

Food comes in a flood.

But the wet/dry seasons
become feast/famine
cycles.

The flood can be stopped
in a jar.

But how to bring to many?



Life
Changing
Business



RESERVOIR

LTD



A Project Of



A Technology Transfer
To Change Lives

Jar Canning Basic Concepts

- 40% of food in Tanzania rots; even more of perishable foods like fruits and vegetables; the annual cycle is feast and famine
- Food preservation technologies are nearly unknown; home canning is extremely rare; commercial canning is very limited
- Jar canning is a simple, grass roots solution
- Jars are reusable and preserve the investment costs, inspiring cycles of food preservation



Think About the Setting: a Typical Kitchen



Planning Thoughts

- Keep it simple
- Food safety in mind
- Provide training & create 'certified' home canners – avoid failure due to food poisoning; more training in future
- Provide local microfinance alongside retail operations to create affordability



Project Building Blocks

Set Up Retail Franchises

Inventory

Micro-
finance
by
NMB

Training – Certification Program

Jars and
Lids

Pressure
Cookers

Locally
made
energy
efficient
stoves

Closely
coordinated
for each
store

Safety First!
Designed
by food
nutrition
experts.

Context and
education
adaption by
Tumaini
University

“Licenses”
to buy
supplies

Success
Skills:
recipes and
marketing

Key Support Needed

Inventory Supply & Sponsorship

Jars

Lids

ID Cards

Pressure Cookers

Finance

Fund a store (apx
\$5000)

Fund support
activities (shipping,
training programs,
printing, etc.):
\$30,000

Training

Recipe
Development

Curriculum
(including test)

Long Term Potential



Scale up Franchise

- Expand number of retail stores (1000s?) across Tanzania and East Africa

Future Investments

- Identify best micro-businesses that are achieving local success; invest in and grow these

Additional Technologies

- As the model becomes functional, expand product lines into additional processing/preservation technologies like smoking, salting, pickling, cheese making, drying, oil packing, etc.

Food Packaging

- Address shortage of food packaging by expanding into additional product lines like plastic bottles for honey and oil, bags for grain transportation, small plastic bags for sealed goods, etc.

Distribution

- Create a franchise & distribution model for other value chains
- Integrate the customer's processed foods in central distribution for expanded market access

Food as far as the eye can see...



Raise Support

- Inventory, training, financial


Activate

- Fill 40' container & ship
- Select entrepreneurs, translate training, finish local preparation

Begin operations

- Students inserted, replacement inventory purchased

Action Steps

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- Trial home canning, retail, link to microfinance, & training: learn what are components of success to scale out
 - Begin to create food security and end annual cycle of feast/famine
 - Create a handful of microbusinesses
 - Create first 200 households practicing home canning – feed 1000 children

1st Year Expected Results

Multi-Tiered Distribution



Reservoir

- Distributor of goods
- Technical training on food processing and preservation technologies

Franchise Stores

- Dealer of goods
- Coordinator and eventual trainer on technologies

Home Canning Micro Businesses

- Sells canned goods OR
- Consumes personally

Consumer

- Purchases canned goods

Summary



Increase food security, decrease hunger and malnutrition, and create opportunity for women



through a distribution network of franchise stores that



provide training on food processing and preservation technologies, sell related supplies and coordinate needed micro financing



to women involved in agriculture.

Impact!

1.5% more African economic growth in the '80s would have saved 500,000 children by 1990



10% increase in income

- = 6% decrease in infant mortality
- = lower birthrates
- = higher education rates
- = less child oppression
- = less domestic violence & more stable families
- = more rights for women

Economic growth saves more lives than income redistribution - and it is created with small businesses