

# Digital mag focuses on boosting farming

The May issue of Food Processing Africa takes a look at boosting farming in east Africa, product opportunities in Angola along with trends and insightful new products.

The latest issue of Food Processing Africa, which is currently available for download, is its seventh in digital format. This quarterly digital magazine, which is distributed to over 17,000 addresses up Africa, focuses on business-assisting food applicable technologies and opportunities for small, medium and large enterprises in Africa.

Editor, Nici Solomon says that the focus in this May issue is on boosting farming in East Africa, product opportunities in Angola, shopper marketing strategy, craft brewers and sustainable solar solutions. Here's a peak at what's covered in these features:

## A sneak peak

- **Boosting farming in East Africa**

The Backpack Farm Agriculture Programme (BPF) from Kenya has been named as one of the world's best sustainability ideas by Forbes magazine. It is for this reason that Food Processing Africa has highlighted this topic in their latest issue, which describes the "farm-in-a-backpack" concept.

- **Product opportunities in Angola**

With a population of 19 million, Angola offers great promise and opportunity for launching new products. Its high GDP per capita and its young urban population are critical factors for growth. "This article highlights the consumer segment insights and food and beverage product opportunities for the Angolan market," says Solomon.

- **Shopper Marketing Strategy**

In a world where shopper and consumer behaviour is proving to be very difficult to predict, effective and efficient marketing is proving to be increasingly difficult. Manufacturers are aiming to sell more products to shoppers, more often at a profit, while retailers want more feet in their stores, bigger basket spend, healthy category margins and shopper loyalty. Food Processing Africa explores how shopper marketing can help to provide an integrated marketing approach between manufacturers, retailers and store merchandisers.

- **Craft Brewers**

Conventional brewing in Kenya is taking a back seat as more craft beer brewers emerge from the East African country. Beer crafting is a relatively new term coined from what was previously known as microbrewing. In this feature Food Processing Africa highlights how small, independent and traditional local brewing companies are targeting Kenya's growing middle class who want to try something different, with high-quality, freshly brewed beers.

- Sustainable solar solution

It's all about sustainability, and this article focuses on a pay-as-you go solar system that offers an affordable (R4.15 per day until it's paid off), pollution-free, home lighting alternative. The system, which is available in East Africa, consists of a four-watt rooftop solar panel, a control box that attaches to the wall of a home or business, three bright, adjustable lights, a mobile phone charging station and a base station that manages and displays the user's credit.

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