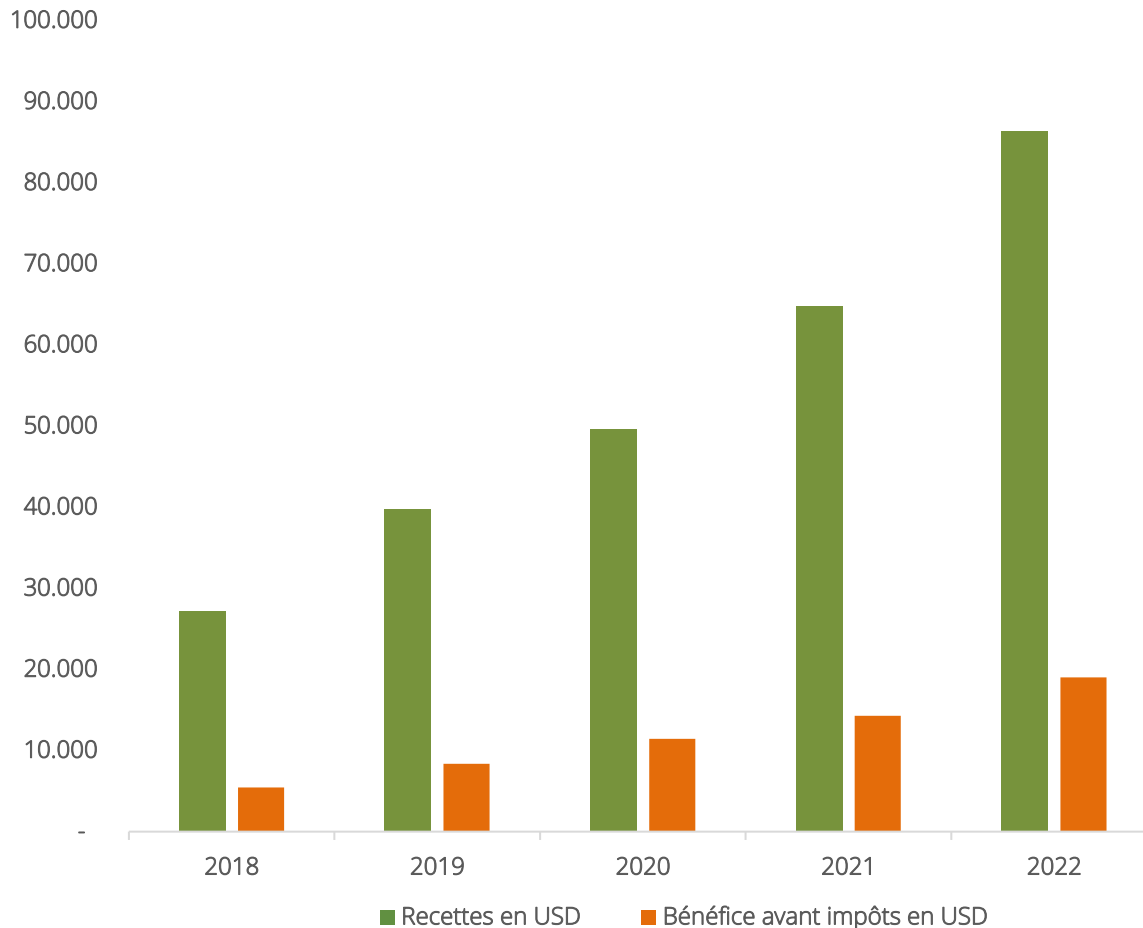
Bêta-carotène 8 - 15ppm



Fer 75,17 - 85,35ppm



Performance de Sanavita 2018 - 2022



2020
Expansion de l'entreprise

2021-2022
Augmentation de la production

Prix 2020

Prix de l'innovation en technologie alimentaire GAIN (Prix en argent de 10 000 USD)

Prix d'assistance technique

Prix du mentorat AGREA

Prix - 7 Prix

Sanavita est le gagnant de deux prix, à savoir

- Prix de l'innovation en technologie alimentaire GAIN (Prix en argent de 10 000 USD)
- *Prix de l'assistance technique*
Prix du mentorat AGREA (CEO)

Revue de presse

PROFICE

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 Singsaia

In 2020, more than 2.7 billion Tanzanians children under 5 years were estimated to be stunted and more than 600,000 were suffering from acute malnutrition, of which 300,000 were severe cases, according to UNICEF.

The figure accounts for 28 per cent of all stunted children and the serious accounts 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 2026 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 2026.

In her own small way, Jolenta Joseph is making a difference. Operating from Morogoro Region, in 2021 she started a simple business of buying and selling fresh (raw) 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 it to make and high-moisture 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 more 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 to 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 raw 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 had did not get incorporated. However, Joseph Limited, recently emerged the winner of 2023 Pitch Competition for 2023/2024 and it will represent the country to the 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, Tessa Mwangi, told participants of Lusha Academy that to succeed in a market, it is crucial for our business model to succeed and that the same goes with malnutrition.

"If someone might need to be encouraged to do more business in markets that focus on nutrition 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 we have witnessed over the period that small and medium enterprises (SMEs) have been going through the association."

Lusha Startup Accelerator is a program to accelerate Tanzania's nutrition, sanitation and hygiene (WASH) to be revenue ready and able to contribute to GAIN in collaboration with Sanavita Ventures.

Leading UfV Nutrition (UfV) Business Network, in collaboration with key partners, launched the second edition of the 2023 Pitch Competition for 2023/2024, with the theme "Rethinking Nutrition Innovation" announced by Prof. Mwanuzi, Advisor to the Sanavita Ventures.

He notes the competition was to support innovative solutions to improve 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 2024 Business Network in Singapore in March next year. Assistant Director in the Prime Minister's Office, Policy, Coordination and Parliament (Performance, Management), Doreta Gubela, observed that the program is crucial for the country in many ways.

She said 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 overall 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, explained to address the interventions 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.



Jolenta Joseph, Sanavita Company Ltd founder

Rethinking Nutrition Innovation Empowering Small Businesses

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THE CITIZEN Thursday 13 August, 2020

Business Week

SETTING THE BUSINESS AGENDA

Beware of the new transfer pricing guidelines

TAXATION Pg. 11

Kudos, Taha for bolstering horticulture

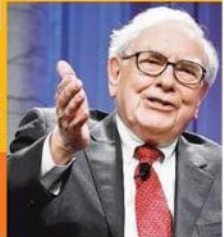
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Differentiating investing from speculating in the stock market

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The reciprocal of Artificial Intelligence policy: a reflection

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Jolenta Joseph, who won in the Global Alliance for Improved Nutrition, displays some of her company's products. PHOTO COURTESY

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 Sh23 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 San Business Network, a global platform for business and nutrition, 21 finalists were picked through a

UK economy in recession, shrinks 20pc during Q2

LONDON. Britain's economy shrank by a fifth in the second quarter, largely due to European neighbours, 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."

Continued on Page 12

MORE INFO: IMPACT

Wednesday's figures also highlighted an uneven distribution of the impact among manufacturing firms, with makers of capital goods reporting orders collapsing 22.6 percent. Meanwhile, producer goods firms saw a drop of 17.5 percent and consumer goods fell 1.3 percent.

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Merci de votre attention



Cette série d'événements est organisée par la PAFO et le COLEACP.

Ce dernier opérant dans le cadre de la coopération au développement entre l'Organisation des États d'Afrique, des Caraïbes et du Pacifique (OECP) et l'Union européenne, avec le soutien de l'Agence française de Développement.

MERCI

