

**Innovative product enhancement and distribution in
Pampaida and Kaduna by women processor co-operatives**



1. Pioneer partnership

In 2016-2017, the Millennium Development Project (MVP) ended its support to the Pampaida Women Processors in Pampaida, Nigeria. The MVP as part of its Village support project established schools, health centre and food security initiative in the form of blend (Tombrown) processing from soybean and groundnut in Pampaida Community. The 2SCALE project under the Soybean PPP inclusively identified a number of marketing challenges confronting the women processors in their bid to ensure continuation and scaling of the Tombrown processing after the exit of MVP. Key amongst this quest was the lack of a brand identity for the blend (Tombrown). It was produced in its basic form in bowls for feeding malnourished pregnant women and children at the MVP clinic in Pampaida as part of food security measures.

The second issue was building a sustainable processing business beyond just supplying freely to clinics and create a demand and profit agenda. It was key to have a unique distribution model and products to reach low income Pampaida communities and busy Kaduna market.

2. Replicable practice

The BoP pilot with Pampaida Women Processors grew a “raw” processing business organically and translated the product from freebies to clinics in Pampaida to a marketable low-income blend. It developed a strong brand around the enhanced product mainly through a unique brand name, effective targeting & promotions, improved product and appropriate packaging.

A clear target focusing on low incomes in and around Pampaida and Kaduna market was concluded, based on which (2) distribution model were piloted for the “Inganci” brand of Tombrown. The women processors were re-aligned and structured into processors and marketers. The marketers led the direct distribution of products to homes, schools and clinics within Pampaida and environs using the sachets types in low unit packs (200g & 100g). A well branded sales container was planted at a location close to Kaduna main market from where the plastic packaging (400g) was sold and retailed to grocery shops in the market. Both channels were supported with heavy promotion championed by the women processors in various tactical approach.

The Pilot achieved a lot of success and were able to turn the initial raw product which was distributed free into a cash generating brand – “Inganci” Tombrown. Based on success attained, the pilot drew the attention of the wife of the Governor of Kaduna State who supported the co-operative to replicate the model in other communities in Nigeria.

To summarize, this practice is addressing constraints in terms of:

<p>Access to nutritious food</p>	<ul style="list-style-type: none"> • Availability: The pilot was able to popularise and make available the “Inganci” Tombrown beyond Pampaida to other communities and Kaduna main market. The support also extended to the pilot based on its performance by the Kaduna State Government ensured its replication in so many rural communities. • Affordability: Two product types were produced in form of sachets and plastic containers. The low packs in form of sachets were sold in the communities which was very much patronised. The Kaduna market plastic type was also patronised. The consumers found other uses for the container after consuming the product. • Acceptability: The product brand name resonated well with the communities as it was in their dialect. The product enhancement was also based entirely on consumer preference from a number of blind tasting sessions. Various local spices were incorporated in the formulation that caught on well with their indigenous taste.
<p>Inclusion</p>	<ul style="list-style-type: none"> • Ownership: The women processors were heavily involved in both the processing and marketing of the products. That motivated them to invest a lot more of their time, financial contributions, and hope. The supply of raw materials was mostly the male clusters and machinery was partially transferred to the women processors after MVP project exit. • Risks: The risk factor was low as Tombrown in Nigeria was a grey product but well liked as per the outcome of the pilot. The main risk is financing capability to bring up the operations to a commercial scale and increase the distribution of the “Inganci” Tombrown in most states in Nigeria.

3. Preconditions for replication

Reliable Raw Material Supply System

Establishment of a similar pilot or its expanded form should consider a production location where raw materials are available and in significant quantities. The Tombrown (blend) requires mainly soybean and groundnut as its major constituents. This is important in order to reduce cost of transportation so that product price does not go up that may erode affordability on the part of low incomes.

Conduct Market Insight

In the case of Pampaida Women Processors there was no existing profitable business. The women were just producing and supplying Tombrown in bowls to the clinic. MVP provided the machinery, processing training and financing to get the Tombrown processed and supplied free to clinics. When 2SCALE came in, MVP was exiting and the support to produce was also no more there. The women processors needed to run the processing as a business in order to sustain the processing. There was therefore a clear need for market scan to ascertain consumer willingness to buy, taste preference scan, and other meaningful marketing insights.

Development of a Strong Brand

The case of Pampaida Women Processors presented three (3) main issues; growing a free food distribution into a profit-oriented business in a rural environment, re-alignment of product to reflect consumer preference and effective distribution model. In order to be successful, a thorough product reformulation, brand name, communication/promotion, pricing and product delivery should be deeply looked into or you might fail. Key to success is to respect and factor local content as part of these branding activities (i.e., core product content, communications/visual materials). We used virtually local content for all our brand building strategies and it worked very well.

4. Results Achieved

The BoP pilot was implemented from inception to marketing roll-out over almost a year. Effective sales period covered August, September and October 2016. The below table details result of sales recorded as part of test marketing of the “Inganci” brand of Tombrown.

Package Sold	Quantity	Unit Price (Naira)	Total (Naira)
AUGUST SALES			
400g (Pack)	126	160	20,160
200g (Sachet)	62	100	6,200
100g (Sachet)	500	50	25,000
SEPTEMBER			
400g (Pack)	130	160	20,800
200g (Sachet)	80	100	8,000
100g (Sachet)	389	50	19,450
OCTOBER			
400g (Pack)	152	160	24,320
100g (Sachet)	89	50	4,450
GRAND TOTAL			128,380

400g sold in Kaduna-Sabo Market targeting BoPs in the market where other competing substitute products in appealing packages are. Hence the use of pack to be able to compete in terms of packaging. Again, as a way of market entry into the mass blends market in Kaduna State

Sales of 100g dwindled in October because most of the cooperative women are farmers and the period was the time for land preparation. Hence, attention to sales activities was a bit thrown off

In addition, the pilot was able to create some jobs in the processing and sales of the product. Six women were employed as support staff in the processing and one woman was also employed to run the branded sales kiosk in Kaduna-Sabo market.

Want to know more?

In case of interest and further information on this pilot, please contact Kwame Ntim Pipim (Senior BoP Marketing Specialist) on kpipim@2scale.org. You can also refer to the links below for more additional information on the Pampaida BoP pilot.

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