

## VOLUNTEER REPORT FORMAT

*To be submitted to CRS at the end of volunteer assignment and shared with the Host*

### 1.1 Assignment information

- a) Volunteer Name: Ian Ronningen, PhD
- b) State of Origin: Minnesota
- c) Host Organization: Stawi
- d) Assignment: Nutritious Product Development
- e) Dates of Assignment: Oct 24<sup>th</sup> and 25<sup>th</sup>
- f) Number of days worked

**Note:** This assignment did not have a defined scope of work, and was added on top of another assignment.

#### 1.2.1 Objective 1: Conduct training on product formulation and market positioning

- a) Worked with Stawi foods to better define the core drivers of consumer value proposition, nutrition, taste advantage, natural whole grains and convenience were identified as key aspects of consumer value. Based on this information we further worked with Stawi to understand how their product was currently filling these value statements, how these value statements were being communicated to the customer and how the product was out competing other brands. A small survey of locally available porridges identified Stawi as one of the most nutritionally sound formulations on the market, even competing with Cerelac from Nestle which is at a significantly higher price point.
- b) Expected impacts/results: A better definition of consumer value helps Stawi better communicate with their customers. Stawi indicated that nutrition, flavor and price point were major consumer drivers when purchasing the porridge. Communicating how a Stawi product delivers on these needs allows Stawi to be more competitive on the shelf and in informal markets. The completed work will help Stawi in better defining future brand positioning, product communication, and consumer engagement, which can ultimately lead to more brand recognition and value as well as increased sales volume.
- c) Recommendations: Stawi should consider defining a brand strategy and define a product pipeline that will long term create value aligned with this brand strategy. This will help as Stawi is working on their expansion of products and facilities. Being able to fill multiple eating occasions with Stawi products will increase brand awareness while efficiently directing expansion plans.

#### 1.2.2 Objective 2: Consult on packaging, value proposition communication and early branding

- a) Educated Stawi on current consumer packaging trends in the United States and their associated drivers. Used these ideas to work with Stawi on how they were communicating their brand, their customer value proposition and ensuring their message was approachable and concise.
- b) Suggested reduced emphasis of “Nurture Porridge” and “Junior Porridge” with increased emphasis on the Stawi brand name. Often times the Stawi logo was being sealed over during packaging, obscuring the logo and having the customer focus on Nurture Porridge” and “Junior Porridge”. Shifting the consumer focus to be on Stawi helps the customer associate Stawi with the products they are purchasing. This creates stronger brand associations with the nutrition and taste aspects of the products they purchased, so when Stawi expands to other products the brand recognition is more likely.

c) Stawi was recommended to take some of the redundant information on the label and make the communication more concise. This would allow for a less busy product label and greater emphasis of the Stawi logo.

### 1.2.3 Objective 3: Review consultancy plan from August 2016 consultancy and align with current Stawi progress

a) Stawi was presented with a consultancy plan in August 2016. This plan was reviewed and comments were added to provide additional perspectives. Of keynote were suggestions on sourcing and Stawi working more directly with farmers. An alternative perspective was given in order to highlight the benefit of using a supplier with established quality control and assurance during a time of expansion. The needed expertise and equipment to ensure quality in direct sourcing scenarios would likely outweigh the cost savings on raw materials, for Stawi's current size. Additional comments were added in regards to quality control and product development suggestions by the report.

b) Stawi will be able to take multiple perspectives into account when they are working on new initiatives. A new perspective after they have received another F2F volunteer has allowed them to adjust some of their processes, and new suggestions can better align with their current state.

c) Align comments with recommendations from the two F2F volunteers on this assignment and the product development F2F (Jennifer) volunteer.

### 1.3 Recommended future volunteer assignment

As Stawi begins to plan and acquire funds for an expansion and volunteer that will help them define the long-term direction of their company is suggested. Ideally, this would happen after most of the funding is acquired but before the expansion process has begun. This will allow Stawi to move into a space that can grow with them, be set up appropriately for production, safety and operational efficiency and that capital investment will go to worthwhile initiatives.

### 1.4 Action Plan

<b>Recommendation</b>	<b>Specific Action</b>	<b>Responsible person</b>	<b>By when</b>
1. Define new packaging	Design, source and produce new packaging	Eric	End of year 2016
2. Define a branding strategy	Create a defined direction for the brand. This will help align a future product portfolio.	Eric	End of year 2016
3. Create a strategic plan for the expansion of Stawi	Detail a plan for the expansion of Stawi, an idea on the needs for new facilities, expertise, production equipment and staff should all be included	Eric	March 2017

1.5 Number of people Assisted

- a) Due to the brevity of this work, Eric was the only person engaged at this assignment. Other staff was engaged during plant walkthroughs but not at an educational level.

Category	Total	Males	Females
Members/ owners	1	1	
Employees			
Clients/ Suppliers			
Family Members			
Total	1	1	

1.6 Gender

- a) What gender roles did you recognize in your host community? Did these roles play a part in your assignment? How? Stawi has a male owner, and mix of genders on staff and women in professional capacities. Women were engaged in office work and in sales. There did not seem to be a strong gender bias either way.
- b) How might CRS or the host organization improve opportunities for the women in this host or host community? Eric mentioned that staff turnover was a challenge. Providing education opportunities to the women who were doing much of the actual grain processing would be an opportunity to educate the workforce, and try to reduce turnover.

1.6 Value of volunteer contribution in \$

- a. Hours volunteer spent preparing for assignment: 4
- b. Estimated value of all material contributions volunteer contributed to host during assignment  
My consulting rate is \$165 per hour. 16 hours was spent on this assignment so the total deliverables would cost \$2,640.

1.7 Value of hosts' contribution in \$ (Please consult the host as well)

- a) Meals
- b) Transportation
- c) Lodging
- d) Translation: none
- e) Other (Specify)

1.8 Host Profile Data:

Did you obtain any data that supplements or corrects the data in the existing host information as detailed in the SOW? Please list it.

None.

1.9 Recommendations for CRS:

Stawi shows great potential and energy for their brand and product. As they are trying to expand their brand it is important to ensure that their future direction is clear. Stawi should be encouraged to develop a strategic plan for their organization to better define the direction they would like to move in. Their Brand and positioning in the porridge market provides them a lot of potential to produce nutritious and

good tasting foods with a lot of brand equity. It does not currently seem that they have a defined direction they want to move into next. Ready to eat products would fit nicely, but they have not done due diligence to establish the customer value proposition (as far as I have seen). Being able to align their future facility, expertise, and equipment needs with a number of validated product ideas would set them up for great success.

#### 1.10 Press Release

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#### **FOR IMMEDIATE RELEASE**

**VOLUNTEER CONTACT:** [Name]

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## [US City] Farmer [Researcher, etc] Works with Counterparts in [Country]

### Farmer-to-Farmer program promotes economic growth and agricultural development in East Africa

[DATELINE: City, State, Month, Day, 2016]--- [Name], a [title] from [city, state] who is a [add your title, or area of expertise] travelled to [country] for [x] weeks to share his/her technical skills and expertise with local farmers. [Name]'s assignment is part of Catholic Relief Services' Farmer-to-Farmer program that promotes economic growth, enhanced nutrition through access to healthy food, and agricultural development in East Africa.

*"[Volunteer quote]," said [name]. [Quote should tell why you were there and how you spent your time, what you were trying to accomplish and how your visit made a difference. Quotes that are short (2 sentences) and paint a picture are strongest.]*

Farmer-to-Farmer matches the technical expertise of U.S. farmers and professionals in agribusinesses, farming cooperatives, and universities with farmers in developing countries to assist them in improving agricultural productivity, accessing new markets, and increasing their incomes. Farmer-to-Farmer is funded by the U.S Agency for International Development (USAID).

In a world where 80% of food is produced by farmers working on small farms or fisheries, the movement to share proven farming and business skills can improve the quality and quantity of the world's food supply. For communities in the developing world who often struggle to produce enough food, this can improve access to a reliable source of food and better nutrition. For the farmers, it can strengthen their path to prosperity.

The goal of [name's] assignment was to [\_\_\_describe goal\_\_\_\_\_]. He/she worked with [# of and type of beneficiaries] who [describe situation/challenge/opportunity]. Most of [name's] time was spent in the [describe the location/part of the country] working with [name the partner]. [Optional Statement: What impact do you think your work will have?]

This is [name's (first, second, third, etc.)] volunteer assignment with Farmer-to-Farmer and is one of nearly 500 assignments that focus on improving approaches to local agriculture practices, expanding production of quality food crops and nutrition in Ethiopia, Tanzania, Kenya



and Uganda. The program, funded by the U.S. government has been running for nearly 30 years.

CRS is partnering with five U.S. institutions to tap into the rich diversity of the U.S. agriculture community: the National Catholic Rural Life Conference, Foods Resource Bank, National Association of Agricultural Educators, American Agri-Women, and the University of Illinois' College of Agricultural, Consumer and Environmental Sciences.

The volunteers travel to East Africa for anywhere from one to six weeks.

“We are certain that this program will be beneficial not just to the farmers in East Africa but also to the volunteers from America,” said Bruce White, CRS’ director for the program. “It’s going to make the world a little bit smaller and a whole lot better for everyone involved.”

For more information, visit [farmertofarmer.crs.org](http://farmertofarmer.crs.org)

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*Catholic Relief Services is the official international humanitarian agency of the Catholic community in the United States. The agency alleviates suffering and provides assistance to people in need in more than 100 countries, without regard to race, religion or nationality. CRS’ relief and development work is accomplished through programs of emergency response, HIV, health, agriculture, education, microfinance and peacebuilding. For more information, visit [www.crs.org](http://www.crs.org) or [www.crsespanol.org](http://www.crsespanol.org) and follow Catholic Relief Services on social media: [Facebook](#), Twitter at [@CatholicRelief](#), [@CRSnews](#) and [@CRSnoticias](#), [Instagram](#), [Pinterest](#) and [YouTube](#).*