

#### OUR IMPACT:

*"When General Mills helps this company, they are helping the farmers who grow the grain, the people like me who sell the product, the people who eat the food. You are not just helping a company, you are helping Tanzania."* - Omaroi Omyo, Distributor to Nyirefami Grains, Ltd., Tanzania

*"Nyirefami highly appreciates the support provided by General Mills... Nyirefami's finished product will now stand in better competitive positioning in the market beyond Tanzania. In fact, it is beyond our expectation and belief. The impact for us is to work harder to achieve higher level excellence."* -Robert Nyirenda, Owner & Managing Director, Nyirefami Grains Ltd., Tanzania

#### KEY CONTACTS:

Jim Yazman, Ph.D.  
AOTR, AAIFP  
USAID/EGAT  
[jyazman@usaid.gov](mailto:jyazman@usaid.gov)  
Phone: (+1) 202-712-5302

Kindra Halvorson  
Reg. Director, East Africa  
TechnoServe  
[khalvorson@tns.org](mailto:khalvorson@tns.org)  
Phone: +255-22-2600-455



The **African Alliance for Improved Food Processing** (AAIFP) is a USAID-funded Leader with Associates Award (LWA) designed to assist the transformation of the food processing sector in African countries. As a Global Development Alliance partnership, the AAIFP is implemented by TechnoServe with anchor partner General Mills. The Alliance offers technical support and training designed to improve the business performance of food processing firms resulting in increased availability of high quality nutritious and safe foods for local populations, including the most vulnerable. Other global food companies and food industry associations will be mobilized to build local capacity under AAIFP Associate Awards.

AAIFP provides an opportunity for USAID Missions to mobilize resources rapidly in support of Feed the Future and the Global Health Initiative (GHI) to build local capacity and sector-wide learning within processed food value chains. Local food processors and sector entities will be supported to improve business practices and meet food safety and quality standards. Alliance engagement with food processors will result in expanded market access for smallholder farmers, producer organizations, traders, and other businesses. The Alliance directly supports the GHI by increasing the availability of nutritious foods such as RUTF and other products targeted to vulnerable populations.

# African Alliance for Improved Food Processing

*Leader with Associates*

# AID-OAA-L-10-00002



**USAID**  
FROM THE AMERICAN PEOPLE

#### FAST FACTS:

Leader: TechnoServe  
Project Start Date: 9/2010  
Project End Date: 8/2012

#### KEY PARTNER:



.....  
**GENERAL MILLS**

#### The Alliance will:

- ➔ **Build capacity of food processors to increase production and improve the quality of processed foods, including those needed by vulnerable populations:** infants, pregnant/lactating mothers and people living with HIV/AIDS;
- ➔ **Increase opportunities for investment and employment** all along food staple value chains targeting processed food markets; and
- ➔ **Strengthen food staple value chain participants** including food manufacturing associations.

**Alliance activities will result in major and sustainable impacts in food sector value chains that will improve food security, stimulate economic growth, increase incomes and improve the health of vulnerable populations in Africa.**

#### The Leader Award will:

- Scale up a pilot in Tanzania and promote processor engagement'
- Develop Alliance strategies for Kenya, Ethiopia, Malawi and Zambia;
- Build capacity among an initial set of processors in Kenya and Zambia.

