

BIIOTO CONCEPT

By Mrs. Lillian Kamathi

CONTENT

1. Introduction
2. Conference theme
3. Organic Farming and market
4. Biioto concept
5. Traceability
6. Implementation of the concept
7. Partnerships and strategic networks
8. Market

WHO ARE WE



CONFERENCE THEME

- ▶ Agro-ecology Transforming Agriculture & Food Systems in Africa
- ▶ This theme resonates well with our Mission Statement
 - ▶ *We are committed to work with health conscious stakeholders to create a sustainable safe and healthy food system from farm to market and at affordable prices.*

INTRODUCTION

FOOD AND HEALTH

- ▶ God created everything good
- ▶ Man has corrupted everything and continues to do so
- ▶ Food was created for our sustenance and health. Those who have stayed the course of eating healthy food have less healthy issues and live longer
- ▶ Today governments world wide are grappling with high health care because of lifestyle diseases - eating wrong diseases (Cancer, diabetes high blood pressure)

BIIOTO CONCEPT



WHO IS BIIOTO?

Bioto is a Maasai name that Means:-

Pure - Uncontaminated

Fresh - Newly Harvested

Natural - Genuine - organic

BIIOTO - *Pure Natural Freshness - this is our brand*

TRACEABILITY - Twajua Mkulima

- ▶ *Traceability:- is the capability to trace something to its origin. In some cases, it is interpreted as the ability to verify the history, location, or application of an item by means of documented recorded identification*
- ▶ This entails knowing the source of the products
- ▶ It means working with farmers to produce the products you want
- ▶ It means setting standards for farming practice and making sure the standards are followed

IMPLEMENTATION OF THE CONCEPT

- ▶ Farm visit
- ▶ Mobile applications
- ▶ Working with agronomist
- ▶ Guarantee system
- ▶ Certification of the farmers
- ▶ Capacity building

Farm visits



BIOTO FARMER APPLICATION



STRATEGIC PARTNERSHIPS AND NETWORK

- ▶ ENCERT
- ▶ KOAN
- ▶ OCA
- ▶ AWAN

MARKET

- ▶ TUSKYS Supermarkets - Base Market
- ▶ Ecommerce platform
- ▶ Institutions

THE END

THANK YOU!