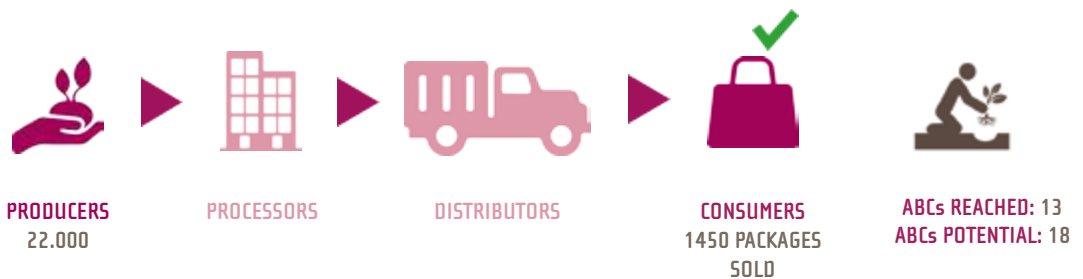


# GUTS Agro

Corn soy blend commercialization



## ENGAGEMENT IN THE VALUE CHAIN



2SCALE supported GUTS Agro in creating an easy-to-prepare, highly nutritious blend of maize and soybeans, targeted at young children, mothers-to-be and nursing mothers from low-income households.

- Type of engagement: market creation/inclusive channels/product development
- Period: 2014 - 2015
- Result: Super Mom was developed, launched and promoted. Over 50.000 packages have been distributed, worth over 700.000 ETB (EUR 29.479) There is a growing demand for the product that is now being introduced to three regions in Ethiopia.

“I have three children, so I know how important nutrition is. Every time I bought milk powder or infant formula for my children I would ask myself: Why can't we produce this locally?”

Engidu Legesse,  
CEO of GUTS Agro



## Soy production for Super Mom

### Context

GUTS Agro already offered an assortment of nutritional and fortified foods to the local market and international humanitarian organizations such as the World Food Program (WFP). Their Corn Soy Blend (CSB) had a very good commercial potential and GUTS realized that humanitarian aid was not a sustainable market. Together with 2SCALE an affordable and nutritious product targeting BoP consumers was developed, to enable access to aspirational nutritious food to BoP consumers, specifically for children as of 6 months old, pregnant women and lactating mothers.

### Results

2SCALE supported the improved product development of the corn soy blend by availing a food technologist. The product now contains more than 20 vitamins and minerals, essential fats, carbohydrates and proteins. After the product was developed, branding and packaging workshops were conducted by 2SCALE which resulted in the name Super Mom, and a brief for the brand and packaging design. It is important to find a good balance between having an attractive packaging design and material while keeping product cost as low as possible to serve BoP customers. In July 2015 Super Mom was officially launched and introduced to Hawassa Market. Since the launch slight modifications in the product quality and packaging have been made, and Super Mom was introduced in additional regions in the Northern and Eastern parts of Ethiopia.

One package of Super Mom contains 200mg which is enough to prepare four meals for children, and costs ETB 12,- (EUR 0,52). GUTS Agro sources soya and maize from over 22.000 farmers who now have access to sustainable output market for their production.

### Future

Customers ask for traditional mixes while being offered Super Mom, which means there is a need to conduct awareness raising and activation campaigns. Therefore radio ads in two different languages were developed that will be broadcast country wide, and several events will be organized to introduce the product to the communities.



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