

## **Proposal for AfyaGo: A Healthy Snack Idea Using Kenya's Farm Products**

### **I. About the Idea and What Makes It Special**

Area: Food and Nutrition

Current Stage: Just an idea, but planning to try it out.

#### **Brief Description:**

AfyaGo is a healthy snack made from fruits, nuts, seeds, and grains grown in Kenya. It's made to meet the increasing need for snacks that are good for you and easy to eat in Kenya. By using Kenya's many types of farm products, AfyaGo offers a snack that is full of nutrients and good for the environment, suitable for both city and countryside people. This snack is special because it uses local ingredients, connects with Kenyan culture, and cares about the environment.

#### **Key Features**

- **Local Ingredients:** AfyaGo uses fruits, nuts, seeds, and traditional grains grown in Kenya to make a nutritious snack that's rich in natural sugars, plant-based protein, and important vitamins.
- **Convenience:** Available as bars or resealable bites, AfyaGo is perfect for busy people, students, and athletes who need healthy, energy-boosting snacks to take with them.
- **Sustainability:** AfyaGo uses biodegradable packaging, helps local farmers, and reduces transportation pollution by getting ingredients from nearby sources.

### **How AfyaGo Addresses Dietary Challenges**

#### **1) Meeting Protein Needs**

AfyaGo uses plant proteins from local sources like peanuts and sunflower seeds, making it suitable for vegetarians, vegans, and those who eat a mix of plant and animal products.

#### **2) Promoting Digestive Health**

Ingredients such as millet and sorghum are rich in fiber, which helps improve gut health and supports digestion, aiding in maintaining a healthy metabolism.

#### **3) Offering Natural Energy**

The natural sugars found in dried fruits like mangoes and bananas provide a boost of energy without the sudden drop in energy levels that comes with refined sugars.

#### 4) Strengthening Immunity

With fruits high in vitamins C and E and seeds rich in zinc and magnesium, AfyaGo helps boost the immune system, which is important for overall health.

#### 5) Promoting Nutrition Education

AfyaGo highlights the advantages of whole foods, helping consumers easily grasp the significance of vitamins, minerals, and fiber in their meals.

## **II. Target Beneficiaries**

1. Young People and Active Adults: Gives a fast boost of energy, full of protein and vitamins, perfect for growing and thinking well.
2. Working People: Provides a balanced snack for those looking for healthy and easy-to-eat food choices.
3. Country Areas: Provides an affordable, healthy snack made from ingredients people know and trust, encouraging a variety of foods in their diet.

## **III. Addressing Dietary Needs & Promoting Healthy Eating**

AfyaGo tackles nutritional issues through:

- Boosting Nutritional Knowledge: Teaches people about the health advantages of locally available foods.
- Making Balanced Nutrition Accessible: Combines traditional foods that are both culturally significant and nutritious.
- Promoting Healthier Food Choices: Offers a substitute for processed snacks, which is attractive to both urban and rural populations.

## **IV. Unique Aspects of AfyaGo**

### **Unique Aspects of AfyaGo**

#### 1) Environmentally Friendly, Biodegradable Packaging

AfyaGo is dedicated to sustainability, using biodegradable materials for its packaging to minimize harm to the environment.

## 2) Well-Balanced Nutrition

Unlike many snacks that focus only on protein or energy, AfyaGo offers a full nutritional balance with protein, fiber, and natural sugars.

## 3) Familiar and Enjoyable Flavors

AfyaGo provides flavors such as Mango-Banana Nut Crunch and Pineapple-Avocado Delight, combining familiar tastes with a special touch, making them appealing to both local and international markets.

## 4) Convenience for Busy Lives

With resealable packaging and small, easy-to-eat portions, AfyaGo is perfect for people with busy schedules, including professionals, students, and athletes.

## 5) Support for Local Farmers

By getting ingredients directly from Kenyan farmers, AfyaGo helps local economic growth, creating a beneficial relationship that supports communities.

## 6) Using Only Kenyan Ingredients

AfyaGo stands out by exclusively using ingredients grown in Kenya, which supports local farmers and makes the product culturally meaningful.

## **V. Product Details & Nutritional Content**

### - Key Ingredients:

- Fruits: Mangoes, bananas, pineapples, and avocados add natural sweetness and are packed with vitamins.

- Protein Sources: Peanuts, pumpkin seeds, and sunflower seeds give you protein, fiber, and important minerals.

- Traditional Grains: Sorghum and millet add fiber and help with digestion.

### - Flavor Choices:

1. Mango-Banana Nut Crunch – Dried mangoes and bananas mixed with roasted peanuts and sunflower seeds.

2. Pineapple-Avocado Delight – Tangy pineapple combined with roasted pumpkin seeds and sorghum.
3. Tropical Spiced Fusion – Dried fruits with a hint of ginger and cinnamon.

- Health Advantages:

- Full of vitamins A, C, and E
- Contains lots of protein and fiber
- No extra sugars; the sweetness comes from the fruit
- Environmentally friendly, with a resealable package

## **VI. Market Strategy and Feasibility and Partnership**

Distribution Methods:

AfyaGo will be sold in stores, local markets, and online, making it easy for many people to get.

Growth Plan:

The first step will be in cities, and then it will slowly move to rural areas, working with local groups to help with selling.

**Partnership:**

**1) Working together with local farmers**

Working with local farmer groups will give AfyaGo a reliable supply of good-quality, locally grown ingredients such as sorghum, mangoes, peanuts, and sunflower seeds. By closely working with these groups, AfyaGo can make sure farmers get fair prices, support farming methods that are good for the environment, and help the local community. This partnership will also lower the environmental impact of getting these ingredients, since they are grown nearby.

**2) Kenyan Farming Research Centers**

By teaming up with farming research centers, like the Kenya Agricultural and Livestock Research Organization (KALRO), AfyaGo can learn about the best ways to farm sustainably and use new farming techniques. These centers can help improve how much food is grown, make the ingredients more nutritious, and ensure that local farmers use the most environmentally friendly and efficient farming practices.

### **3) Higher educations and nutrition programs**

Working with universities and schools can help AfyaGo teach students about the value of local, healthy foods and make its snacks available on campus. Schools can add AfyaGo to their meal plans, and universities with nutrition or agriculture programs can offer internships or research chances with the company. This collaboration would not only help AfyaGo reach more young people but also raise awareness about Kenya's farming potential and promote better eating habits early on.

### **4) Green Packaging Providers**

Collaborating with businesses that focus on biodegradable or recyclable packaging, like EcoPack Kenya, helps AfyaGo achieve its sustainability objectives. These providers offer strong and environmentally friendly packaging options, which reduce harm to the environment. This collaboration fits with AfyaGo's pledge to cut down on plastic waste, a significant issue in Kenya. Together, they can also educate consumers about the value of sustainable packaging.

## **VII. Sustainability & Economic Impact**

1. Environmentally Friendly Production: Uses packaging that breaks down naturally, lowers its impact on the environment, and helps local farmers.
2. Financial Support: Boosts local farming by getting ingredients from farmers in Kenya.

## **VIII. Measuring Impact**

- Health Results: We'll use surveys and nutrition checks to see how people's eating habits and health are changing.

AfyaGo: Nutritional Content and Ingredients

- Community Involvement: We'll run educational programs to help people understand the importance of eating well and the advantages of using local food.

### **Ingredients**

Nutrition per 45g Serving:

- Calories: 170
- Protein: 7g
- Fiber: 5g
- Healthy Fats: 6g

## **Ingredient Details:**

### **1. Core Ingredients:**

- Sorghum Flour: This grain is rich in protein, fiber, and important minerals like iron and phosphorus, which help maintain energy levels and support digestion.
- Dried Mango Powder: Offers natural sweetness along with vitamins A and C, which support the immune system and eye health.
- Sunflower Seeds: These seeds are full of healthy fats, protein, and antioxidants, which are good for the heart and help boost the immune system.
- Coconut Flour: Adds healthy fats, fiber, and a tropical taste, while also supporting digestive health.

### **2. Flavor Enhancers and Nutritional Additions:**

- Moringa Powder: This superfood is high in vitamin C, iron, and calcium, which help improve immunity and increase energy.
- Dates Syrup: A natural sweetener that also provides extra fiber, giving you energy and enhancing taste without using refined sugars.
- Cardamom: Adds a warm flavor and has anti-inflammatory benefits, improving taste and digestive health.

### **Mixture:**

- Ingredients: The mix has 50% sorghum flour, 20% mango powder, 10% sunflower seeds, 10% coconut flour, and 10% moringa powder, with a touch of cardamom and a little date syrup.
- Making: All the ingredients are mixed together to make a dough, which is then formed into bars or small pieces. The snack is dried or baked at low heat to keep its nutrients and natural taste.

### **Packaging:**

- Environmentally Friendly: AfyaGo will come in biodegradable or recyclable materials to reduce harm to the environment. The packaging will be easy to reseal, making it great for snacking on the go.

## **Adhering to the Planetary Health Diet and Local Environment**

- Nutritional Value: AfyaGo is rich in nutrients, helping to create balanced meals and offering important vitamins, minerals, and plant-based proteins.

- Sustainable Ingredients: The ingredients come from local sources to cut down on transportation pollution and help Kenyan farmers, fitting with sustainable food methods.
- Encouraging Healthy Eating: AfyaGo provides a whole-food option instead of processed snacks, promoting better eating habits for families and individuals.
- Cultural Connection: Using Kenyan ingredients that people know, AfyaGo keeps cultural importance, encouraging varied diets and supporting local cooking traditions.
- Availability and Cost: AfyaGo will be affordable and available in both city and countryside areas, making sure everyone, regardless of their financial situation, can enjoy these nutritious snacks..

## **Conclusion**

AfyaGo aims to change the way people snack by combining Kenya's traditional farming strengths with modern, health-conscious eating habits. It's not just a snack—it's a step towards sustainable nutrition, valuing culture, and promoting health for everyone.