

Wandy Foods Limited

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Wandy Foods Limited is a Lagos based micro-sized food processing company. Established in 2014, they produce mainly herbal tea and plantain flour and strive to use natural processes where possible during production, without the use of additives. Here you can read a summary of the learnings of Wandy Foods, and the changes the company is currently making in terms of nutrition after completing the Nutrition Business monitor activities.

Using the Nutrition Business Monitor

Gbonju Awojuyigea tested the Nutrition Business Monitor (NBM) tool in May 2021 and completed the tool within 4 hours. She shared that she found the tool useful content-wise and did not feel that the time required was too lengthy. Gbonju mentioned that the NBM tool triggered her thoughts about guidelines and certification standards. She shared that she has consulted the recommendations document on a few occasions since completing the tool. This helps her to acquire a better understanding of the strengths and practices in need of improvement within her business.

Gbonju expressed that her main challenge filling out the tool was completing it online. She mentioned that she faced some technical problems while logging in. However she stated that these issues were quickly resolved after connecting with the ATNI team. Gbonju shared that she was happy with the support she received throughout the tool testing and that she would have appreciated more communication on its usage. She feels that hands-on support such as this would help users with less technical skills to fill out the tool.

Training on applying nutrition focus in your business

In May 2021, Gbonju participated in the 2-day training which offered follow up support to the NBM tool testing. She expressed that she found the training helped to build upon the knowledge she had already gained and provided her with new knowledge about product marketing and distribution. An additional benefit of the training she shared was the opportunity it provides for networking with other companies. She mentioned that she is now a part of multiple valuable WhatsApp groups that led to new collaborations.

Gbonju also shared that she had received quite some training on nutrition prior to testing the NBM tool. Therefore some information was not new to her. She mentioned that for example, the information on fortification was something she already knew. To improve the value of the training, she suggests incorporating a larger focus on marketing and distribution. Gbonju also indicated that she would like to learn more about the opportunities for SMEs to fortify foods.

Introducing Mrs Gbonju Awojuyigea

Gbonju Awojuyigea is the founder and CEO of Wandy Foods Limited. She has completed the tool testing and has participated in the two day training. All information in this case study is based on interviews with her.

Gbonju was inspired about baby food and the value of plantain through a training that she received, and since then she deepened her knowledge on the topic. Gbonju has a drive to provide nutrition to families in Nigeria, and for that reason started her own business.



Learnings and implementation

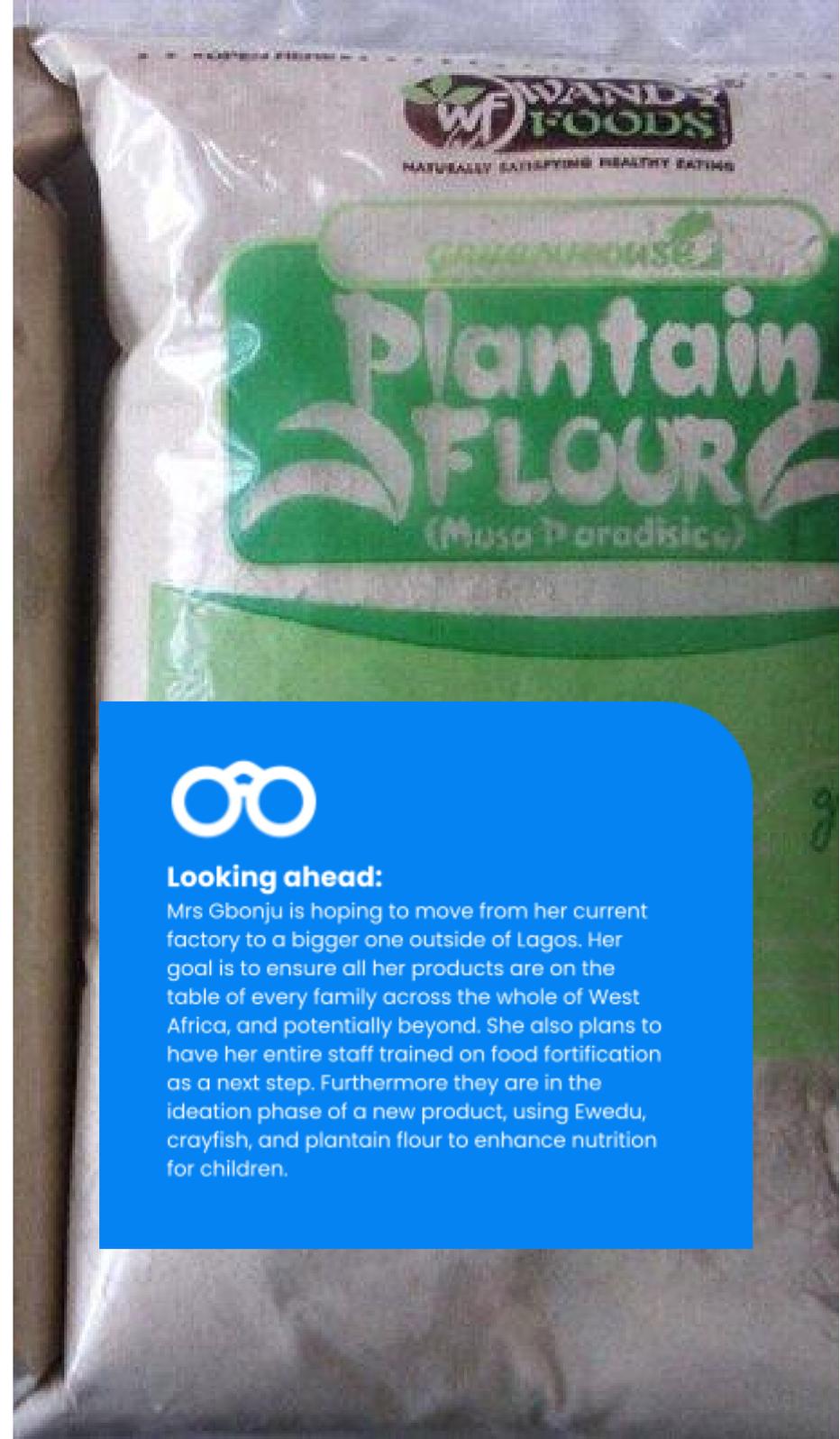
Gbonju and her team have no educational background in food technology/sciences and therefore shared that the training and workshops provided them with a great opportunity to grow their knowledge. Based on the usage of the tool and the training, Gbonju got the confirmation that her current business practices have value.

Gbonju has shared that she has already made some significant changes in her business. One of the major changes mentioned is that she has arranged quality certification for all of her 6 product mixes: plantain flour, turmeric, lemongrass, ginger and hibiscus. Also the team reworked the product labeling through the advice she got from the NBM project. Moreover, before the training the main market Wandy Foods Limited tapped into was the niche market of modern retail. However Gbonju shared that since the training, the company partners with a distributor who also distributes their products in the open markets, and with that reaches more low income consumers.. Lastly, Gbonju shared that she has purchased a little van which makes it possible to increase neighborhood distribution of her products in Lagos, which improves the accessibility of her products for consumers.

In Gbonju's years of experience as a business owner, she has faced many challenges which might partly influence the way she can implement the learnings of the NBM activities. Getting the right staff is an asset and not an easy task. Aside from skills, the emotional alignment of the person to the business needs to be checked. Lastly she mentions finance, since money is needed to attend trainings, develop quality products and carry out research.

Conclusion

All in all, Gbonju shared that her team has made major changes to their business practices by certifying products, adding more necessary information to labels, tapping into new markets and by looking for new nutritious products to add to their product portfolio.



Looking ahead:

Mrs Gbonju is hoping to move from her current factory to a bigger one outside of Lagos. Her goal is to ensure all her products are on the table of every family across the whole of West Africa, and potentially beyond. She also plans to have her entire staff trained on food fortification as a next step. Furthermore they are in the ideation phase of a new product, using Ewedu, crayfish, and plantain flour to enhance nutrition for children.