From farming to agro-processing. It is not easy, but it is doable !

Due to customer preferences shifting towards low-sugar jam, VG Foods undertook a thorough reevaluation and began designing low-sugar jam as a response. This marked the beginning of their journey in manufacturing, gradually transitioning towards commercialization. They sought to understand what it would take for customers to accept low-sugar jam and received positive reviews for their strawberry jam, which encouraged them to expand their product line to include other fruits.

VG Foods aims to become the leading producer of raw materials for the yogurt, pastry, and juice industries. They aspire to be at the forefront of innovation and technology, driving the growth of target fruits and producing high-quality, stable products for the market.

Value Addition

Value addition is a key focus for VG Foods. Their extensive experience in farming, coupled with their close association with firms like Real IPM and Amiran, allows them to address the challenges faced by farmers and provide effective solutions. By analyzing farming challenges on-site, they can offer valuable expertise. As an entrepreneur transitioning or pivoting from one business to another, it is crucial to establish a sound business model, vision, and partnerships to ensure a successful transition. Effective record keeping enables informed decision-making and provides a competitive edge in the market. Joining associations like the Kenya Association of Manufacturers and the Export Council can facilitate access to markets, customer networking, and valuable training and workshops to enhance product improvement

and ultimately boost sales.

Product Development

For successful product development, it is essential for a manufacturer to understand and consistently meet customer needs. VG Foods has formed partnerships with local customers to utilize locally grown fruits instead of relying on imports. Understanding the customer’s desire for low-sugar options was pivotal in their product development, resulting in high fruit content with over 60% fruit in their products. They also offer smaller portion sizes for convenient consumption.