



# World Pulses Day

*#LovePulses* for healthy diets and planet

**Company:** BEST IN RWANDA GROUP LTD

**Speaker:** RWEMA GUY ELVIS, CEO

10<sup>th</sup> February 2021



Global Affairs  
Canada    Affaires mondiales  
Canada

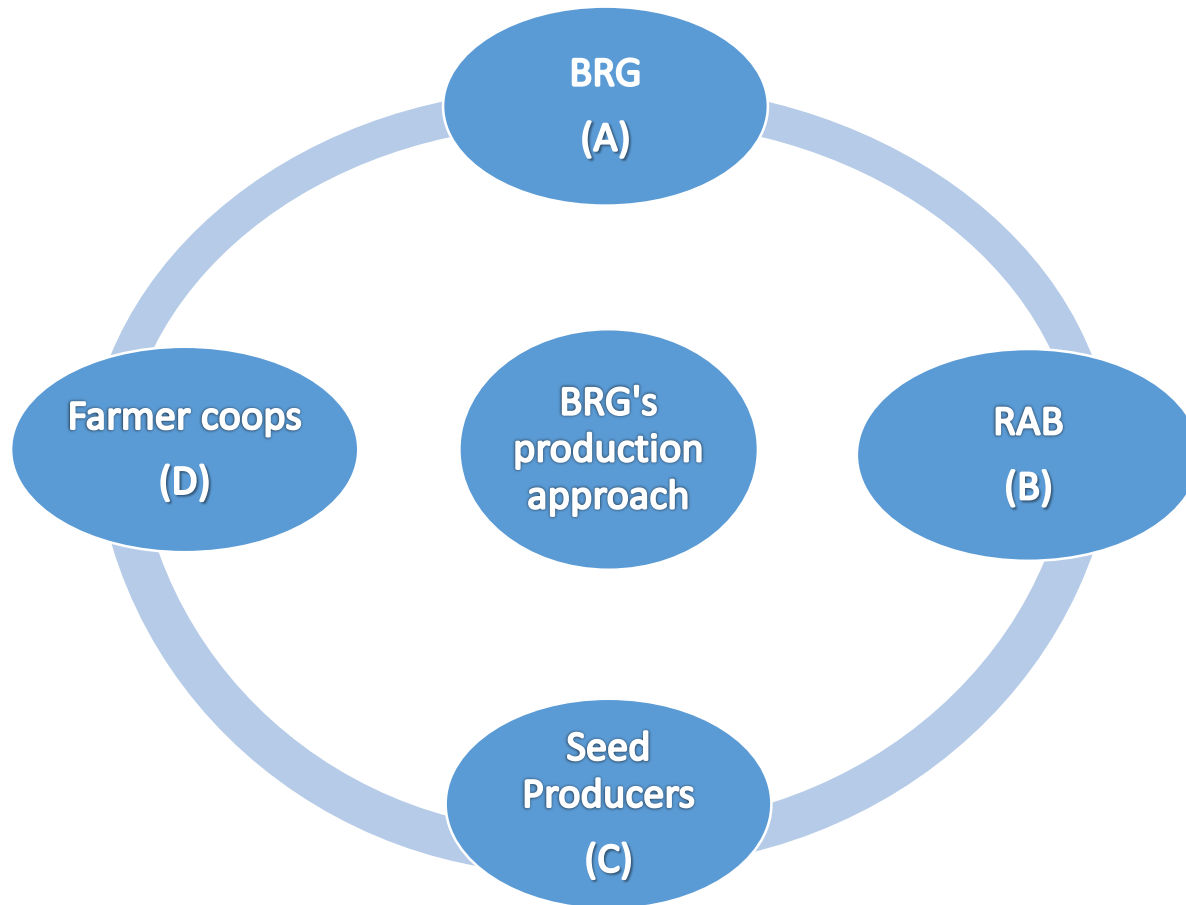


# EXECUTIVE SUMMARY: Best in Rwanda Group Ltd

- Started its operations in March 2018
- Objective of exporting different varieties of dry beans with premium grade to regional and international markets.
- Employs 9 staff members and approximately 30 casual workers (28 women and 3 men).
- Target market is Oman, France and Belgium focusing on exclusively dry beans, supplied under “**Nzuri Beans**” brand.
- Vision: BRG desires to be “**The preferred exporter for premium grade dry beans both in regional and international markets**”.



# LINKAGE WITH NATIONAL RESEARCH (RAB)



**Step A:** BRG identifies the market demanded bean type/ variety;

**Step B:** BRG checks on the National Bean Program ( Under RAB) for seeds availability and adaptability within their specific producing area;

**Step C:** RAB recommends BRG to Certified Seeds producers , these procures basic seeds from RAB and BRG links Seed producers to Farmer cooperatives;




**Step D:** Farmer cooperatives sign supply contracts with BRG; RAB supervise and checks on progress.



# TARGETED BEAN TYPES

**Types:** Yellow, sugar, Red kidney beans

**Implementation intervention areas:**  
Rutsiro, Nyabihu, Ngororero & Ngoma Districts.

	Yellow Beans
	Sugar beans
	Red kidneybeans







# ONGOING PROJECT





# NZURI BEANS PROJECT

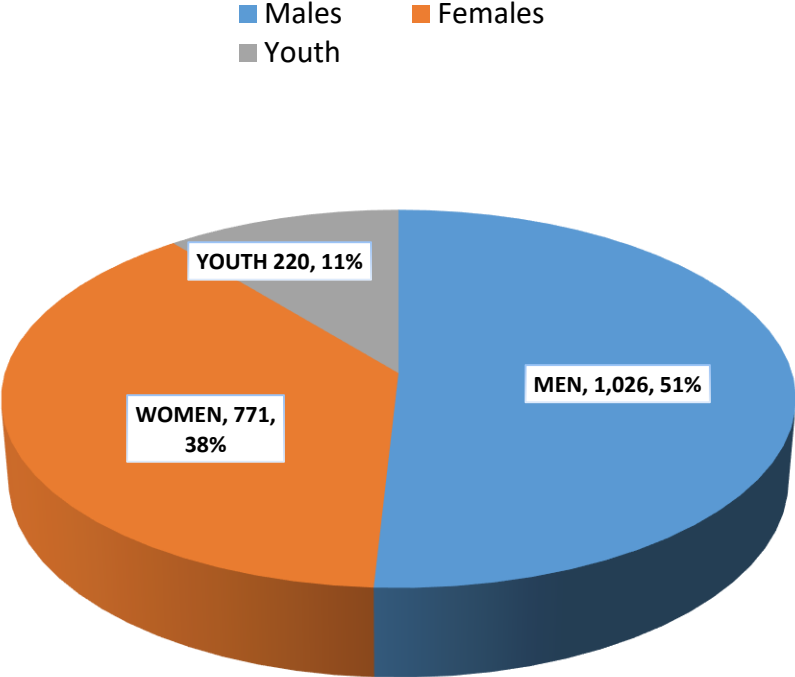
## Main objective of the project:

Building a sustainable supply chain engaging 2,000 smallholder Farmers to produce and source premium quality of dry beans for local, regional, and international markets.

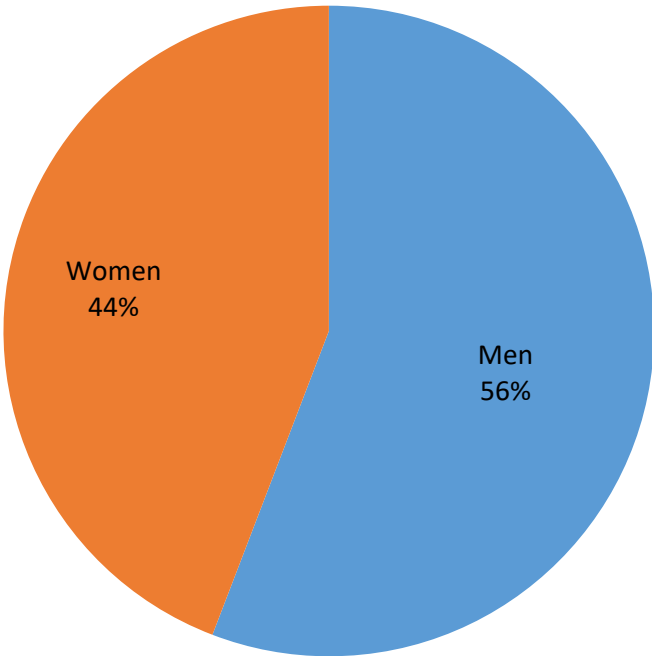
The project shall also provide extension services and aggregation centres to farmers, which shall support the current business to continuously source from 500 MT of beans in 2021 up to more in near future.



# FARMERS ENGAGED IN THE PROJECT



Total Men and Women



# OUR PRODUCTS







Counting on bean research: Catalyzing investment for increased resilience, gender equality and improved nutrition

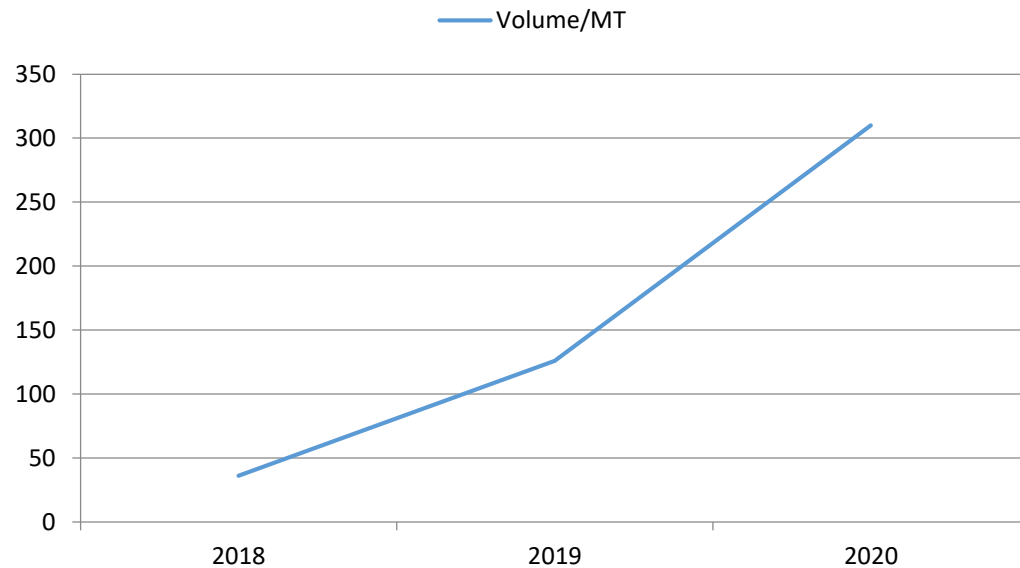


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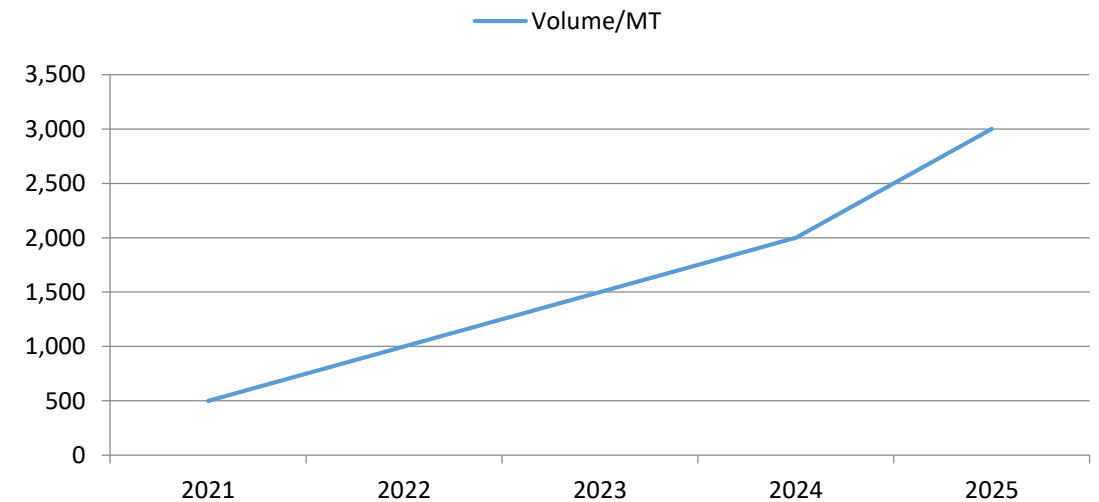
# OUR PRODUCTION

- BRG will source from 2000 contracted farmers under 2000 cooperatives.  
The targeted production is 500MT in 2021 with a projected of 3000MT in 2025.

**Volume/MT of beans exported**



**Projected production of beans Volume/ MT in years**



# FUTURE ADDED VALUE PRODUCTS

- BRG started working closely with Experts in International food safety standards and certification , in order to comply for **FAIRTRADE Certification**.
- BRG is exploring on developing and promoting **Pre-cooked products** in order to increase bean consumption, reduce time spent in cooking and create more sustainable markets for bean farmers.



Precooked beans



Cookies



Ready to eat snacks





# OUR CHALLENGES

## General challenges

- High cost of certified seeds
- Lack of mechanized farms
- High on farmer Post-harvest losses (no handling facilities)
- More scientific and technological driven farming
- High interest rates and limited access to finance to support bean exports

## Challenges related to Covid-19 include:

- Limited labor and operating hours
- Cost fluctuations on produce and shipping
- Informed business projections



# FUTURE BUSINESS **OUTLOOK**

- ❖ Increase volume of supply sourced from contracted farmers
- ❖ Increase warehousing capacity to bulk and manage Post harvest losses
- ❖ Reduce production costs by farmer trainings on pre- and post harvest handling
- ❖ Raise capital to increase on dry beans supply
- ❖ Aggressively penetrate new markets both regionally and internationally
- ❖ Pursue necessary internationally recognized trade certification
- ❖ Invest in processing and value addition (Precooked beans, cookies/Biscuits and ready to eat snacks)





# MORE IN PICTURES



Counting on bean research: Catalyzing investment for increased resilience, gender equality and improved nutrition



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# Thank you!

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