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Food Entrepreneurship Curricula

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FOOD ENTREPRENEURSHIP CURRICULA



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Introduction

Food Science & Technology Department



Food Science & Technology Department Introduction

SUA Mission Statement

To become the center of excellence in agriculture, natural resources and management with emphasis on imparting practical, entrepreneurship and research skills and integration of basic and applied knowledge in environmentally friendly manor for the benefit of all people.

Food Science & Technology Department Introduction

- **Established in 1987**
- **Department Activities**
 - Training
 - Research
 - Outreach
- **Facilities: Laboratories, processing equipment**
- **Collaborations:** Univ. of Nebraska, Eduardo Mondlane, Bunda College, IDRC, McKnight Foundation, KOICA, NUFU, NORAD, LIFE

Food Science & Technology Department Introduction

We offer:

- **Staff Expertise – for training, research & outreach**
- **Technical Services**
- **Business and Marketing Development**
- **Confidentiality**

Food Science & Technology Department Introduction

Project examples:

- Wine and beer production**
- Fruit juice production and packaging**
- Commercialization of cassava products**
- Solar drying of fruits and vegetables**
- Formulation of weaning foods**

Food Science & Technology Department Introduction

KOICA/SIDO Pilot Plant & Small Entrepreneur support

- Training program**
- Processing (Pilot) plant**
- Training on market opportunities**

Food Science & Technology Department Introduction

SUA Food Entrepreneurship Program Mission Statement:

**To educate and assist entrepreneurs in
developing their sorghum based food manufacturing
business.**

Food Science & Technology Department Introduction

SUA Food Entrepreneurship Program

Helping Entrepreneurs Succeed in the Food Industry

From Recipe to Reality

- Understanding the basics of starting a food business**

From Product to Profit

- Individualized step-by-step assistance to the marketplace**

Did you know ?

- **800,000 new businesses are launched every year**
- **30% of adults consider starting a business**
- **66% of businesses survive to two years**
- **50% of businesses survive to four years**
- **80% of small business fail within 3-5 years**
- **An additional 80% fail within 5-10 years**

Therefore:

- **The Food Entrepreneurship Program is designed to help you minimize the risk and**
- **Maximize your opportunity for success**

INTRODUCTION TO SORGHUM ENTREPRENEURS CURRICULA

PART 1- From Idea (Recipe) to product:

Market Research



They are looking at us!

1. Market Research

- Reasons why markets fall
- Reasons why products succeeds
- Market matrix 4Ps & 4R
- Why do we need target research? - Benefits
- Various & Current Demographics trends –
 - Demographic,
 - Current Market Trends,
 - Specific
 - Food Category Trends,
 - Future Trend Predictions
- Food market drivers – Test & Quality top drivers

Market Research coverage:

- Future trends prediction
- Choices of Market selection
 - Retail Shops
 - **Retail Shops**
 - **Foodservice**
 - **Supermarket**
 - **Direct Sales**
 - **Tourism**
 - **Institutional Food Programs**
- Doing market Research
 - Primary research
 - Secondary Research
- Evaluate all data & select primary product & Market

Product development



2. Product development

- What is a new product
- Classifications of a new product
 - New and innovative
 - Line extensions
 - Similar Products
- Product development phases
 - Initial recipe
 - Ingredient evaluation
 - Process, equipment and packaging evaluation
 - Test batches
 - Processing facility

Business Development

3. Business development

- Processing facilities choices
- Business Responsibilities
- Skills assessment
- Need for professional support
- Developing a business plan
- Cost & pricing
- Office equipment

Regulatory Agencies & Label Regulations

Tanzania Bureau of Standards




TANZANIA FOOD AND DRUGS AUTHORITY

District Councils



4. Regulatory Agencies & Label Regulations?

- Review of agencies that regulate the food industry
 - **Local Government Authority (District Council)**
 - **Tanzania Food and Drug Authority (TFDA)**
 - **Tanzania Bureau of Standards (TBS)**
 - **Chief Government Laboratory Agency (CGLA)**

- 
-
- **Required Label Elements**
 - **Business Name**
 - **Address**
 - **Phone Number**
 - **Manufacturing Date**
 - **Expiration Date**
 - **Product Name**
 - **Weight**

Food Safety



5. Food Safety

- Introduction to the importance of food safety (Statistics)
- Hazards responsible for food poisoning
 - **Biological hazards**
 - **Chemical hazards**
 - **Microorganisms**

Brand Development



6. Brand Development

- How do you build a brand
- What does a brand do for your business
- **What is the image or brand you want your company and product to project?**
 - Container selection
 - Name selection
 - Logo design
 - Additional Label element
 - Colors

Sales & Distribution



7. Sales & Distribution

- What is a promotional package
- What tools to include in promotional package
- How to develop a Brand
- Understanding what is offered by your competitors
- Sales tools
- Who can sell your product best-Yourself? Others
- Sales Lead Management Program
- Record keeping
- New product presentation
- Sales contact
- Participation in trade shows

INTRODUCTION TO SORGHUM ENTREPRENEURS CURRICULA

PART 2 - From Product to Profit:

PART 2 - From Product to Profit

- Follows after the seminar
- Individualized step-by-step assistance to the marketplace
- Is tailored towards entrepreneur's specific business venture
- One-on-one support to help entrepreneurs successfully develop their business
- Confidentiality is observed

Sample activities:

- Assisting in developing business plans
- Capital mobilization – e.g. networking and linking entrepreneurs to loan facilities
- Equipment issues and arrangement
- Quality and safety issues
- Packaging and labeling

Sample Presentation



PRODUCT DEVELOPMENT

Product Development

New Products

????????

Product Development

New Product Classifications

- New and innovative**
- Line extensions**
- Similar Products**

Product Development

New Product Classifications

- New and innovative**
 - Never on the market**
 - Carbonated beverages**
 - Bottled Water**

Product Development

New Product Classifications

- Line extensions

- Flavors
- Forms
- Sizes
- Packaging









SERENGETI

Delight

1400

**Natural
Yoghurt**

1lb

EST. 1977

P.O. Box 7109 Arusha Tanzania.

BEST BEFORE
09.09.05

SERENGETI

Delight



**Fruit
Symphony
Yoghurt**

HOMOGENIZED & PASTEURISED
KEEP REFRIGERATED



Product Development

New Product Classifications

- Similar products

Product Development

Product Development Phases

- Initial recipe
- Ingredient evaluation
- Process, equipment and packaging evaluation
- Test batches
- Processing facility

Product Development

Product Development Phases

- Initial recipe
 - Weight conversion
 - Prototype
 - Sensory evaluation
 - Shelf life

Product Development

Product Development Phases

– Ingredient evaluation

- Feasibility and availability
- Specifications
- Functionality

- Preservatives

- Acidulants

- Emulsifiers

- Humectants

- Antioxidants

- Colors

- Flavors

- Stabilizers &

- Thickeners

Product Development

Product Development Phases

- Process, equipment and packaging evaluation
 - Processing parameters
 - Equipment selection
 - Packaging considerations

Product Development

Product Development Phases

- Test batches
 - Small batches
 - Commercial scale-up

Thank you very much