### FRESH FRUIT JUICE PROCESSING AND MARKETING

**Introduction**

Given that FORUDEF has started producing and selling local fresh fruits juice at the local markets, there is evidence that supply is low given the demand for fresh fruits juice. There are no equipments and storage facilities that will enhance mass production so as to meet the growing demand for locally-produced fresh fruits juice in our markets. This project will support FORUDEF who plans to convert fruits to specialty juice to commercialize locally-produced fruits juice in the South West Region. Particularly, the focus will be on the production of locally produced fresh fruits juice that can reliably generate income. A successful transition to locally produce fresh fruits juice is needed to ensure the economic well-being of the FORUDEF and the community at large.

**Goal:** The project is aimed at increasing the income and sustainability of FORUDEF to enable her to better serve her beneficiaries.

**Specific Objectives**

* To acquire equipments for the processing, storage and marketing of fresh fruits juice
* To produce 15,000litres of fresh fruits juice by 2014
* To train 30 women on fresh fruits juice processing
* To train 30 women on basic marketing techniques

**Expected result**

* Bought necessary equipment used for the production of fresh fruits juice
* At least 15,000litres of fresh fruits juice produced
* 30 women trained on fresh fruits juice production techniques
* At least 15,000 liters of fresh fruits juice sold
* At least 30 women trained on basic marketing techniques

**Required Equipment: Juice Extractor and Blenders. (**Matt there are several types of juice extractors. I am not sure the best The blenders are available here but the extractors might just be ordered from abroad). The machines are not available here in Cameroon. One would have to order).

We produce juice from: carrots, pinapple, sour sop, paw-paw, and oranges.

**Time frame:** This project will continue for as long as possible. It is part of the nutrition programme: Feed Well, Feed Right, Feel Healthy. However, as soon as we have money, we would train some women on this process too.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Envisaged Budget** | **One year** | | | |
| **Item/Details** | **Unit** | **Quantity** | **Unit Price** | **Amount** |
| **Activity 1 Mobilisation** |  |  |  |  |
|  |  |  |  |
| 1.1 Consult with village heads and community members to plan workshops, and give information about the entire project. |  |  |  |  |
| **Activity 2 Organize training workshop on juice processing techniques** | | | | |
| 2.1 Flip Charts | Roll | 1 | 15 000 | 15 000 |
| 2.2 Bold markers | Packet | 1 | 12 000 | 12 000 |
| 2.3 Masking tape | Tape | 1 | 1 500 | 1 500 |
| 2.4 Feeding | Pers/day | 32/2days | 1,500 | 96,000 |
| 2.5 Resource person fee | Person | 1/2days | 50,000 | 100,000 |
| 2.6 Transportation Resouce person | person | 1/return | 5,000 | 5,000 |
| 2.7 Lodging resource person | person | 1/3nights | 10,000 | 30,000 |
| 2.9 Hire of hall |  | 2days | 10,000 | 20,000 |
| **Sub-total** |  |  |  | **251,000** |
| **Activity 3: Processing Equipment** |  |  |  |  |
| 3.1 Fridge | Fridge | 1 | 450,000 | 450,000 |
| 3.2 Juice extractor | Machine | 1 | 400,000 | 400,000 |
| 3.3 Blenders | Blender | 6 | 45,000 | 270,000 |
| 3.4 Pots | Stainless steel | 3 sets | 30,000 | 90,000 |
| 3.5 Basins | washing basins | 4 | 5 000 | 20,000 |
| 3.6 Knives | Stainless | 6 | 1,500 | 9,000 |
| 3.7 Bottles (litres) | Glass | 15,000 | 25 | 375,000 |
| 3.8 Seave | Seave | 3 | 25,000 | 75,000 |
| 3.9 Fruits | Assorted |  | 150,000 | 150,000 |
| 3.10 Safari cooling Box | Box | 4 | 50,000 | 200,000 |
| 3.11 Push Truck for selling | Push Truck | 3 | 75,000 | 225,000 |
| 3.12 Labeling machine (small) | Labelling machine | 1 | 250,000 | 250,000 |
| **Sub-total** |  |  |  | **2,514,000** |
| **Activity 3:Organise Training Workshop on Basic Marketing Techniques** | | | | |
| 4.1 Bloc notes | Booklets | 32 | 1 500 | 48,000 |
| 4.2 Transportation for Resource person | Person/return | 1/Return | 10 000 | 10 000 |
| 4.3 Feeding | Person | 32/2days | 2 000 | 128,000 |
| 4.4 Resource Persons' fee | Persons | 1/2days | 50 000 | 100,000 |
| 4.5 Lodging Resource person | Person | 1/3nights | 10,000 | 30,000 |
| **Sub-total** |  |  |  | **306,000** |
| **TOTAL ACTIVITY COSTS** |  |  |  | **3,071,000** |
| **Administrative Cost** |  |  |  |  |
| Rents of sales point |  | 12months | 50,000 | 600,000 |
|  |  |  |  | **3,671,000** |
| **Contingency 5%** |  |  |  | 183,550 |
| **GRAND TOTAL** |  |  |  | **3,854,550** |

**(About $8,030 at $1=480FCFA)**