Our Theories
of Change
(ToC) by each
Business line



THEORY OF CHANGE – FORTIFIED FLOURS

	BECAUSE	WE SHALL	SO THAT	THEN
Supply	Farmers' grains are rejected because of quality	Support farmers with GAP and post harvest handling services	AGRIFACE can have enough	
	Processors don't get enough grains operate at maximum capacity	Construct enough storage for raw materials	supply and capacity to produce huge quantities of nutritious foods	ge
	Processors produce unhealthy foods	Set up laboratory	country, reaching both segments of to improved ma	
Accessibility	Nutritious foods are not available anytime, anywhere	Open new outlets and distribution agents.		
	Prices of nutritious foods are not stable on the markets	Market research and production planning.		AGRIFACE contributes to improved markets and nutrition outcomes
	Low-income consumers can't afford nutritious foods	Segment the market for discounted prices for low-income customers.		in Rwanda.
Consumption	Consumers demand cheap and unhealthy foods	Increase quality and safety of our products. Raise awareness of consumption of		
	Consumers have limited knowledge of nutritious foods		Consumer can improve their eating habits to shift from unhealthy to health foods.	
	Consumers don't know how to eat nutritious meals	fortified foods. Produce cooking toolkits for nutritious foods		
	Malnutrition increases in households			AGR VFACE
				Your Farm to Fork Partner

THEORY OF CHANGE – ANIMAL FEED

	BECAUSE	WE SHALL	SO THAT	AND
Supply	Processors don't get enough ingredients to manufacture feed The cost of ingredients for animal feed is high	Establish business relations with suppliers Invest in innovations to get alternative ingredients locally.	AGRIFACE can have enough supply and capacity to produce huge quantities of feed.	AGRIFACE contributes to improved markets and consumption of animal-based foods in Rwanda.
Accessibility	Farmers don't get feed on time and any place. The price of feed is high and SHFs prefer to feed them low quality	Open new outlets and distribution agents. Market research and production planning.	AGRIFACE can deliver feed to many corners of the country, reaching both segments of livestock farmers.	
Consumption	Livestock don't get enough and quality feed Animal based foods are not	Increase quality and safety of our feed	Farmers will improve their feeding	
	healthier due to quality of feed they consume Price of animal-based foods are	Produce feeding toolkits for each livestock	habits, shifting from unhealthy to health feed.	
	higher for the consumer	2.00002	J	AGRIFACE Your Farm to Fork Partner

BECAUSE FARMERS

Lack technical expertise in managing their businesses

Don't access to the right financing

Don't have access to reliable markets

Don't use the right inputs

Government services et to farmers late (sometimes)

Don't have access to information

's big profit share is taken by middlemen

Don't have access to post harvest technologies

Don't eat healthy due to knowledge and means

WE SHALL

Train them on sustainable good agricultural practices

Link them to finance institutions, markets, technology providers, mentors, etc.

Provide them with market information

Buy their produce at reasonable prices

Sell them our products at discounted prices

AGRIFACE can have reliable suppliers and customer base.

SO THAT

AGRIFACE can achieve its corporate and social responsibilities

Farmers improve their livelihood

AGRIFACE reduces the cost and risks of production of food and

AND

feed.



Farmers don't have get paid on time by buyers

Buyers don't trust farmers

BECAUSE

Processors don't trust aggregators

Aflatoxin and moisture content are high in Rwandan grains

Post harvest handling technology and storage affect the quality of grains

There are seasons of grain trade which affect the market

Rwanda import a lot of grains and cereals

WE SHALL

Allocate enough working capital to purchase of grains from farmers.

Have contracts with buyers (processors and institutions)

Construct grain treatment and storage facilities

Have contracts with local and international suppliers of grains

SO THAT

AND

AGRIFACE can have reliable suppliers and customer base.

AGRIFACE becomes a big player in the grain sector.

