



USAID
FROM THE AMERICAN PEOPLE



Volunteer Name: Ian Ronningen, PhD
Country: Kenya
Country project: KE39-Supplemental and KE69



Background on Ian

- Food Science Background
 - 2011, BS from University of Minnesota
 - 2016, PhD from University of Minnesota
- Expertise
 - Flavor chemistry, informatics/analytics
 - Product development and quality consulting
- 2016 F2F Experience in Tanzania working on vanilla and flavor production



USAID
FROM THE AMERICAN PEOPLE



Volunteer Name: Ian Ronningen, PhD
Country: Kenya
Country project: KE39
Host: Stawi Foods
Venue: CRS Kenya



1. Assignment Objectives as in SOW

- Objective 1: Conduct training on product formulation and market positioning
- Objective 2: Consult on packaging, value proposition communication and preliminary branding suggestions
- Objective 3: Review consultancy plan from August 2016 consultancy and align with current Stawi progress

2. Achievement of the assignment objectives

- 1. Objective 1: Product formulation and competitiveness**
 - Consumer value proposition (Nutrition advantage, taste competition, convenience, and natural formulation)
 - Identified how current product was filling supplying value to customer
 - Discussed how Stawi was positioned relative to the competition
- 2. Consult on packaging, value proposition communication and early branding**
 - Discussed customer value proposition
 - Aligned current branding with perceived consumer value
 - Provided suggestions to emphasize Stawi branding and focus front of package communication
- 3. Review consultancy plan from August 2016 consultancy and align with current Stawi progress**
 - Provided alternative perspectives for Stawi to consider as they focus their efforts and begin to expand
 - Emphasized Sourcing, quality and product development suggestions

3. Recommendations to the host with regards to the assignment

1. Objective 1: Stawi should define their brand strategy and ideate a product portfolio supporting brand direction
2. Objective 2: Stawi should make sure their front of packaging packaging is concise and emphasizes Stawi branding
3. Objective 3: Align comments with recommendations from the two F2F volunteers on this assignment and the product development F2F (Jennifer) volunteer

“Nurture” Branding is emphasized when Stawi should be the focus



4. Anticipated Impact

- Stawi will build brand equity in their fortified porridge
 - Nutrition emphasis will translate well to ready to eat product expansions
- Easier to read packaging will support customer purchase decisions and ensure portfolio expansion will be recognized out of porridge aisle
- Defined plan for brand expansion and product portfolio helps define direction for facility expansion

5. Recommended future volunteer Assistance



- Brand, marketing and corporation strategy
- Process engineer familiar with food safety and quality once funding/investment for an expansion is acquired

Action plan for host recommendations

Recommendation	Specific Action	Responsible person	By when
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, use F2F content and consulting plan for product oriented directions	Eric	March 2017



USAID
FROM THE AMERICAN PEOPLE



Volunteer Name: Ian Ronningen, PhD
Country: Kenya
Country project: KE69
Host: Siwongo
Venue: CRS Kenya



1. Assignment Objectives as in SOW



1. Objective 1: Develop protocols and guidelines for development and formulation of the new products
2. Objective 2 Case study on Orange Flesh Sweet Potato (OFSP) puree
3. Objective 3: Production, processing, and quality considerations of OFSP puree were reviewed in the context of above case study

2. Achievement of the assignment objectives

- Objective 1: : Develop protocols and guidelines for development and formulation of the new products
 - Stage-gate and Lean Development methods were taught to Siwongo Management
 - An in depth discussion for each step for both methods detailed benefits and limitations for each
 - Technical guide for product development was produced as well
- Objective 2 Case study on Orange Flesh Sweet Potato (OFSP) puree
 - Stage-gate was used to detail how to take OFSP from idea to product launch
 - Lean development was also discussed for this product and how it could also be used
- Objective 3: Production, processing, and quality considerations of OFSP puree were reviewed in the context of above case study
 - In Objective 2 key aspects were reviewed in depth to emphasize other aspects of food science (product variation and quality control)



3. Recommendations to the host with regards to the assignment

1. Identify potential product portfolio and align with areas of capital investment and expertise needs to create a strategy for quick-to-market, low investment products for quick formal market expansion
 - Leverage internal training and equipment for streamlined manufacture of diverse products
2. Begin bench-top implementation of OFSP puree, since infrastructure exists, test and validate market and customer drivers
3. Use market perspective to support grant and funding requests



4. Anticipated Impact

- By using the previous work done by F2F volunteers and the work accomplished in this assignment Siwongo is equipped to engage customers with bench-top formulations of their OFSP puree
 - Formal product launch after KeBS certification
- Gain market perspective and help define long term expansion of a product portfolio to engage Busia community for eventual expansion
- This volunteer work and prior educational efforts have illustrated the business, quality and product development processes for Siwongo. This should increase Siwongo independence

5. Recommended future volunteer Assistance

- After Siwongo better engages and explores their local market work to identify expertise outside of aid organizations
 - HR or recruiting?
- Marketing and sales approach to help expand sales and market penetration of Siwongo
 - Marketing and sales strategies



Action plan for host recommendations

Recommendation	Specific Action	Responsible person	By when
1. Begin bench top evaluation of OFSP puree	Begin engaging the local B2B segment on OFSP puree to evaluate the interest of the market and perceived customer value	Patrick	End of Year 2016
2. Begin bench top evaluation of OFSP based ready to eat snacks	Begin ideating, outlining and producing bench top ready to eat products using OFSP flour and puree to gage the local market on their interest and perceived value	Patrick	End of Year 2016
3. Generate a small product portfolio for short term growth in both B2B and consumer markets	Ideate and position numerous B2B and consumer facing ideas for communication in grant applications along with long term planning on production equipment acquisition to make capital investment as efficient as possible.	Patrick	January 2017
4. Identify internal technical gaps that Siwongo needs to implement B2B and consumer needs	Identify what technical expertise, and resources are needed to fill technical gaps for the identified B2B and consumer ideas. Balance this with available resources.	Patrick	March 2017
5. Establish long term plan for Siwongo Product Portfolio	Establish a long term strategic plan for Siwongo and the potential product portfolio.	Patrick	June 2017

7. How can CRS improve future volunteer experience

- Earlier contact with host organizations would facilitate resource gathering
 - Focus onsite work on teachable moments
- Providing reports with assignments that have had volunteers
- Fit of organization with CRS strategy in

Thank You!

Ronni079@umn.edu