



THE RISE OF ODUPA ENTERPRISES

ORGANIZATION

THE ENTERPRISE

- ▶ Is an initiative of Odupa Community Based Organization
- ▶ Started probiotic yoghurt production in November 2017
- ▶ Acquired formal registration in January 2018
- ▶ Certified by Kenya Bureau of Standards in April 2018 to produce the probiotic yoghurt



Hon. Regina Ndambuki, the Chairperson, National Government Affirmative Action Fund and Hon. Soipan Kundate, the Narok County Women Representative, presiding over official launch of Odupa Enterprises.

THE CBO

- ▶ Is a women-only self-help group based in Ololulung'a Ward of Narok County, Kenya
- ▶ Formed in November 2016, registered in December 2017
- ▶ Focuses on economic and social empowerment of women for sustainable development



Hon. Regina Ndambuki and Hon. Soipan Kundate join Odupa CBO members in celebrating their achievements during the official launching of the Odupa probiotic yoghurt.

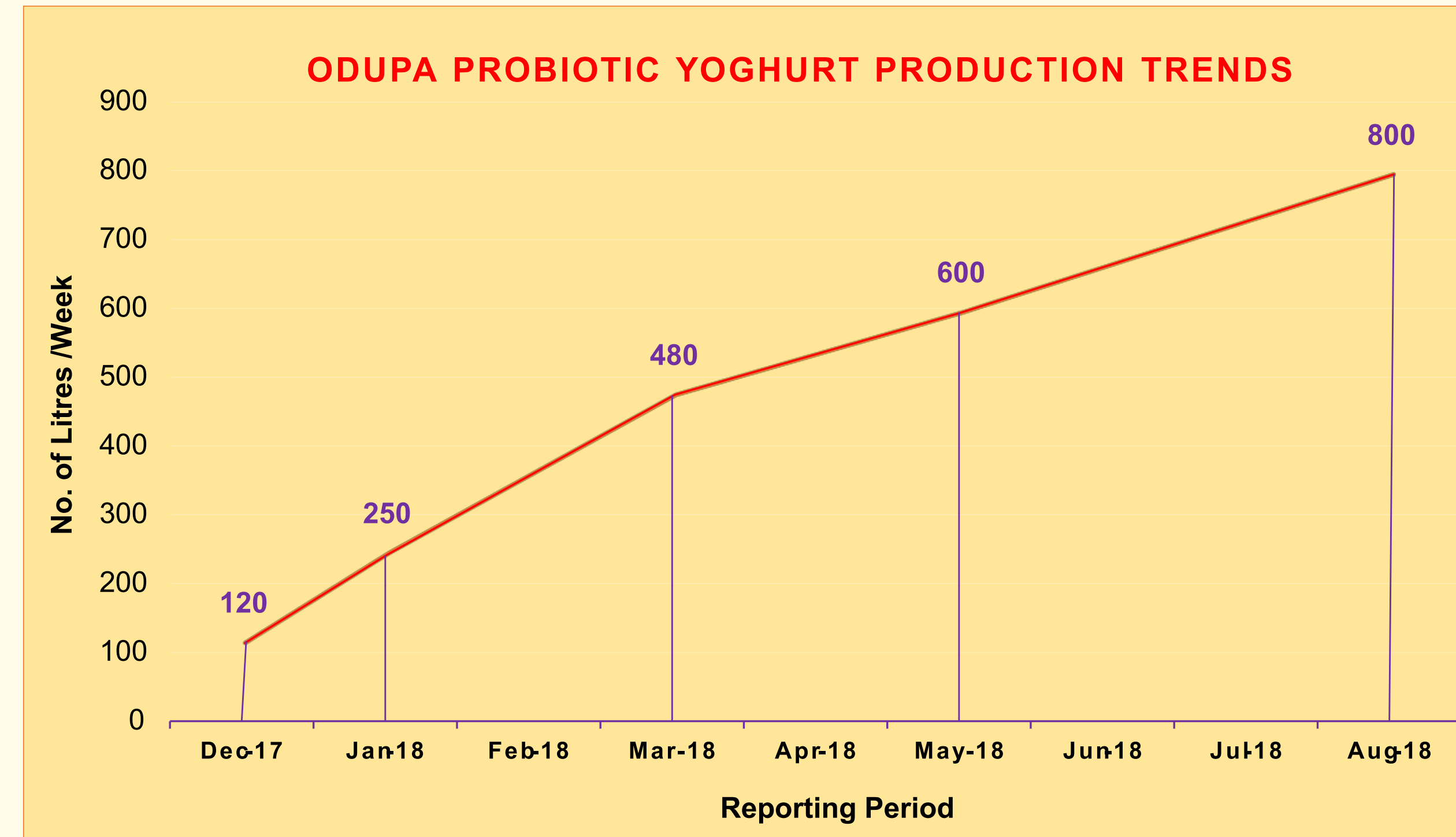
THE DRIVERS

The Odupa founders and managers, Julia Nayonia Koikai (right) and Christine Nkoitoi (left), believe strongly that the entrenched milk consumption culture among the Maasai is an opportunity to scale up the health benefits of the probiotic yoghurt to the community and increase income from the milk value addition. Christine, a teacher by profession, has resigned from her teaching job to be able to concentrate on the yoghurt business.



THE PRODUCT

PRODUCTION



PACKAGING & BRANDING

- ▶ Packaging units (5 litres container, 500ml bottles, 250ml bottles, 100ml cups)
- ▶ Flavours (natural, vanilla, strawberry)



CONSUMPTION AND BENEFITS



- ▶ Regulates digestive system
- ▶ Reduces the risk for urinary tract infection
- ▶ Boosts immunity
- ▶ Lessens lactose intolerance

Most consumers, especially children like Odupa probiotic yoghurt because of its sweet taste. The yoghurt is made using a freeze dried bacteria culture (Yoba-Fiti Culture) produced by Yoba for Life Foundation in collaboration with the Western University of Canada.

SUPPORT

FFFL PROJECT

Odupa Enterprises attributes much of its success to the technical and material support from the Fermented Food for Life (FFFL) Project funded by the International Development Research Centre (IDRC) with financial support from the Government of Canada through the Global Affairs Canada.



Prof. Arnold Onyango of Jomo Kenyatta University of Agriculture and Technology (JKUAT) receiving a gift from Odupa representative, in recognition of the successful partnership through the FFFL Project.

COUNTY GOVERNMENT



The County Government, through the Office of the Women Representative, has donated a set of equipment (a 300-litre capacity of pasteurizer, 2 stainless steel working tables, 3 milk cans and 3 milk plungers and a 3,000-litre capacity water tank) worth Ksh. 750,000 to enable Odupa Enterprises to optimize probiotic yoghurt production.

NATIONAL GOVERNMENT

The National Government through the State Department of Livestock Development has taken note of Odupa's success story and responded by donating more equipment to enable the enterprise to expand yogurt production scales. The equipment include a 3,200 litres capacity milk cooling unit, 2 condensing units, 200 litres balance tank, a 150kgs maximum capacity weighing scale, high pressure solar heater (300 litres capacity) and a three-phase KVA30 generator.



FFFL PROJECT PARTNERS:-

