

FEBRUARY 2025

Partner Impact Report



We are deeply grateful for Bühler's pivotal role in advancing food security in Africa. In 2024, 73 Bühler team members contributed over 1,000 hours to 70 services across nine countries. Their expertise helped entrepreneurs grow their businesses, supported a supplier base of over 180,000 farmers, and unlocked nearly \$7 million dollars in investments.

Along the way, these team members developed leadership and problem-solving skills while gaining exposure to unique markets. PFS is proud to be a way for Bühler to embed its purpose throughout the company. Our volunteer consulting engagements provide employees with a tangible opportunity to support Bühler's commitment to innovation and sustainability through experience-based learning with African entrepreneurs.

Thank you, Bühler, for providing meaningful experiences that help strengthen food security, nutrition, and economic development across Africa!

2024 By the Numbers

70

of total services supported

73

of engaged Bühler volunteers

1,008

total hours contributed

\$146,160

value of hours

53

of clients served by Bühler employees

9

number of countries

\$6,734,453

\$ value of new investments

29%

% of clients owned/managed by women

185,338

of farmers supported

6,001

of clients' employees

5.8 billion

of nutritious meal servings produced

PFS Value Back to Bühler

While social impact continues to be the foundation of our work, engaging with PFS offers value to Bühler beyond philanthropy and volunteerism.

REPUTATION

Corporate Social Responsibility, Branding, and Public Relations

- 100% of Bühler respondents are satisfied with their volunteer experience
- 100% of Bühler respondents said, "It is important to me to work for a company that provides volunteer experiences like PFS."

HUMAN CAPITAL

Talent Acquisition, Development, & Retention

- 100% of Bühler respondents found the experience to be meaningful
- 88% of Bühler respondents have developed new or improved skills through volunteering with PFS
- 77% of Bühler respondents have applied lessons from their PFS volunteer experience in their professional lives

BUSINESS INSIGHTS

PFS engagements can be a great way to gain consumer and market insights in Africa, build relationships in future growth markets, and develop stronger relationships with key commercial partners.

- PFS engagements continue to offer Bühler leaders an excellent opportunity to pursue social impact while also deepening relationships with key customers and partners such as General Mills, Cargill, DSM, Hershey, Ardent Mills, and J.M. Smucker.
- 88% of Bühler respondents see business potential in Africa



Nigerian Client Upgrades Packaging with Volunteer's Expertise

Founded in 2014, Amel Susan is a Nigerian food company specializing in breakfast cereals, cocoa beverages, and baking products. As a valued PFS client since 2018, they have actively leveraged PFS services to enhance their operations.

One of their recent requests was for advice on procuring automated packaging lines for their icing sugar products. Having expanded their factory, Amel Susan needed expert guidance on selecting packaging lines that fit their new space. Though their primary request was for supplier recommendations, they also sought solutions for dust control, vibration mitigation, process flow optimization, and maximizing the efficiency of their grinding machines.

To support this project, PFS matched Amel Susan with Iluobe Osazemhen, a Bühler automation engineer. Iluobe brings extensive expertise, with a bachelor's degree in electrical and electronics engineering from Nigeria, a master's in automation and control engineering from Scotland, and an advanced diploma in industrial automation from Canada. After working with Bühler in Nigeria, he now serves as a customer service automation engineer in Canada, providing technical support to Bühler's North American clients.

"I have gained diverse experience in problem-solving, workplace culture, and technical skills from the various countries I have lived in. Volunteering with PFS allows me to apply these skills to processors in need, aligning with PFS' vision," shared Iluobe.

Iluobe's first step in the project was to understand Amel Susan's current processes and long-term goals. By actively listening to and engaging with their engineering team, he helped streamline the selection process, ensuring the chosen solution aligned with their needs. Several factors were carefully considered throughout the process. This included the client's budget; the equipment's warranty; availability and cost of spare parts; technical support and maintenance feasibility; as well as scalability of the equipment and future upgrades. Through vendor research and local site visits by the Amel Susan team, they successfully identified and selected a packaging solution that met their needs.

"With a continuous improvement mindset, I always strive to leave systems better than I found them. This project demonstrated how process changes can significantly boost productivity and seeing the client's satisfaction at the end—that feeling is priceless," Iluobe said.



Q+A with Volunteer Client Lead

MARC ZIPPERLE

For the last year and half, Marc Zipperle has volunteered as client lead for SITRAV, a spice manufacturer in Côte d'Ivoire, West Africa. A client lead serves as a relationship and project manager, overseeing and supporting the engagement of project volunteers with a PFS client. They serve as a single point of contact for the client, volunteers and field staff. We speak to him about his experience so far!

Tell us a bit about yourself and what you do at Bühler

I was born in South Tyrol, Italy, and like to be active outdoors, skiing, mountain climbing or surfing. I am generally quite curious - my interests range from economics, business, and geopolitics to the latest developments in science and engineering, all the way to philosophy.

Bühler has an inspiring culture, stemming from being a family business with over 160 years of history, making for a great working environment. Recently, I have moved to China for work, and it has been a great experience so far. I have been an executive assistant and business developer over the last two years, supporting teams in Switzerland and globally whilst driving different strategic projects. Now, I will be doing the same for Bühler China.

What is your main motivation for volunteering with PFS?

I find the idea of how PFS works very cool. It is a great idea at its core and a pragmatic approach for scaling access to know-how for smaller businesses. It also provides a great cultural exchange – I previously had no ties to Côte d'Ivoire (or West Africa) but now I do! I volunteer to help and be part of a team outside of work that can support companies like SITRAV and the community at large. They have an entrepreneurial spirit that creates value in the community, and it feels great

to support and be part of it, even though I think my personal contribution is very, very small. I hope to be able to visit their facility or try their spices sometime in the future!

Why did you choose to volunteer as a client lead?

The client lead role was recommended to me when I decided to join PFS. I was not an expert in the technical areas that SITRAV needed support with but instead I have a broad knowledge base and experience in the food industry so that role made the most sense for me. It is a role where you can learn a lot from actual experts because you are part of different projects that require different skill sets.

What are some challenges you have faced?

Communication is the major challenge, and this can be broken down into different layers. Firstly, is language. The SITRAV team speaks French, which I understand very well, but have difficulty speaking. Thankfully we have PFS program manager Caroline on the ground, who often acts as our interpreter during our meetings!

The second layer is timing. Imagine connecting three volunteers from three different continents and time zones, who all have to make time for volunteering. It is inevitable that sometimes calls get delayed. The process very much reminds me of the metaphor often put forward by a European politician on the efforts of fostering European integration. "Even though a bicycle might be slow sometimes, the important thing is that it does not stop, otherwise it falls over." I find the same reasoning applies to all project work.

The third layer is project and topic complexity. Some topics require more expertise than others and are harder to understand, learn, and implement. Luckily, we have so many experts and great communicators at PFS!

What advice would you give to any colleague who's thinking about volunteering with PFS?

Just do it and then keep at it! To start off, I would recommend getting informed! Read up on PFS, schedule a call with PFS ambassadors, or join an event at your company! It can be a very rewarding experience, even though progress might seem slow sometimes, especially if you are used to a buzzing corporate environment!



Volunteer's Dedication Pays Off for Sagana Nuts

Jocelyne Richards has worked for eight years with Bühler, refining her expertise in engineering and project management. She recently took up the role of engineering team leader for the Value Nutrition and Grinding and Dispersion departments at Bühler's office in Plymouth, Minnesota.

Jocelyne began volunteering with PFS in 2020 following a recommendation from a coworker. Initially nervous about whether she had enough knowledge to contribute, she soon discovered that her skills were valuable and has over time become more confident and deeply engaged, volunteering in various roles as a technical expert, a mentor and now serving as a client lead with macadamia nut processor, Sagana Nuts in Kenya.

"Feeling the appreciation from the clients I've volunteered for has been my favorite part of being with PFS," Jocelyne shares. Despite facing obstacles such as language barriers and scheduling constraints due to time zone differences, she has remained dedicated to PFS. "Through working with Sagana Nuts, I've learned more about the nut processing industry. I'm currently managing a project for nut processing in my job at Bühler and I feel like I have a bit of experience with it because of my work with Sagana."

One of Jocelyne's standout contributions has been her involvement in optimizing Sagana Nuts' traceability system. The company needed expert guidance to streamline its tracking and recording processes, ensuring that raw materials and production batches were efficiently documented for food safety compliance. The project volunteers provided a structured analysis of Sagana's existing system and introduced templates for more detailed entry of traceability data.

Sagana Nuts also showed interest in traceability software or applications that they could consider installing in future. Jocelyne leveraged her industry connections to introduce Sagana Nuts to NutStar, a U.S.-based company specializing in traceability software. She invited the NutStar team to present their software to Sagana Nuts. The discussion led to further engagement, with Sagana Nuts planning to follow up for a demo and potential implementation.

Sagana Nuts also sought to establish an in-house testing laboratory, requiring a well-structured design layout within an 8m x 5m space. Jocelyne stepped in once again—not just as a project manager but as a technical contributor.

The volunteer experts initially drafted the layout in Excel but noted that a design in AutoCAD would be optimal. Jocelyne coincidentally had experience and access to AutoCAD tools. So, using the Excel version as a baseline, she refined the design and developed two layout options. After reviewing, the team opted for the design they thought provided more workspace and easier movement. With their input, Jocelyne meticulously updated the AutoCAD drawings, ensuring that every detail was optimized before handing over the final layout to Sagana Nuts for implementation.

Jocelyne's contributions go beyond technical expertise—her organizational skills ensure that project meetings are efficient, with clear action items and timely follow-ups. She is also able to juggle multiple roles while delivering impactful results. We recognize and deeply appreciate Jocelyne Richards for going above and beyond to support Sagana Nuts and the greater mission of PFS!





STRENGTHENING FOOD SAFETY WITH EXPERT SUPPORT

A food safety management system is a systematic approach used by food processors to ensure the safety of food products throughout their entire lifecycle—from production to consumption. For PFS' client Wedgehut Foods, a potato processing company in Kenya, it was important for them to have such a system in place to ensure that their products would be made in a controlled environment that guarantees food safety and quality.

Bühler's Luis Verenzuela and a General Mills volunteer were paired with Wedgehut to help them on this food safety management project. Luis is an agronomic engineer who has 17 years of experience in quality assurance and production operations, with specialized experience in the industrial management of production of tortillas, chips, and in the bakery industry. For Luis, volunteering with PFS was a natural choice, as he is passionate about contributing to the development of new food products and improving production processes. "It is and will always be a pleasure for me to serve so that the world's population consumes food of excellent quality and is sustainable over time," he shared.

Leveraging his experience in food safety systems and production operations, Luis conducted a thorough review of the fresh-cut chips' production process. He helped the Wedgehut team update their process flow chart and HACCP plan and

guided them in assessing rework procedures and on water quality and safety management.

Working with an African food company also deepened Luis' understanding of the global food system. "I believe that tackling hunger and malnutrition requires strengthening market systems and fostering small industries, which will improve food safety and ensure sustainable development on the continent. I hope that offering my experience will contribute to food safety. It has been and will be a pleasure to continue to contribute to the development of this or other projects."

For Wedgehut, having this quality management system in place will help them maintain product and process quality, satisfy their customers and lead to long term commercial gains. CEO Wanjiru Mambo shared.

"We got more than we expected from the volunteers Luis and Tara. It was a very eye-opening project and the Wedgehut team is excited to implement this HACCP plan."

IMPACT AND ENRICHMENT Through Mentorship

PFS' mentorship program connects apprentices and staff from our African clients to a wide pool of experienced professionals from our various corporate partners.

Thomas Ndegwa, an accounts assistant at Limuru Dairy in Kenya, saw the mentorship program as an opportunity to gain exposure to the different facets of the finance sector and learn more effective and efficient ways to solve problems. Through the program, Thomas was matched with Bühler's Markus Roth.

Markus, who is based in Switzerland, has worked with Bühler for the last seven years. He currently leads the controlling team for the chocolate and coffee business areas.

"Volunteering allows me to give back, and mentoring young professionals in their career development is something I'm particularly passionate about," said Markus. "It's incredibly rewarding to watch them grow and succeed, knowing that I played a small role in their journey."

Markus and Thomas began their mentoring relationship last year and have met regularly to discuss a wide range of topics - from the theoretical aspects of finance to the practical challenges Thomas faces in his daily work. Interestingly, they've found things they have in common - they both cherish quality time with their loved ones and enjoy exploring new destinations. "Thomas and I share a lot of common ground,




but it's our shared analytical mindset that truly brings us together - there's nothing quite like tackling challenges with a sharp, data-driven approach," said Markus.

Despite scheduling and internet challenges, they have found a way to make their virtual mentor-mentee relationship work, demonstrating the flexibility and persistence that great mentorship requires. "Markus is a great person who inspires me with his many insights career-wise and on life in general," said Thomas. "My mentorship is progressing well and I'm glad that I have many things in common with him. I'm grateful to PFS for such an amazing opportunity."

Markus also found this experience very rewarding. "It's not just about helping Thomas grow—it has enriched my own personal and professional life. I'd encourage anyone to consider mentoring; the impact is huge, and the experience is truly enriching for both sides."



 **Shoutout to Ekaette Umoren,**
Marketing and Sales Support
at Bühler Nigeria, who not only
volunteers as a client lead for
Tomato Jos in Nigeria but has
been a great resource and point of
contact for PFS and Bühler Nigeria.
We appreciate you!



THANK YOU TO ALL OUR BÜHLER VOLUNTEERS THIS YEAR!



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Rodrigo Aguilar	Becky Fallon	Katharina Hilker	Olivia Murch	Brenda Silva
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Nathan Bosquez	Alan Galloway	Yawovi Kloukpo	Iluobe Osazemhen	Andres Suarez
Yeasin Arafat Bhuiyan	Daniel Garcia	Ekalavya Kumar	Hector Peña	Jesse Theis
Paul Branson	Guillaume Giraudo	Jaimie Larson	Charles Pochard	Cory Thyfault
Paul Branson	Patricia Gomez Serrano	Vladimir Lelyukh	Alexander Prömer	Ian Timberlake
Dianne Campbell	Michael Gothe	Susie Liu	Jocelyn Richards	Ekaette Umoren
Phil Connor	Ningappa gowda	Elizabeth Lomauro Igo	Markus Roth	Martin Vallejo
Thierry Duvanel	William Hajek	Lana McDonnell	Carlos Rafael Salas García	Luis Verenzuela
Denise Edoh	Michèle Häne	Khokan Mia	Ana Salvador Martin	Hendrik Weichelt
Sanaa El Massnaoui		Robert Mitchell		Marc Zipperle

PFS IMPACT AND REACH



We work in

11

AFRICAN COUNTRIES

2,301 ENGAGED VOLUNTEERS

170,558 VOLUNTEER HOURS



2,417 CLIENTS

total assisted or trained since inception

PFS client companies in Africa have

1.8 MILLION SMALLHOLDER FARMERS

in their supply chain and directly employ

43,000 EMPLOYEES

41%

of our client companies are owned and/or managed

BY WOMEN

111 BILLION

safer, more nutritious and affordable meal servings