

JANUARY 2021

# Partner Impact Report



We continue to be grateful for the critical role that Bühler plays in the work of PFS. In 2020, 55 Bühler employees engaged in 61 different activities – contributing approximately 1242 hours while working with 39 clients across eleven countries. By sharing their expertise, they were able to assist African entrepreneurs in growing their businesses and support a supplier base of more than 335,291 farmers. Along the way, Bühler volunteers built leadership and problem-solving skills while gaining exposure to emerging markets.

PFS is proud to be one of the ways that Bühler embeds purpose throughout the company. Our volunteer consulting engagements enable any employee to live out Bühler's values while also developing the talents of current and future leaders through experience-based learning with African entrepreneurs.

Despite an unprecedented global pandemic, 2020 was a year of continued momentum and growth in engagement across Bühler geographies and functions – including all-time highs in activities and new volunteer recruitment. Thank you Bühler for providing impactful experiences for your employees to strengthen food security, nutrition, and economic development in Africa! Your support and the engagement of your volunteers in the face of COVID-19 has meant the world to our clients and helped to strengthen their resilience.

## 2020 By the Numbers

**61**

# of Total Activities Supported

**1,242**

# of Hours Bühler Employees Contributed

**55**

# of Engaged Bühler Volunteers

**\$171,396**

Value of Hours

**39**

# of Clients Served by Bühler Employees

**11**

By Country

**\$961,844**

# of New Investments Made

**26%**

# of Clients Owned/Managed by Women

**335,291**

# of Farmers Supported

## 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

- 81% of Bühler volunteer respondents agree, "It is important to me to work for a company that provides volunteer experiences like PFS."
- Bühler branding was included as part of our 360 Virtual Reality Experience at prominent events across PFS corporate partners.
- "I love the impact that we create through the projects." – Bühler volunteer

### HUMAN CAPITAL:

Talent Acquisition, Development, & Retention

- 55% of Bühler respondents have developed new or improved skills through volunteering with PFS.
- 60% of Bühler respondents have applied lessons from their PFS volunteer experience in their professional life.
- 95% of Bühler respondents found the experience to be meaningful.
- PFS continues to grow our collaboration with Bühler's Generation B group, providing meaningful opportunities for Bühler's talented next-generation employees to live out their purpose, learn more about markets that will become increasingly important to Bühler, and grow as leaders. PFS CEO Jeff Dykstra led an inspirational session with Gen B in October, and we are grateful for Gen B sharing insights to help start a PFS apprentice alumni network.
- "To help is a good feeling always, and also when a customer comes with a question that requires some investigation, it is a good motivation to learn something new." – Bühler volunteer
- "I am very happy that we as Bühler employees have such a chance to contribute and make a difference for African businesses." – Bühler volunteer

### BUSINESS INSIGHTS & PARTNERSHIP:

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.

- 80% of respondents said they see business potential for Bühler in Africa.
- Collaboration and business exchanges have continued to grow, including opportunities for PFS field staff to share insights on African food processing markets and introductions to clients interested in Bühler solutions. In January, PFS shared feedback on Bühler plans to develop smaller scale solutions and fit-for-market "down engineering."
- Bühler volunteer leaders Heiko Feuring and Walter von Reding arranged for joint visits to PFS clients Nelco and Abysinia in Kenya in November.
- PFS staff continue to collaborate with Bühler's impressive African Milling School to improve their milling expertise and increase the milling and fortification capabilities of millers across multiple African markets. We look forward to deepening collaboration with the Cocoa Competence Center in Cote d'Ivoire as well.
- Engaging in PFS work continues to provide Bühler leaders with an excellent opportunity to not only pursue social impact, but also to deepen relationships with key customers and partners.

## Bühler's Hidden Champions



Katharina Hilker is an inspiring leader and Bühler champion for Partners in Food Solutions (PFS). Katharina believes that PFS is a great opportunity for Bühler employees to share their knowledge and have a positive impact by fighting malnutrition in Africa.

### Katharina Hilker

*Sustainability Specialist at Bühler*

#### How does volunteering with Partners in Food Solutions help Bühler employees live out their purpose?

Our goal at Bühler is to balance humanity, nature and economy in every decision. I believe Partners in Food Solutions allows employees to live out Bühler's values by sharing their knowledge and skills with others, and helping make food more nutritious, safe and affordable for communities in Africa and beyond.

#### How can volunteering with Partners in Food Solutions help Bühler employees develop new skills and/or grow as a leader?

I think volunteering with PFS shows independent ownership and ambition to make a difference. Over the years, Bühler employees have spent thousands of hours volunteering with PFS therefore increasing their exposure to new cultures and markets, honing their teamwork skills, and getting comfortable dealing with ambiguity and different work environments.

#### What is your favorite aspect of Partners in Food Solutions?

I am always impressed with the amount of impact an individual can have through volunteering with PFS. You are working with entrepreneurial food companies, growing their capacity and capabilities, and you're directly involved in the knowledge-sharing process. This is such a unique opportunity to connect the world, improve nutrition, and make an impact beyond yourself and Bühler.

#### If someone is interested in volunteering but may be hesitant to start, what would you say to them?

We have a great community of PFS volunteers from Bühler that continues to grow each year and I think that's proof of the program's success. Our volunteers are incredibly humble and often keep their successes to themselves – they are the hidden champions in our departments. If you're interested in volunteering with PFS, I would say be curious, trust yourself, trust your knowledge, and be open to speaking to your colleagues about it.





## Boosting Efficiencies to Help Improve Nutrition in Kenya

Malnutrition is the cause of nearly half of all deaths in children under five globally. In Kenya, 26 percent of children under five are stunted due to chronic malnutrition. To address these public health challenges, companies like Prosoya, a fortified flour company based in Nairobi, are focusing on helping these vulnerable populations by developing fortified products with vital nutrients.

"We consider ourselves a social-impact company and our ideology is to fight poverty, unemployment and malnutrition," said Prosoya CEO Kaburu Muguika. Prosoya makes several nutritious products including fortified Uji lala (ready to drink porridge) and flour, important sources of nutrients for children, pregnant and breastfeeding mothers, and those who suffer from malnutrition. Prosoya works with relief organizations like the World Food Programme (WFP) and school feeding programs to distribute their products in several countries including South Sudan, Ethiopia, and Somalia.

Partners in Food Solutions, TechnoServe and USAID have been working collectively with Prosoya on several projects including the development of new marketing and branding materials for their nutritious porridge, designing a factory layout for their new facility and formulating animal feed with locally available ingredients. Bühler Project Manager Nate Jonas serves as a PFS client lead for Prosoya. "I chose to get involved with PFS because I like the idea of collaborating with individuals from other companies and sharing my skills and knowledge to make processes more efficient, more sustainable and less wasteful," said Nate.

Client leads play an important facilitatory role as project managers for active projects with a given client. They schedule meetings, facilitate calls, keep track of action items and ensure projects reach completion. Not only are they supporting the

client, but client leads also help PFS program associates manage their growing client portfolios. Faith Ngila, a PFS program associate in Kenya, manages 40+ client activities at any given time across Kenya, Ethiopia and Tanzania. "Client leads literally make my job doable because it would be impossible for me to be on every meeting and track the progress on each project without their support," she said. "Nate has gone the extra mile to gain a thorough understanding of Prosoya's needs and even sacrificed his mornings to attend our 6:00 am bi-weekly calls. Moreover, Nate brings his experience working at Bühler and contributes to the projects he facilitates moving the project forward more efficiently."

Prosoya recently finished their marketing and branded materials project and is now focused on finishing their new facility layout design project that will allow them to expand their production. "There is a lot of benefit to having volunteers," said Kaburu. "I am happy they are on board helping us help those at the bottom of the pyramid."





## The Right Fit: Sourcing Project Finds Solutions for Client Fortification Needs

Equatorial Nuts is a nut and fortified blended flour company based in Murang'a, Kenya. To meet strict fortification standards, staff were hand measuring the precise amount of vitamins and minerals, and adding it to their products for each batch. Although a permitted method of fortification, adding nutrients by hand is extremely time consuming and more prone to errors. Looking to improve their system and automate this flour fortification process, Equatorial Nuts reached out to TechnoServe, USAID and Partners in Food Solutions for guidance.

Carolina Mertzger, a process engineer in the Industrialized Milling Solutions Unit at Bühler, joined the project team to help Equatorial Nuts explore their automated fortification options. "Africa is advancing at a fast-pace, but they're still behind in some ways. I joined this project because I wanted to share my knowledge in nutrition and fortification and give back to a continent that I am truly inspired by," said Carolina. "I am originally from Venezuela and Partners in Food Solutions allows me to continue to develop intercultural relationships and connect with people from all over the world."

Carolina, along with two other PFS volunteers, spent several months learning about Equatorial Nuts' process, how it was being used, what physical space was available at their facility, and what they were looking to achieve capacity wise with an automated system. Once the team had an understanding of the client's needs, they started to research options. "The other volunteers and I consulted with our colleagues at our respective companies and we also researched what other US companies were doing and the equipment they were sourcing. One of our biggest challenges was finding a micro-dosing system that would fit in the existing system and space available at the client's facility. After several more months of research and discussions with the project team, we came up with several recommendations that we shared with the client."

Based on volunteer recommendations, Equatorial Nuts is currently exploring local partners to source the appropriate technology. Once the new, automatic process is in place, Equatorial Nuts plans to increase production and improve the overall quality of their fortified products.



Nelco Millers

## Making an Impact Beyond Borders

In October 2020, Bühler President Middle East & Africa Region Heiko Feuring was traveling through Nairobi, Kenya and decided to make some time to visit a client he is supporting – Nelco Millers. Heiko (far left) was able to get a tour of the facility from Nelco Millers CEO David Mwangi (second to left). "I had a different expectation about Nelco Millers and their set-up, and I was positively surprised," said Heiko after his visit. "The maize mill was running and people were packing products. It was generally quite clean and busy. David and I were able to discuss product quality, markets and competition. David is deeply involved in many facets of his business and I was impressed with his approach of producing a more stable, higher quality product to sell at a premium price." To ensure Nelco Millers was properly set up to produce higher quality products, Bühler also sent one of their head millers to conduct an audit and evaluation of their facility. The audit identified some areas of improvement and outlined the appropriate next steps allowing Nelco Millers to start their journey of producing higher quality products.

*Also pictured is Bühler's Managing Director of North East Africa Matthias Grabe (second to right) and PFS Associate Program Manager Gillian Kadenyi Muriithi (far right).*





## Bühler Volunteers Join the Fight to End Hunger in Africa

In October 2020, PFS CEO Jeff Dykstra joined Bühler leaders for a Gen B event to discuss how employees can address malnutrition in Africa through volunteering their skills and expertise with PFS. Since the event, more than 40 Bühler employees have registered as PFS volunteers with many already on projects that will support the improvement of food security, nutrition and economic development in Africa.



## Fostering **Sweet Connections** in the Cocoa Value Chain

Bühler has had a strong foothold on the African continent for years with a presence in major hubs including Nigeria, Morocco, Kenya, and South Africa. As part of Bühler's commitment to the sustainable development of the cocoa value chain and the communities where it is produced, they opened the CFIA (Centre de Formation et d'Innovation Agroalimentaire) with an aim to support the African cocoa processing industry through education, local technical expertise, and state-of-the-art technology. CFIA Project Director Désiré N'zi has become a trusted advisor for PFS and a valued volunteer for several years. "Désiré has a deep understanding of the cocoa processing landscape in Cote d'Ivoire and beyond that is extremely helpful when we're exploring development opportunities," said PFS Director of Partnerships and Business Development Jimmy Bettcher. "He is well connected in the industry, and has shared thoughtful insights as PFS has worked to engage processors in the cocoa value chain. We are lucky to have Désiré as a volunteer to leverage his expertise."

## PFS IMPACT AND REACH

