



Name of Organisation: The Nasio Trust

Registered Charity Number: 1104542

Date: July/August 2015

Report for Kennington Overseas – Spirulina Project Update

Highlights

Since Team Spirulina formed at the end of June, we have....

- Extensively researched different aspects of the Spirulina production method, drawing on written guides, internet research, site visits and local interviews.
- Designed and built an 8 tank (60m²) Spirulina farm. The build has just been completed. We have also begun restoring an old neighbouring greenhouse which we will turn into a drying unit for harvested Spirulina.
- Sourced the equipment, materials and fertilisers we will need to keep the farm running for 6 months. As far as possible, we have sourced locally and at 'best value' and have built strong relationships with suppliers.
- Written a comprehensive 'Guide to Spirulina' (manual) drawing on best practice from around the world and adapted to suit the local context. Extracts from the manual will be printed out, laminated and hung up in the greenhouse in both English and Swahili.
- Developed a training programme for local staff and Guardians and begun rolling this out. We have been doing some informal coaching with some local young people who have shown interest in the project.
- Undertaken extensive market analysis of local, regional, national and international markets, as well as social/institutional/wellness markets within these. This work includes price sensitivity analysis and indicates that there is significant scope to establish Nasio Spirulina in Kenya.
- Purchased a high quality seed culture from IIMSAM (Intergovernmental Institution for Micro-Algae Spirulina Against Malnutrition) and begun to cultivate this in large basins, doubling the amount every three days.
- Begun to develop marketing materials, including a promotional product brochure with a bespoke Nasio Trust logo.
- Begun to research regulatory standards and registration processes for food production companies.
- Begun to establish relationships with a wider network of stakeholders, including Guardians, the local administrations in Musanda and Mumias, and potential buyers.

What Happens Next

- Within the next few days, we will be ready to transfer the seed culture we have been growing into our newly completed greenhouse. It will then take a month to grow the Spirulina enough for all eight tanks to be filled.
- In line with our original vision, we will be prioritising the most malnourished children and those living with HIV to receive Nasio Spirulina in their diets. With production ready to begin however, we will also need to move quickly to secure buyers for the surplus. An overview of our market analysis is currently circulating to Board members and senior management, with a recommendation that we begin by targeting the high end/wellness market in order to maximise the potential revenue stream coming back to the Nasio Trust. We currently have two leads in the high end/fitness/wellness market, one in Nairobi, which we are following up on.
- Once we have agreed this, we will need to finalise our marketing 'brochure' or sales pitch and agree how much we will charge at wholesale and retail prices for Nasio Spirulina.
- *We will need to begin the process of company registration - Team Spirulina are recommending that we create a new business vehicle as a wholly-owned subsidiary of The Nasio Trust in Kenya.
- Will need to secure Kenya Bureau Standards (KEBS) authorisation/ registration to proceed.
- We will also need to continue training staff and guardians so that there is a pool of people who understand how to manage the farm. We will shortly be introducing a roster of Guardians, working in teams of two for a week at a time. When the roster is introduced there will be a very intensive month of training as we familiarise the Guardians with the production process, including the crucial 'control points' where there is greatest need to ensure careful handling if we are to ensure a safe, high quality final product.

Team Spirulina



Nasio Spirulina Tank



Spirulina Training / Guardians

