

**FY23 ANNUAL REPORT** 

# Partners in Food Solutions at Fifteen





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From our CEO

PFS Friends,

Sylvia Banda, one of our first clients, and Jeff Dykstra in Zambia

As we mark the end of our calendar year, we are also closing our 15th year as an organization. We have experienced a year of significant impact in assisting food companies from across the African continent. This report highlights the strides we have made this past fiscal year and also takes a look back at our work over time.

It has become clearer to us, with each passing year, that there is no one else who can bring the knowledge and expertise that PFS has through our corporate partners to the African food system. We take this responsibility seriously and are grateful for all the people - company leaders, volunteer experts, donors and staff - who make our work and impact possible. Thank you.

I announced this past February that it is time for me to step back as CEO and for PFS to bring in a new leader for this next chapter. I am proud of what we've built together these last 15 years and I am excited to watch even greater things be accomplished through PFS in the years to come. We look forward to announcing a new leader sometime in early 2024.

Thanks for your partnership and support for this work.

Gratefully,

Jeff Dykstra Co-founder & CEO

## The Spark of an Idea

How a tragic historical event eventually led to the creation of PFS



Photo courtesy of the Library of Congress

In the late 19th century, Minneapolis became synonymous with the milling industry, earning the nickname "Mill City." However, a catastrophic event unfolded in the 1800s that left an indelible mark on the city's history, and may have eventually even led to the idea for founding Partners in Food Solutions. The explosion of the Washburn A Mill on May 2, 1878.

The Washburn A Mill was owned by the Washburn- Crosby company, that would later become General Mills. It was one of the largest flour mills in the world at the time. The explosion, attributed to the ignition of flour dust suspended in the air, resulted in a devastating fire that consumed the mill and neighboring structures. The disaster claimed the lives of 18 workers and shook the foundations of Minneapolis' milling industry.

Following the flour mill explosion, Washburn received new safety technology from Europe that would later lead to a revolution of the industry, bringing increased food safety and improved quality to the forefront. The company believed that safety information should be for everyone's benefit.

One hundred and forty five years later, General Mills' idea to make food and work safer through the transfer of expertise has been a game changer for many of our clients, their employees and the people in their communities that now have safer, more nutritious food to eat. An incredible legacy of a historical event that almost no one could have imagined.



## 15 Years of Impact



We work in

2,145 **ENGAGED VOLUNTEERS** 

**HOURS** 

2,334 **CLIENTS** 

total assisted or trained since inception

PFS client companies in Africa have

**FARMERS** 

in their supply chain and directly employ

**EMPLOYEES** 

38%

of our client companies are owned and/or managed

**BY WOMEN** 

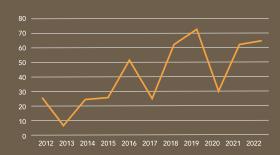
safer, more nutritious and affordable meal servings

#### **BUSINESS IMPACTS**

Over the years, PFS has expanded how we study the impact of our work on African food companies by looking at our clients' business performance on an annual basis. In FY23, our clients reported an average 20% increase in revenue, an 11% increase in employees, and a nearly 50% increase in their farmer supply chain over the previous year's performance.

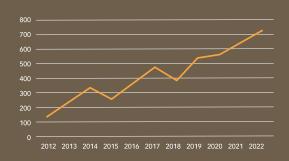
#### **NEW CLIENTS PER YEAR**

This graph shows how many clients we've added per year. You can see the dips in 2020 during the pandemic and in 2017 when we ended a TechnoServe program.



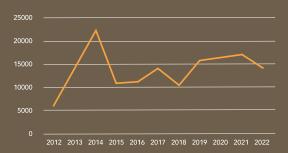
#### **ENGAGED VOLUNTEERS OVER TIME**

This graph shows how many volunteers have been actively engaged on a project, not the overall number of experts in our pool in a given year.



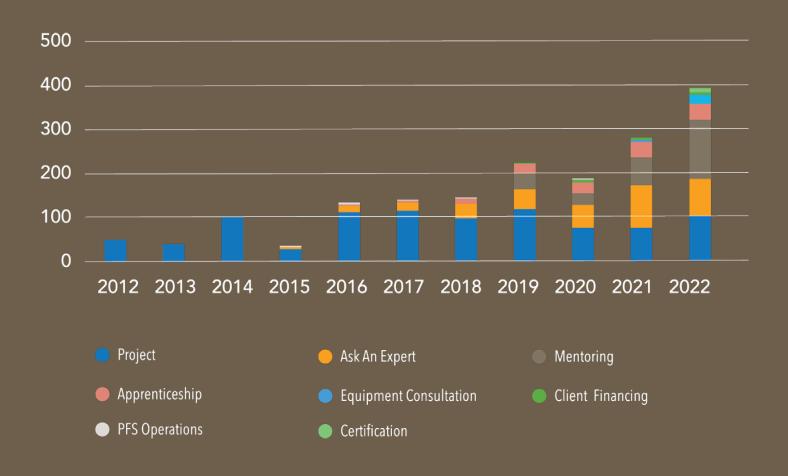
#### **VOLUNTEER HOURS OVER TIME**

More volunteers equals more hours helping solve our clients technical and business challenges. Cumulatively, PFS volunteers have contributed more than 165,000 consulting hours. The spike you see in 2013/14 is when PFS operations were almost exclusively run by volunteers.



#### **TYPES OF SERVICES OVER TIME**

The majority of client requests leverage corporate partner experts (projects, mentorships, ask an expert) while other services (equipment consultations, apprenticeships, certifications, client financing) complement those offerings to support hands-on implementation efforts. The breadth and depth of our technical expertise among our corporate partners makes PFS unlike any other development actor serving small and medium African enterprises.



## Volunteer Leaderboard

Each of our volunteers bring incredible experience and insight to their work with PFS clients.

Many of our volunteers share HUNDREDS of consulting hours with our African client companies.

Below is fun look at the volunteers who have contributed the most hours, per corporate partner.

**ARDENT MILLS:** 

Kevin Richter David Ritchie Alex Nelson

**BÜHLER:** 

Daniel Garcia Valerie Brunner Eugene Dust **CARGILL:** 

Shiva Elayedath Ping Yang Shiva Elayedath

DSM-FIRMENICH:

Joell Springer Sean Skinker Sheetal Bhadekar **GENERAL MILLS:** 

Morgan Patrick Kara Hobart Scott Myers

THE HERSHEY COMPANY:

Mary Marette Jordana Swank Regina Barcena THE J.M. SMUCKER COMPANY:

Brice Malterer Chris Liebold Dan Dietz

**CORPORATE PARTNER RETIREES:** 

John Mendesh Dave Cummings Jim Madich





### More is More

High Demand for Volunteer Services Means More Impact

Over the past year, PFS has seen a record number of requests for services from our clients. At one point this summer we had over 90 open positions and our volunteer team worked hard to fill those throughout the fall. There were many reasons for this spike, however one thing remains clear - the incredibly valuable expertise of our volunteers is in high demand, and the demand continues to grow.

When PFS was started at General Mills as an internal project 15 years ago, the company honed in on the one thing that only they (and a few others) would be able to do: solve almost any technical or business challenge that a food processing company might encounter.

"Partners in Food Solutions was born out of General Mills' desire to use their knowledge and expertise to make an impact on food security," said PFS Co-founder and CEO Jeff Dykstra. "It came at just the right time. Farmers were starting to grow more. The African population was booming. But in the middle of the food value chain, food companies needed that expertise that General Mills could bring."

Joel Guma, CEO of Pristine foods in Uganda, agrees. His company has utilized a wide variety of PFS volunteer services to help improve the business. "I think all the services they provide are necessary. You're talking about microlab support. You're talking about apprenticeships in the key areas like engineering and quality. Help with ISO certification which is fundamental to be able to access certain markets, " he said.

Africa's agriculture has long been the backbone of its economy, supporting livelihoods and contributing significantly to GDP. However, the journey from farm to fork has not always been smooth. Post-harvest losses, inadequate infrastructure, and lack of investment have hindered the sector's potential. However, now the sector is likely at a turning point in creating a more resilient and sustainable food system. PFS clients are working hard to make that a reality.

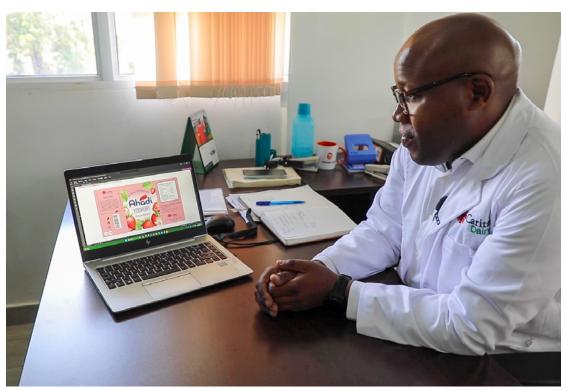
Safe and nutritious food that is processed in Africa has so many benefits. Thriving food processing companies create a stable market for farmers to sell their crops and preserve all that is harvested. Local processors employ tens of thousands of people, creating jobs that are critical for livelihoods and support the wider community. Malnutrition and nutrient deficiency, which remain unacceptably high in many parts of the continent, can also be addressed. Governments are now mandating fortification of food staples, yet local businesses may lack the expertise to comply. Empowering them with expertise will have a huge, positive impact.

Pristine Foods CEO Joel Guma says international quality and safety certifications are also critical for local companies to expand markets and work with international organizations that feed the most vulnerable.

"We are trying now to get a contract with UNICEF. They never would have come to us if we didn't have ISO (certification), never," said Guma.

For volunteers, the opportunity to help improve food security is a driving motivation. Sarah Downey, a senior research and development engineer at General Mills said, "My main motivation for volunteering with PFS is to use my own experiences and skill sets to serve others. I believe that building food infrastructure is one of the best ways to serve developing communities – from making nutrition more accessible to building a stronger local economy."

As we see it, *more* demand for expertise from *more* volunteers in order to help African food processors succeed is a good problem to have. We are incredibly grateful for each one of our volunteers, our clients, our seven corporate partners, and supporters, and for the opportunity to connect this virtuous circle in an unending cycle of impact.







## **Give and Take**

#### The Transformative Power of Mentorship

New offering sees spike in demand, and is surprising us with the results

For Pristine Foods, an egg processing company in Uganda, their partnership with PFS has solved many important technical challenges. Since 2019, PFS volunteers have helped Pristine significantly improve product shelf life, gain ISO 22000 certification, and more. At the same time, CEO Joel Guma says, a less technical PFS service is also having an incredibly deep impact on the company - professional mentoring by PFS volunteers.

"I think [mentorship] is going to be one of the most transformational programs we've had with PFS because we are touching the heart of the business, which is leadership," he said.

Today, ten members of their staff, including most of their leadership team, have connected with a mentor through PFS.

"I can see in meetings that people are more organized, they're more focused, we've started having KPI meetings every week now, there is more direction," he added. The PFS mentorship program came as an outgrowth of our apprenticeship program. We began by offering mentors to new PFS apprentices - recent college graduates that are embedded with our clients for one year. PFS shares the cost of the apprentice's salary with clients. Their presence expands the capacity of clients to implement volunteer advice, and also helps train the next generation of food industry professionals who are fresh out of school. The positive feedback that apprentices gave on this mentoring component was almost instantaneous.

Joy Sumba, a former apprentice and current quality officer at Caritas Dairy in Kenya, was mentored for a year by Rebecca Jutkus, a senior product development manager at The Hershey Company. Joy said she not only received technical information, but also valuable advice on soft skills and communication.

"The PFS mentorship allowed me to learn communication, like how are you supposed to communicate with your superior, how are you supposed to work with your teammates in a workplace. That was really important to me," she said.

Mentorship serves as a powerful catalyst for personal and career development, offering a unique blend of guidance, support, and knowledge transfer. As individuals navigate the complexities of their chosen fields, having a seasoned mentor can make a profound difference, accelerating their growth. A study cited in Forbes showed that those who are mentored are promoted five times more often than those who are not.

And mentorship is not just for those starting out in their careers. PFS provides mentorship at every level, including CEOs, who can benefit from leader-to-leader mentoring relationships. To date, PFS has placed 397 mentors, covering all the markets where we operate.

For those acting as mentors, there is also a lot to gain. Dana McNabb, group president, North America Retail at General Mills, participated in a leader-to-leader mentorship with Vaezi Chima, the managing director of Mushili Foods in Zambia.

"It became clear right from our first call that we were going to mentor each other...we just clicked," Dana said. "The ability to bounce ideas off of one another and learn from one another...was game changing."

"We have seen a sharp growth in the request for mentorships from our clients, asking to start a personal relationship with an expert from a corporate partner who can coach them as they grow professionally. That tells us that they find a lot of value in these relationships, for themselves, their employees, and their businesses," said Magdalene Mbaga, director of impact and service innovation for PFS.

It's clear that the transformative power of mentorship lies in its ability to guide, inspire, and empower individuals to reach their full potential. As mentors share their knowledge, provide guidance, and offer unwavering support, mentees not only acquire the skills and insights needed for success but also gain a trusted ally on their professional journey. In fostering a culture of continuous learning and collaboration, professional mentorship has emerged as a cornerstone for individual and collective growth for Partners in Food Solutions, our clients and our volunteers.



Photo: All of the members of the Pristine Foods leadership team with their hands raised have mentors from PFS.

"I think [mentorship] is going to be one of the most transformational programs we've had with PFS because we are touching the heart of the business, which is leadership."

Joel Guma
CEO, Pristine Foods



## FY23 Metrics

#### **FY23 DASHBOARD OF TARGETS**

#### **ACTUAL**



#### **SERVICES AND VOLUNTEERS FOR FY23**





#### **CLIENT SERVICES**

37% MENTORSHIPS

29% PROJECT

18% ASK AN EXPERT

9% APPRENTICESHIP

CLIENT FINANCING

3% **EQUIPMENT CONSULTATION** 

1% CERTIFICATION 0% PFS OPERATIONS

#### **VOLUNTEER EXPERTISE**

39% QUALITY & REGULATORY

27% PROCESS DEVELOPMENT

PRODUCT DEVELOPMENT 12%

9% AGRICULTURE SCIENCE & POST HARVEST

**SOURCING & LOGISTICS** 8%

6% OTHER



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Janet Meeks Ashlev Miles Arthur Morris III Ashleigh Mullins Lynnesi Myers Tvler Neal Andrew Nelson Crystal Outlaw Brian Paxton Quwendy Pinkerman Randall Priddy Mike Robinson Tristan Rogers Lvnn Ruuska Diana Sanders Richard Schaafsma Brian Schalk Julia Schmelzer Kelly Schwenn Randy Seeley Lanette Shaffer Werner Theresa Sims Timothy Slaughter **Bret Smolik** Matthew Spencer Christina Stanhope Christopher Suter Sabrina Taylor Michael Temple Jay Thorpe II Gina Torres Tracy Torry Megan Turner Jill Tvree Thomas Uhase

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