

# FOOD ENTREPRENEURSHIP CURRICULA



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# Introduction

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## Food Science & Technology Department



# **Food Science & Technology Department Introduction**

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## **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

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- **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**

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## **We offer:**

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

# **Food Science & Technology Department Introduction**

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## **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**

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## **KOICA/SIDO Pilot Plant & Small Entrepreneur support**

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

# **Food Science & Technology Department Introduction**

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**SUA Food Entrepreneurship Program Mission Statement:**

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



# **Food Science & Technology Department Introduction**

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## **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 ?

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- **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

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**PART 1- From Idea (Recipe) to product:**

# Market Research

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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

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## **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

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### **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

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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)**

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

# Food Safety

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## 5. Food Safety

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

# Brand Development

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## 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

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## **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

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## **PART 2 - From Product to Profit:**

# PART 2 - From Product to Profit

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- 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

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## 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

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New Products

????????



# Product Development

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## **New Product Classifications**

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

# Product Development

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## **New Product Classifications**

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

# Product Development

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## New Product Classifications

- Line extensions

- Flavors
- Forms
- Sizes
- Packaging









**SERENGETI**

*Delight*

1400

**Natural  
Yoghurt**

1.5 lbs

EST. 1972-1987

P.O. Box 7109 Arusha Tanzania.

BEST BEFORE  
DATE: 09.05

**SERENGETI**

*Delight*



**Fruit  
Symphony  
Yoghurt**

HOMOGENIZED & PASTEURISED  
KEEP REFRIGERATED





# Product Development

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## **New Product Classifications**

- **Similar products**

# Product Development

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## Product Development Phases

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

# Product Development

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## Product Development Phases

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

# Product Development

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## Product Development Phases

### – Ingredient evaluation

- Feasibility and availability
- Specifications
- Functionality

- Preservatives

- Acidulants

- Emulsifiers

- Humectants

- Antioxidants

- Colors

- Flavors

- Stabilizers &

- Thickeners

# Product Development

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## Product Development Phases

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

# Product Development

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## Product Development Phases

- Test batches
  - Small batches
  - Commercial scale-up

**Thank you very much**