Legume Processing and Product Development: Experiences of Guts Agro Industry

by Guts Agro Industry

Products

Guts Agro industry is an ISO22000 certified food processing company producing a range of goods from cereals to table salt and baby food.

Super Mom

Guts has modified the conventional CSB (maize blended with soy or sometimes chickpea as alternative pulse to replace soy) to address the demand of supplementary food of children above six months and even others who demands such a nutritious supplementary food making it highly affordable.

Yanet Shiro

Chick pea & field pea based Shiro Powder branded as "Yanet Shiro" is one of the major pulse based products Guts is processing and supplying the market

Chick pea based RUSF

A supplementary food developed by the company in collaboration with WFP to manage Moderately Acute Malnutrition in Ethiopia and other African countries. It was produced on a pilot base and turned out to meet the planned objective (managing malnutrition) by the study made by EPHI & WFP (the result is somewhat published).

Chickpea, sorghum, maize based Snacks

the product developed by the company collaborated with Hawassa University and USAID to produce in the factory and ensure bulk supply of the snack for local and international market.

Raw Material Sourcing

20,000 Small holder farmers to include in the supply chain by Dec, 2017 to source all raw materials from farmer corporate unions (Becho Waliso, Lome Admama and Handura Becho).

Marketing & Distribution

Likie microfranchise Distribution Model introduced in 4 regions by recruiting entrepreneurial woman to reach the low income community in semi urban and rural areas with affordable nutritious products.

Partnership Experience

Guts has been working with different partners from sourcing, product development to market and distribution with farmers corporate unions, NGOs, Universities and goverment institutes. (USAID, WFP, Hawassa University, 2Scale, N2Africa, ATA).

Guts Agro Industry ,Tel: +251 114672808/18, Email: info@gutsagroindustry.com, www.gutsagroindustry.com, P.O.Box: 28733, Addis Ababa, Ethiopia