SMOKED FISH PROCESSING PROJECT

Samfya, Zambia
Lusaka, Zambia
Chomba Kasonde

Organization type:
for profit
Project Stage:
Start-Up
Budget:
$1,000 - $10,000

Rural development
Youth development
Sustainable agriculture
Trade

Project Summary

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

The innovation is about value addition of smoked fish procured from rural communities and branded, packaged, marketed and sold off-the-shelf. The innovation has high sustainable commercial value improving natural taste, hygiene, packaging and market availability.

About Project

Problem: What problem is this project trying to address?

Smoked fish is a food delicacy highly demanded world over. However, its poorly processed losing nutrition content, hardly accessible and unpackaged to be sold in supermarkets and stores by rural suppliers. This problem makes it very difficult for consumers to access it because of poor quality/hygienic, nutrition, taste and market channels. They problem has created shortfalls on the market thus being relevant to industry sustainability.

Solution: What is the proposed solution? Please be specific!

The solution is to improve processing to maintain nutritional content, quality and taste coupled with modern hygienic packaging and good branding to make it cheaper and accessible in markets as off-the-shelf product thus having a competitive advantage apart from being a highly demanded food delicacy world over. This whole solution includes working with fish farmers and fishermen to improve processing to maintain quality of the final product. The use of eco friendly smoking facilities have been introduced to reduce on deforestation.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

The business has formed village groups of fish smokers working with them teaching the handling of fish from the rivers, smoking it using eco-friendly energy saving smoking chambers. The business staff works with women training them and taking a critical look at various risks associated with the
process. After the fish is smoked the package it in bulk awaiting the company to transport it for repackaging, branding and distribution in retail outlets. The groups are then paid for their fish supplies at a market value price. By working with the communities directly, our business creates impact by educating rural communities in good processing practices, fish farming, effective use of raw materials, improved income and eliminate child labour.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

There is no one currently on the market addressing this problem apart from packaged sundried sardines in chain stores and traders vending in market stalls. The solution differs in approach through processing by soaking in brine with lemon to maintain nutritional content, smoked with a higher moisture content to reduce preparation time for consumers. The product is sealed in packages to prolong shelf life, maintain freshness, taste and distributed in retail markets which the current approaches are not addressing.

About You

Organization:
Mukuba Foods Company Zambia Limited

About You

First Name
Chomba

Last Name
Kasonde

Twitter URL
Facebook URL
https://www.facebook.com/MukubaFoodsCompanyZambiaLimited

About Your Project

Organization Name
Mukuba Foods Company Zambia Limited

Organization Country
, LK, Lusaka

Country where this project is creating social impact
, LP, Samfya

How long has your organization been operating?
1 5 years

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen.

Your Solution

Founding Story: Share a story about the “Aha!” moment that led you to get started and/or to see the potential for this to succeed.

My grandfather was a fisherman and it was his only means of survival. However, he never got full rewards from his catch. When I visited him from the city, people used to ask for fish to be bought for them. I saw the challenges people were facing in accessing the fish in the city and sometimes people bought poor quality fish when they traveled out because of handling processes. I developed an idea that if I can take advance orders in town and have organized fish suppliers from the village, I can be selling it at a profit and the delivery will be very efficient. I can also ensure good quality fish because I can trace the source of fish since it is an organized group. The response was very good and I thought of starting a fish business.

Select Sector(s): To which of Unilever’s categories of sustainability does your solution apply?

Nutrition, Water, Sustainable Agriculture, Smallholder Farmers, Supply Chain Micro-entrepreneurs.

Measurable Impact

Audience: Who have you identified as your customers/recipients and why? How will you get your solution to them or engage them in your initiative?

The identified customers who buys our smoked fish brand ‘Mukuba Smoked Fish’ are households, restaurants, hospitality industry, learning Institutions with 12 million possible customers. The identified customers face serious problems in accessing good quality smoked fish and the demand in the identified market is huge.

We get the solution to them through marketing messages in electronic and print media, direct sales campaigns and promotions.

Impact: What is the impact of the work to date and expected impact in the future?

The project has created opportunities by allowing 900 children have time to attend school who used to sell smoked fish near roads. The project has created employment and improved income for 1,500 households for supplying fish and smoking it and employed 6 professionally qualified youths for support services.
The project is significantly improving on weakness in environmental sustainability in rural areas by using 100 closed smoking chambers which less wood thereby reducing deforestation unlike open smoking methods which uses too much wood. The ash waste generated is being used in safe quantities in 730 family garden for crop production to improve household level nutrition. The project is expected to economically empower 9,000 households with fish processing skills which will be monitored by suppliers registers, trainings and field monitoring of suppliers.

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Growth, Finance & Leadership

**Scaling the Solution: How do you intend to scale your activities over the next two years (e.g., reach new markets, diversify solutions, etc.)? What will make this possible?**

The market size is 7.95 million customers with growth possibilities of 5.15 million within the next 6 years. The scaling strategy is to enter new markets through were supermarkets chains we are already working have a presence. It will also scale by entering new markets through growing the retail chain by creating more new retailers/dealers. The project will reach new rural communities with out-grower fish farming to secure supply chains for the scaling to be stronger. This will be made possible working with fisheries departments & NGO's using their structures in communities were they have a presence.

**Financial Sustainability: What is your business model to ensure financial sustainability?**

The business ensures long-term financial viability through revenues generated from the business enables self-sustainability. The business pursues a vertically integrated business model from primary production to processing and distribution to retailing the finished products in a value-added form directly to the end consumer. This ensures value-add and margin capture throughout the value chain for financial sustainability.

**Experience: Please provide examples of any previous entrepreneurial initiatives you have pioneered.**

I am a graduate of Management Studies with over 8 years’ experience in Project Management, Sales & Marketing. I developed the smoked fish ideal from scratch and grow it into a micro enterprise. I have pioneered the entry of a new company and its products into new markets in the country with record sales of over and between US $ 25,000.00 to $ 30,000 monthly per province in 5 provinces.

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