

Food Processing Vertical of NABCONS makes a foray into International Projects

M/s Sayona Fruits Limited, Dar-Es-Salaam, Tanzania awarded an assignment to NABARD Consultancy Services (NABCONS), to conduct a techno-economic feasibility study for setting up a fruit processing plant (RTS) in tetrapak and pet bottles at Tanzania. As part of the feasibility study a team from NABCONS, Mumbai, India comprising Dr B R Premi (Senior Consultant), Mr Amol Chidrawar (Associate Consultant) and Ms Shilpa Deshpande (Associate Consultant) conducted a field research at Tanzania from 12th to 18th January 2014. The objectives of the field research were as follows:

- To assess the raw material availability in the region so as to suggest ideal capacities for processing plant.
- To study the forward and backward linkages in order to develop procurement and marketing strategies.
- To study the existing players in Tanzania to design a competition strategy for Sayona
- To comprehend the local food processing and construction standards and specifications to design the product mix and the plant layout for the processing unit.

The team interacted with various stakeholders including mango and pineapple growers, traders, processors, etc., in the catchment area of the proposal site Msoga, Bagamoyo district. Information and statistics with respect to Tanzanian economy, agriculture production, agricultural trade and financial institutions and their funding policies were collected from the Sokoine University, Morogoro, National Bureau of Statistics (NBS), Bank of Tanzania(BOT), Tanzania Revenue Authority (TRA) and CRDB Bank Plc Tanzania.



Dr. B R Premi (Senior Consultant,NABCONS) with the Pineapple growers in Tanga Region



Mr Amol Chidrawar (Associate .Consultant NABCONS) at the Pineapple farms in Bagamoyo

In order to comply with the local regulations while determining the quality parameters of the finished product and designing the processing plant, government authorities namely Tanzania Food and Drug Authority (TFDA), Tanzania Trade Development Authority (TanTrade), and Tanzania Bureau of Standards (TBS) were consulted.



Ms Shilpa Deshpande, Prof. Andrew Temu (Dept of Agricultural Economics and Agri Business, Sokoine University, Morogoro) Mr Amol Chidrawar and Mr K. K. Jacob (Sayona Drinks)



Ms. Shilpa Deshpande (Associate .Consultant NABCONS) at the Pineapple farms in Kiwangwa

The study of the existing players was a significant aspect of the study, major competitors of Sayona, namely, Bakhresa group(Azam brand), Masasi Foods (Lulu brand), Natureripe Kilimanjaro and Darsh Industries (Red Gold Brand) were visited and their production capacities and market shares were arrived at. Besides the competitors the demand of products in the various organized and unorganized markets were assessed through visits to whole sale retail markets in Mbagala and organized retail chains namely Uchumi, Shoppers Plaza, Shoprite and Game.



(L-R) Dr. B R Premi (Senior Consultant,NABCONS), Mr Chris Lenana (Country Manager, Uchumi Supermarket) and Ms. Shilpa Deshpande (Associate .Consultant NABCONS)



Dr. B R Premi (Senior Consultant,NABCONS), at the Whole Sale Fruits Markets in Dar Es Salaam, Tanzania

Team Nabcons is putting in its best efforts for diligent execution of this assignment, to the client's satisfaction.

The successful completion of this assignment will stand as a testament to NABCONS' competence in delivering international assignment and will catalyze inflow of similar projects from other countries in future.