



2SCALE

Stories from the Field

Soaring soya

New partnership, new product, new markets... The partnership with food processing company Yedent, barely a year old, is shaking up the soya industry in Ghana. The product is Maisoyforte, a vitamin-enriched maize-soya porridge mix targeting low-income consumers. Sales have increased four-fold in 12 months.

Yedent sought 2SCALE assistance in penetrating the 'base-of-the pyramid' (BoP) market – the millions of low-income families that need healthy food but cannot afford to pay 'health-food' prices. The partnership addressed both supply and demand – ensuring reliable supplies of soybeans and creating brand awareness among BoP customers. We began with 2SCALE farmer groups that were already trained and well established, identified aggregators whom the groups trusted, and helped broker formal supply contracts with Yedent.

Another component – support for women processors – reflects the social development goals of both partners. Rural women's groups purchase soya from small-scale farmers to produce and sell a range of home-cooked food products. Training-of-trainers programs were conducted at the Yedent factory. The trainers, in turn, have helped more than 150 women scale up volumes, improve quality and manage their businesses better.

New markets, new marketing

Yedent had previously focused on well-known products and bulk buyers; selling a new product to price-sensitive BoP customers isn't easy. 2SCALE helped develop a marketing strategy tailored to the BoP, with posters,

2SCALE consortium



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Production, distribution, branding... the soya partnership delivers affordable, nutritious food to low-income households.

“I sold all my stocks of Maisoyforte in one week. Now I have to wait because everyone is asking the agents for more stock”

– Hajia Amina, koko seller in Kumasi

pamphlets and branded sales vans. We created a network of *koko* (porridge) sellers and pushcart operators – informal street vendors who play a big role in the economy, especially in low-income areas. The *koko* network is operational in six cities, and Yedent’s marketing chain includes 160 agents, sub-retailers and supermarkets. Sales rose dramatically. By December 2017, the company expects to sell more than 100,000 packets of Maisoyforte.

Healthy families, proud mothers: this was the theme of a radio show that aired on Saturday evenings, prime time. It wasn’t a conventional advertising campaign. The emphasis was on nutrition education for women, with debates and Q&A sessions on Maisoyforte ingredients, their nutritional value, children’s dietary needs and cooking tips. The program reached an estimated 15,000 households and generated massive feedback: questions about health, customer enquiries, even applications for Maisoyforte dealerships.

Growing the business

Soybean production Ghana tends to fluctuate. Without a guaranteed market, farmers would increase or reduce the area planted, depending on the previous season’s profits. But now Yedent offers formal contracts, clear quality standards and prompt payment. It purchased more than 1000 tons last season, and wants more. 2SCALE is helping the company identify more suppliers, aiming to triple sales of Maisoyforte in 2018.



The 2SCALE project is funded by the Netherlands government and implemented jointly by IFDC, ICRA and BoPInc. 2SCALE was launched in June 2012. By mid 2017, our partners included 567,000 smallholder farmers, 1300 agribusinesses and nearly 1500 cooperatives in nine countries across sub-Saharan Africa.