

Journal

RWANDA

STANDARDS

ISSUE 13 - JUNE 2018 | NOT FOR SALE

FOCUS ON STANDARDIZATION IN THE BANANA AND PLANT BASED BEVERAGES SECTOR

**MINAGRI: PROMOTING
MODERN BANANA FARMING
FOR VALUE ADDITION**

**RSB: PROMOTING BANANA
AND PLANT BASED PRODUCTS
SECTOR THROUGH COMPLIANCE
WITH QUALITY STANDARDS**





INSIDE

FOREWORD	7
MINAGRI PROMOTING MODERN BANANA FARMING FOR VALUE ADDITION	8 - 9
RSB ON STANDARDISATION OF BANANA AND PLANT BASED BEVERAGES	10 - 13
RSB: PROMOTING BANANA AND PLANT BASED PRODUCTS SECTOR THROUGH COMPLIANCE WITH QUALITY STANDARDS	14 - 17
NATIONAL QUALITY TESTING LABORATORIES (NQTL)	18 - 19
TRAINING YOUNG GRADUATES THE FUTURE OF STANDADIZATION IN RWANDA	20 - 21
SUPPORTING MADE IN RWANDA PROGRAM IN THE BANANA AND PLANT BASED BEVERAGES SECTOR	22 - 23
STANDARDS FOR BANANA AND PLANT BASED BEVERAGES	24 - 25
LIST OF BANANA AND PLANTS BASED PRODUCTS WITH S-MARK	26 - 27
FOOD SAFETY MATURITY MODEL, 'ZAMUKANA UBUZIRANENGE	32 -33
FOOD SAFETY MATURITY MODEL (FSMM)	35 - 35
HAZARD ANALYSIS AND CRITICAL CONTROL POINTS INEVITABLE FOR BUSINESS GROWTH	36 - 37
BASIC REQUIREMENTS FOR BANANA-BASED BEVERAGE FACTORY TO BE S-MARK CERTIFIED	38 - 39
ADECOR: RWANDA'S CONSUMER WATCHDOG	40 - 43
STANDARDIZATION OF BANANA AND PLANT BASED BEVERAGES A CATALYST TO REALIZATION OF SECTOR GROWTH	44 - 47
MADE IN RWANDA' MACHINERY TO FAST TRACK STANDARDIZATION OF BANANA AND PLANT BASED BEVERAGES SECTOR	48 -49
GISAGARA AGRIBUSINESS INDUSTRY ENSURING QUALITY PRODUCTS IS OUR PRIORITY	50 - 53
ACCREDITATION OF RSB FOOD SAFETY CERTIFICATION SCHEMES EASES PRODUCTS ACCESS TO THE MARKET	54 - 57
AGASHINGURACUMU LTD: ACQUISITION OF RSB CERTIFICATION MARK UNLOCKED OUR SUCCESS	58 - 60



Published by





38



50



46



54



RSB CERTIFICATION MARKS



FOREWORD



Raymond Murenzi, Director General RSB

Welcome to the June 2018 edition of the Standards Journal focusing on the standardization of the Banana and Plant Based Beverages Sector.

Banana and Plant Based Beverages Sector is central to the hearts of many Rwandans. Banana as a crop is widely grown in Rwanda contributing more than 50% of Rwanda's annual agricultural production covering approximately 1.4 million hectares of arable land.

Many Rwandans enjoy Banana wine, therefore Standardization of the Banana and Plant based beverages sector is important in order to ensure product quality, safety and competitiveness.

In October 2017, The Government of Rwanda issued an instruction banning the processing and sale of substandard Banana and Plant based beverages in Rwanda. RSB in collaboration with other Government agencies like Rwanda National

Police and Ministry of Local Government moved to effect this ban.

At the time of issuing (October 2017), only this ban 02 products were with an S-Mark. Today, 53 products have been certified, 70 products have applied for S-Mark certification and in progress, and 62 products have applied for S-Mark certification and at the stage of fulfilling the last requirements for the certification process to start (audits).

This increase is a result of close collaboration with all stakeholders in the sector and initiatives like Zamukana Ubuziranenge.

Through partnership with sector players, an Incubation center specifically for the promotion of the sector has been set up in Kabgayi. The Incubation center is spearheading research based innovations geared towards promoting the sector. As a result, Made In Rwanda machines are now being made locally in Rwanda hence easing access to affordable, safe and quality machines.

Today the sector is more promising, with more quality and safe products on the market, many products have acquired S-Mark certification, and others have applied whereas others are in the process of acquiring the S-Mark.

In this edition you will read about the contribution of MINAGRI in increasing the quantity with quality of the Banana produce, the role of RSB in the standardization of the sector and contribution of ADECOR and other stakeholders to mention but a few.

Enjoy reading...

Raymond Murenzi
Director General Rwanda Standards Board.

MINAGRI: PROMOTING MODERN BANANA

FARMING FOR VALUE ADDITION



Dr. Gérardine Mukeshimana, Honorable Minister of Agriculture and Animal Resources

The banana farming and production has rapidly evolved as one of Rwanda's priority food and crops. Banana plantations occupy 23 per cent (estimated at 1.4 million hectares) of arable land and represents more than 50% of Rwanda's annual agricultural production.

The Ministry of Agriculture and Animal Resources (MINAGRI) has put special emphasis on banana cultivation, by encouraging farmers to adopt modern farming methods through the use of improved and high yielding banana seedlings,

fertilizers, applying pesticides and proper post-harvest handling.

Banana varieties mainly grown in Rwanda are Fia and Poyo, according to Ms Beatrice Uwumukiza, Director General of Rwanda Agricultural and livestock Inspection and Certification Services (RALIS).

"The Ministry is encouraging farmers to not only grow bananas for domestic consumption but also target high yielding income generating banana varieties for commercial purposes," said Ms Uwumukiza.

To support farmers, MINAGRI is working on new banana plant varieties for food, yellow bananas and for beverages production.

Farmers are being taught methods of combating banana bacterial wilts or armyworms like Kirabiranya and Kabore.

“Researchers are working on new drought resistant and high yielding varieties to ensure availability of enough banana yields for domestic and commercial purposes,” explained Ms Uwumukiza

ENCOURAGING QUALITY

The Ministry encourages farmers to be sensitive on quality of banana fruits as they strive to increase quality. Quality must be ensured right from planting, fertilization and pesticide application, harvesting, post-harvest handling to fermentation in case of banana based beverages.



“Endeavor to find out if you are spending your money or consuming products that are certified by Rwanda Standards Board, which guarantees your safety and value for money,” said Uwumukiza

In collaboration with other stakeholders like National Industrial Research and Development Authority (NIRDA) and Rwanda Standards Board (RSB), training on quality assurance is given to people with investments or those intending to invest in the sector.

HOW TO CHECK GREEN BANANA’S QUALITY

“We do check if bananas are not attacked by the diseases and we advise farmers on how to cater for the plantation,” said the Director General.

Ms Uwumukiza advises consumers of banana and plant based beverages to be conscious of the products they consume.

“Endeavor to find out if you are spending your money or consuming products that are certified by Rwanda Standards Board, which guarantees your safety and value for money,” said Uwumukiza.

MINAGRI also advises farmers to respect methods of fertilization and planting guidelines to get enough yield for the market.

“We advise banana and plant based beverage producers to respect Food quality and safety standards to prevent giving people hazardous products. They must maintain hygiene for equipment, place of work or factory, body hygiene and specified raw material requirements,” Ms Uwumukiza said.

Farmers are also encouraged to follow good agriculture practices such as plantation season that mainly comes in September of each year.

RSB ON STANDARDISATION OF BANANA

AND PLANT BASED BEVERAGES



Raymond Murenzi, Director General RSB

Since October 2017 when the Government issued instructions banning the production and sale of substandard banana and plant-based beverages in Rwanda, a lot has been done in revitalizing this sector to realize its enormous potential. The Director General of Rwanda Standards Board (RSB) Raymond Murenzi, in an interview, explains the contribution of the Standards Body in streamlining and standardizing the sector.

🕒 Take us through the journey for standardization of Banana and Plant based beverages sector

🗨️ DG: The Journey started in 2012 after the Government identified the Banana and Plant Based Beverages Sector as one of the priority sectors worthy of special consideration due to its impact to the country's economic development. This action progressed and later on led to extending the practice to development of standards for banana based beverages in 2017.



RSB staff testing a Banana based product

Putting in place standards for banana and plant based beverages was key in streamlining the sector and ensuring consumer safety.

Q Do you see this standardisation process creating impact in making 'Made-in-Rwanda' banana and plant based beverages more competitive on the local and international market?

A DG: The result of standardizing any sector is value addition, enabling competitiveness and market access. Since the issuance of instructions banning processing and sale of substandard banana and plant based beverages in October 2017, the next step was to work with industries in this sector to help them comply with standards.

The process was not an easy one at all! However, we are happy to announce that to date 53 banana and plant based products have been certified with S-Mark, over 70 products have applied for S-Mark certification and in progress, and 62 products have applied for S-Mark certification and are at the stage of fulfilling the last requirements for the certification process to start, including audits.

Q How is this sector benefiting from the Zamukana Ubuziranenge initiative?

A DG: Considering the scope of Zamukana Ubuziranenge program with special focus on promoting food safety standards in horticulture



A machine used for testing of Banana and Plant based beverages

products, the program is the backbone to achieving all the registered success. With the help of its special attribute of providing practical and hands-on support to industries, SMEs that were able to document their practices, were advised on machinery and given training on food safety and Hazard Analysis and Critical Control Points.

We came up with Zamukana Ubuziranenge program as a remedy to the situation, to uplift standards compliance in start-ups and other SMEs; this helped us to streamline the sector. Technical assistance to the sector was channelled through our Quality Assurance services and continued support through Zamukana Ubuziranenge Program and complying SMEs apply for Certification Services.

Q How does RSB work with stakeholders like Civil Society and organised association in ensuring that standards in the sector are adhered to?

A DG: Just like is the case for any other agro-based sector, we closely work with the Ministry of Agriculture and Animal resources, Ministry of Trade and Industry, Ministry of Local Government, National Industrial Research and Development Agency (NIRDA) and other stakeholders including the National Platform of Banana based processors, members of the Civil Society and Private Sector. We joined hands to ensure the sector is supported and public health safety guaranteed.

With banana and plant based beverages standards in place, it has helped in classification and characterization of the products themselves. Before standards were developed, processors

were producing something they themselves “did not know how to call it”. Today we provide technical assistance to processors in regard to product design and offer conformity assessment services.

Q Do you see positive response of entrepreneurs in the sector embracing these standards?

A DG: Like in any other sector, processors in this sector are surprised to see the tremendous achievements accrued from embracing standards. Before the ban on the sale of substandard banana based beverages, a lot of malpractices were reported either by security organs or consumers themselves, in some instances causing even death. Today, those who have acquired the certification mark can make testimonies themselves. We keep supporting those who have acquired certification and those still in the process of acquiring certification; important strides have been made. Some products are now being exported to the regional and international markets.

Q From the perspective of Standards, what more can investors in the banana and plant based beverages sector do to take the sector a notch higher?

A DG: We encourage more people to seize the opportunity and invest in this sector. The Government has put up programs to make the sector an income generating hub, raw materials are available and standards guidelines on all processing requirements are also available. RSB is here to support anyone who wishes to invest in this sector.

RSB: PROMOTING BANANA AND PLANT BASED PRODUCTS

SECTOR THROUGH COMPLIANCE WITH QUALITY STANDARDS



Rwanda Standards Board (RSB) in partnership with its stakeholders have made a tremendous journey towards successful standards regulations in the banana and plant based beverages sector to ensure

consumers are protected against hazardous ingredients in banana and plant based products.

To achieve this, RSB is working to standardize the banana and plant based beverages sector

through the development of standards, testing of different banana and plant based beverages products, working on certification and quality assurance of banana and plant based beverages that fit the market requirements.

According to Raymond Murenzi, the Director General of RSB, the priority of the Board is to make sure that clients are getting safe and quality products.

“In everything we do we make sure clients are getting safe products and ensure that the exports are safe and competitive”, said the Director General.

Murenzi further stresses that through ‘Made in Rwanda’ policy, RSB also strives to promote locally-made products to make sure they comply with applicable standards that meet the market

both locally and beyond borders. This, he said, is a creation of different efforts and different programmes such as ‘Zamukana Ubuziranenge’ program; and closer support and sensitization to the Private Sector in Small and Medium Enterprises (SMEs) to come for certification of their products to be able to access markets.

In the development of the banana and plant based beverages sector, RSB collaborates with other partners at policy and implementation levels including the Ministry of Agriculture and Animal Resources, Rwanda Agriculture Board (RAB), NIRDA and other players in the implementation, financial support provision, as well as actors in trade and consumer associations.

A consultative and collaboration framework has been put in place to ensure everyone contributes in enabling adherence to quality standards. “With other public institutions, we make sure stakeholders get sector specific training to get to the required standards,” Murenzi said.

ZAMUKANA UBUZIRANENGE PROGRAM AT THE CENTRE OF STANDARDIZATION OF THE BANANA AND PLANT BASED BEVERAGES SECTOR

Zamukana Unubuziranenge was launched in August 2017 to support and fast-track SMEs’ compliance with standards. The banana and plant based beverages sector is one of the priority sectors and as of today, the whole sector has been mapped, SMEs in banana and plant based beverages production sector trained on food safety standards and more specifically Hazard Analysis and Critical Control Points (HACCP).

“RSB, through Zamukana Ubuziranenge programme, has been organizing sector-specific trainings and workshops. On-plant practical trainings have enabled industries to quickly grasp





standards requirements and translate them into actions. This special model resulted into having a standards-based fast-growing banana and plant based beverages sector in Rwanda,” Mr. Murenzi noted, adding that they will continue to support and streamline the sector

EXPECTED OUTCOMES OF ZAMUKANA UBUZIRANENGE

The programme was designed to support SMEs, which have difficulties in getting standards as prerequisite for certification. Such factories lack knowledge and competence of their staff, and Mr. Murenzi says “We make sure the standards are simplified and everyone can afford. So, we



do offer support in coaching SMEs on a number of standards and this generates good results.”

To strengthen this, RSB in partnership with stakeholders like RDB and MINICOM also started placing graduates in most of SMEs upon request to help them implement standards. This will respond to the challenge of lack of knowledgeable staff by translating standards requirements into practice.

“We are embarking on building capacity of graduates and they will be placed in different SMEs. We think it will fill gaps of knowledge that SMEs were facing,” said Murenzi.

TACKLING UNEMPLOYMENT

RSB believes that having someone who is knowledgeable helps in implementing standards and they make sure the programme is getting good results.

“Our role is to make sure we build capacity and position different graduates to be employed at local market. This responds to unemployment problem and reaffirms the quality of locally made products. We are actually hoping to deploy more than fifty graduates in different SMEs in first year of this programme,” he added.



We make sure the standards are simplified and everyone can afford. So, we do offer support in coaching SMEs on a number of standards and this generates good results

NATIONAL QUALITY TESTING LABORATORIES (NQTL)

QUALITY TESTING AND OTHER CONFORMITY ASSESSMENT SERVICES PLAYING VITAL ROLE IN STREAMLINING OF THE BANANA AND PLANT BASED BEVERAGES SECTOR.



Antoine MUKUNZI, Division Manager National Quality Testing Laboratories

Our editorial team sought an interview with Mr Antoine MUKUNZI, Division Manager of National Quality Testing Laboratories (NQTL) on the standardization of the Banana and Plant Based beverages sector.

Q QN: As the Division Manager of NQTL, what challenges did you use to identify during your quality tests and how have you helped the Banana and Plant Based Beverages sector to overcome them?

A Looking at the sector holistically, it was difficult to undertake any laboratory tests, there were inconsistencies in products produced, processors could not have consistency say in the amount of ethanol used, some could produce a product say with 3% ethanol, the next day with 20%. This exposed consumers to risks.

A lot of things were inconsistent.

In terms of packaging, processors were packing Banana and Plant based beverages in used beer bottles, others in plastics. Today, processors have been taught and helped to adhere to



RSB staff testing banana based beverage product

standards throughout the value chain. They can now produce the same product day in day out. They know how to package their product in compliance with International Standards, and stabilize their products to mention but a few

Q Talking about testing, How ready are you with regard to equipment? Are you well equipped to handle the fast growing sector?

We are well equipped to test any Banana and plant based product, say the amount of ethanol and methanol in a product. Our laboratories are equipped with high technology equipment able to carry out tests for all heavy metal residues in a product. I can comfortably say that all our certified products are of good quality, safe and surely meet standards.

Q You have been involved in training young graduates. What are you doing and why?

A For Standardization to be effective it has to be a culture. That is why the Government of Rwanda started campaigns like Zamukana Ubuziranenge to inculcate the culture of standardization. So, through the maturity level of standardization we train young graduate to go and help SME in their day to day operations.

We want these graduates with food science skills to appreciate and understand the importance of standards compliance.

In line with the promotion of Made in Rwanda, we believe these fresh trained graduates will help uplift the quality of products which comply with standards hence can be competitive both on the national and international markets.

Also another important thing is that this program helps support the Government efforts in providing employment to young graduates. When these graduates get attached to an SME, they get opportunities of being retained as permanent employees of those companies.

TRAINING YOUNG GRADUATES

THE FUTURE OF STANDADIZATION IN RWANDA

REGIS UMUGIRANEZA

A big number of the start up SMEs close just after they are established even before they reach two years. Against this, we are committed to working with RSB, MINAGRI and other institutions to promote Made in Rwanda products 'compliance with the standards, exports and market access to ensure better business planning and sustainability.



IRADUKUNDA YVONNE EMMANUELLA

After my studies, I got an idea of starting up a wine and juice processing SME to avoid a wait for employment. I then ventured into all this without any knowledge on standardization. I am very grateful to have been trained on HACCP and other food safety standards. This, from now on, defines my commitment to my business improvement and competitiveness.”



PÉLAGIE MUKABUTERA

With the knowledge of food science acquired from the University, it was important to be trained on food safety standards and processing requirements to enable us improve on food processing performance that results into production of quality, safe and competitive products.

Not only that, this training has also been a base of opportunity for us the graduates to be able to acquire professional jobs.



RWANDA STANDARDS BOARD; SUPPORTING MADE IN RWANDA

PROGRAM IN THE BANANA AND PLANT BASED BEVERAGES SECTOR



Banana and Plant based beverages processors in a consultative meeting with RSB

The Government of Rwanda initiated “Made in Rwanda program” to promote local products. This saw a tremendous increase in Private Sector investment especially the manufacturing sector including the banana and plant based beverages sub-sector. For this campaign to succeed, Made In Rwanda products must fulfil the following:

- 
PRODUCTS MUST BE SAFE AND COMPLY TO NATIONAL AND INTERNATIONAL STANDARDS
- 
PRODUCTS MUST BE COMPETITIVE ON INTERNATIONAL MARKETS
- 
THERE IS A NEED FOR CLOSE COLLABORATION BETWEEN PRIVATE SECTOR AND PUBLIC INSTITUTIONS INCLUDING RSB

In April 2017, RSB in collaboration with other Government institutions instituted a ban on the sale of substandard banana and plant based beverages. At the time of the ban, there were 02 certified products sold on the market. One year further, there 43 certified products on the market.

At the time of the ban, the sector was largely faced with the following challenges;

- Lack of basic Good Manufacturing Processes at farm level leading to poor quality- sometimes unsafe banana and plant based beverages
- High number of informal cottage plant
- Poor infrastructure- roads, potable water, cooling facilities;
- Our market still accepted low price products regardless of the safety;
- Poor technology at factory level for example incomplete fermentation or boiling kills vegetative cells but not spores, ineffective cooling during transportation, processing and storage leading to growth of Pathogen & Spoilage microorganisms.



In order to arrest challenges in the sector, a ban was imposed and RSB aggressively embarked on Standards development and Education, Conformity Assessments, Inspections, Products Testing, Certification, and Metrology: verification and calibration hence the tremendous increase in the number of certified products from 02 products to 53 products as at June 2018.

Also the Food Safety Performance System, Food Safety maturity model referred to as 'Zamukana Ubuziranenge Program was launched in August 2017.

This program is intended to systematically develop and support food SMES to reach the desired quality and safety performance but also build a strong food safety culture in SMEs.

“
Food Safety maturity
model referred to as
'Zamukana Ubuziranenge
Program was launched in
August 2017.



STANDARDS FOR BANANA AND PLANT

BASED BEVERAGES

S/N	Group of products	Product	Reference number	Title of standard
1.	Banana based products	Juice	RS 358: 2017	Banana juice – Specification
2.		Banana wine	RS EAS 138: 2014	Still table wine – Specification
3.		Urwagwa	RS 224: 2016	Urwagwa – Specification
4.		Banana based alcoholic beverage	RS 343: 2017	Banana based alcoholic beverages – Specification
5.	Plant flavored products	Plant flavored wine	RS 344: 2017	Plant flavoured wine – Specification
6.		Plant flavored drink (upcoming)	RS 381: 2018	Plant flavored drink-Specification

LIST OF BANANA AND PLANTS BASED

PRODUCTS WITH S-MARK



In October 2017, the Government issued an instruction banning sale of substandard Banana and plant based beverages in Rwanda. RSB in collaboration with other government agencies like Rwanda National Police and Ministry of Local Government moved to effect this ban.

At the time of issuing this ban we had 02 products with an S-mark, today 53 products have been certified, 70 products have applied for S-Mark certification and in progress, and 62 products have applied for S-Mark certification and at the stage of fulfilling the last requirements for the certification process to start (audits).

NATIONAL CERTIFICATION DIVISION

CERTIFIED PRODUCTS IN SECTOR OF BANANA AND PLANT BASED ALCOHOLIC BEVERAGES

S/N	COMPANY	PRODUCT /BRAND	APPLICABLE STANDARD	EXPIRY DATE
1.	AGAHEBUZO DRINKINGS Ltd	Ikaze iwacu Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	09/11/2019
2.	AGAHEBUZO DRINKINGS Ltd	Isonga Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	09/11/2019
3.	AGASHINGURACUMU Ltd	Umunara urwagwa	RS 224: 2016 Urwagwa — Specification	28/11/2019
4.	AGASHINGURACUMU Ltd	Mucyurabohoro Butunda	RS 224: 2016 Urwagwa — Specification	28/11/2019
5.	AGASHINGURACUMU Ltd	Izimano Inkangaza	RS 224: 2016 Urwagwa — Specification	28/11/2019
6.	AKENGETSE Ltd	U.C Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	14/06/2020
7.	AKANYAMUNEZA Ltd	Akanyamuneza Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	28/11/2019
8.	BUGANZA GOOD WINE Ltd	Inkanika Banana Based Alcoholic Beverage	RS 343: 2017 Banana Based Alcoholic Beverage— Specification	05/04/2020
9.	CETRAF Ltd	Musanze Wine No.1 (Ginger flavoured wine)	RS 344:2017 Plant flavoured wine — Specification	09/11/2019

10.	CETRAF Ltd	Musanze Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	09/11/2019
11.	COPROVIBA	Ibanga Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	09/11/2019
12.	COVAPROBA Ltd	Garuka Usubire Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	25/03/2020
13.	DUSANGIRE PRODUCTION Ltd	Amahumbezi Urwagwa	RS 224: 2016 Urwagwa — Specification	13/12/2019
14.	DUTARAMANEZEZA Ltd	Dutaramanezeza Banana Based Alcoholic Beverages	RS 343: 2017 Banana based alcoholic beverages— Specification	24/05/2020
15.	DUSANGIRE PRODUCTION Ltd	Agasembuye Inkangaza	RS 224: 2016 Urwagwa — Specification	13/12/2019
16.	EDEN BUSINESS CENTER Ltd	Gubwaneza Ginger Flavoured Wine	RS 344: 2017 Plant Flavoured Wine— Specification	02/05/2020
17.	EMMERI Ltd	Iwacu-Inkangaza	RS 224: 2016 Urwagwa — Specification	06/03/2020
18.	EMMERI Ltd	Umutako Urwagwa Rusanzwe	RS 224: 2016 Urwagwa — Specification	06/03/2020
19.	GABI Ltd	FHIA Banana Based Alcoholic beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	09/11/2019
20.	GUBUCO Ltd	Butunda-Mereraneza	RS 224: 2016 Urwagwa— Specification	27/03/2020

21.	HEMA Ltd	Romathym Ginger Flavoured Wine Form Musanze	RS 344: 2017 Plant Flavoured Wine— Specification	02/05/2020
22.	HEMA Ltd	Romathym Ginger Flavoured Wine Soft Form Musanze	RS 344: 2017 Plant Flavoured Wine— Specification	02/05/2020
23.	HEMA Ltd	Romathym Ginger Flavoured Wine Form Nyarugenge	RS 344: 2017 Plant Flavoured Wine— Specification	02/05/2020
24.	HEMA Ltd	Romathym Ginger Flavoured Wine Soft Form Nyarugenge	RS 344: 2017 Plant Flavoured Wine— Specification	02/05/2020
25.	HORAH GROUP & NOUNOU COFFEE Ltd	Umunya Ginger Flavoured Wine	RS 344: 2017 Plant Flavoured Wine— Specification	13/05/2020
26.	INEZA AYURVEDIC Ltd	Meraneza Ginger Flavoured Wine	RS 344: 2017 Plant Flavoured Wine— Specification	10/01/2020
27.	INNOPRO Ltd	Umurava Based Alcoholic Beverage	RS 343: 2017 Banana Based Alcoholic Beverage— Specification	22/04/2020
28.	INSTITUT CATHOLIQUE DE KABGAYI	Butunda of Kabgayi	RS RS 224: 2016: Urwagwa — Specification	29/12/2018
29.	INYAMAMARE Ltd	Inyamamare Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	28/11/2019
30.	INYEMEZABAHIZI Ltd	Sharama Banana Based Alcoholic Beverage	RS 343: 2017 Banana Based Alcoholic Beverage— Specification	13/05/2020
31.	INYEMEZABAHIZI Ltd	Dutarama Banana Based Alcoholic Beverage	RS 343: 2017 Banana Based Alcoholic Beverage— Specification	13/05/2020

32.	INYEMEZABAHIZI Ltd	Uruhisho Banana Based Alcoholic Beverage	RS 343: 2017 Banana Based Alcoholic Beverage— Specification	13/05/2020
33.	ISANGE BUSINESS COMPANY Ltd	Isange Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	25/03/2020
34.	LIFE HOLISTIC Ltd	Uruvange Plant Flavoured Wine	RS 344: 2017 Plant Flavoured Wine— Specification	25/03/2020
35.	MBURWA PRODUCTION Ltd	Mburwa Plant Flavoured Wine	RS 344: 2017 Plant Flavoured Wine— Specification	21/03/2020
36.	MILLENNIUM BUSINESS BEER COMPANY Ltd	Curura Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	27/03/2020
37.	MUDATSIKIRA VALENS Ltd	Umuhuza Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	25/03/2020
38.	NSABIMANA BANANA WINE Ltd	Meraneza Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	25/03/2020
39.	RUPROTRACO Ltd	Urumenesha Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	21/03/2020
40.	RUPROTRACO Ltd	Urumenesha Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	21/03/2020
41.	ONGERA UBUMENYI Ltd	Nezerwa Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	14/06/2020
42.	ONGERA UBUMENYI Ltd	Igitangaza Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	14/06/2020

43.	ONGERA UBUMENYI Ltd	Agasukuye Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	14/06/2020
44.	RYOHERWA BANANA WINE Ltd	Urwagwa Akabaranga	RS 224: 2016: Urwagwa — Specification	24/05/2020
45.	RWABEV Ltd	Umuneza Banana Based Alcoholic Beverage	RS 343: 2017 Banana Based Alcoholic Beverage— Specification	05/04/2020
46.	SOGONGERA Ltd	Indege Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	25/03/2020
47.	UMURAGE ENTERPRISE Ltd	Heritage (Ginger flavoured wine)	RS 344:2017 Plant flavoured wine — Specification	13/11/2019
48.	UMURAGE ENTERPRISE Ltd	Umurage Banana and Pineapple drink (Banana Based Alcoholic Beverage)	RS 343: 2017 Banana based alcoholic beverages— Specification	13/11/2019
49.	UMUHONGE Ltd	Umuhonge Banan Based Alcoholic beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	14/06/2020
50.	URUGORI BUSINESS COMPANY Ltd	Akera Banana Based Alcoholic Beverage	RS 343: 2017 Banana Based Alcoholic Beverage— Specification	22/04/2020
51.	URWAGWA ISHEMA Ltd	Ishema Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	25/03/2020
52.	URWIBUTSO ENTERPRISE	Akarusho Banana Based Alcoholic Beverage	RS 343: 2017 Banana based alcoholic beverages— Specification	09/11/2019
53.	UWSS Ltd	Urwunge Ginger Flavoured wine	RS 344: 2017 Plant Flavoured Wine— Specification	05/04/2020

FOOD SAFETY MATURITY MODEL, 'ZAMUKANA UBUZIRANENGE

PROGRAM' A KEY STRATEGY TO SUPPORT FOOD SMES' GROWTH FOR SUSTAINABLE SAFE FOOD SUPPLY IN RWANDA.



On the ground of Made-In-Rwanda philosophy, Rwanda Standards Board (RSB) introduced a new food safety performance system, Food Safety (FS) Maturity model referred to as 'Zamukana Ubuziranenge Program. This program systematically develops and supports food SMES to reach the desired quality and safety performance but also build a strong food safety culture in SMES.

The Food Safety Maturity Model serves as a strategic tool that benchmarks the company's food safety management system but also serves as Performance Measurement Systems (PMS)

implying that SME's are evolving and transformed from lower food safety performance to the better level. In addition, it gives food businesses a clear picture of both strengths and weaknesses within the food safety management system, giving insights on the potential needs for changes and adjustment.

The maturity model recognizes systems problems and factors which are involved in attaining food safety goals. The key characteristics of the model is that it reflects the company's status in terms of standards or procedures' compliance and robustness of food safety systems in comparison



with where it is targeting to be. It also maps where food business think they are currently against where they actually are, which is eventually the gap in the food safety systems helping in the development of improvement roadmap.

From this background, it should be understood that every SME in the food industry is supposed to be in a particular food safety maturity level depending on the results of Performance Measurement Systems (PMS).

The 'Zamukana Ubuziranenge Program' is linked to the existing RSB certification systems. This is because it prepares food SMEs to enter into products (S-Mark) and systems certification (HACCP & FSMS) schemes. The standards requirements are structured in a way that consider the context and nature of food SMEs and are associated with different Food Safety performance levels.

For each maturity level, the model defines the key measurable factors and tools that a company needs to move from lower Food Safety performance to the higher. In the event that a company's Food Safety performance level has been established, there would be a time allowed to stay at this stage to build a strong foundation which will help food SME to move to the better Food Safety performance level.

This level can also be used to develop Food Safety improvement roadmap using key measurable factors and tools of the upper level. Each standard level has the minimum requirements which an SME needs to fulfil so as to be qualified to that particular level and encourage further growth. The rules and conditions for recognition and certification are based on the Food Safety maturity grid covered in the procedure.



500

400

300

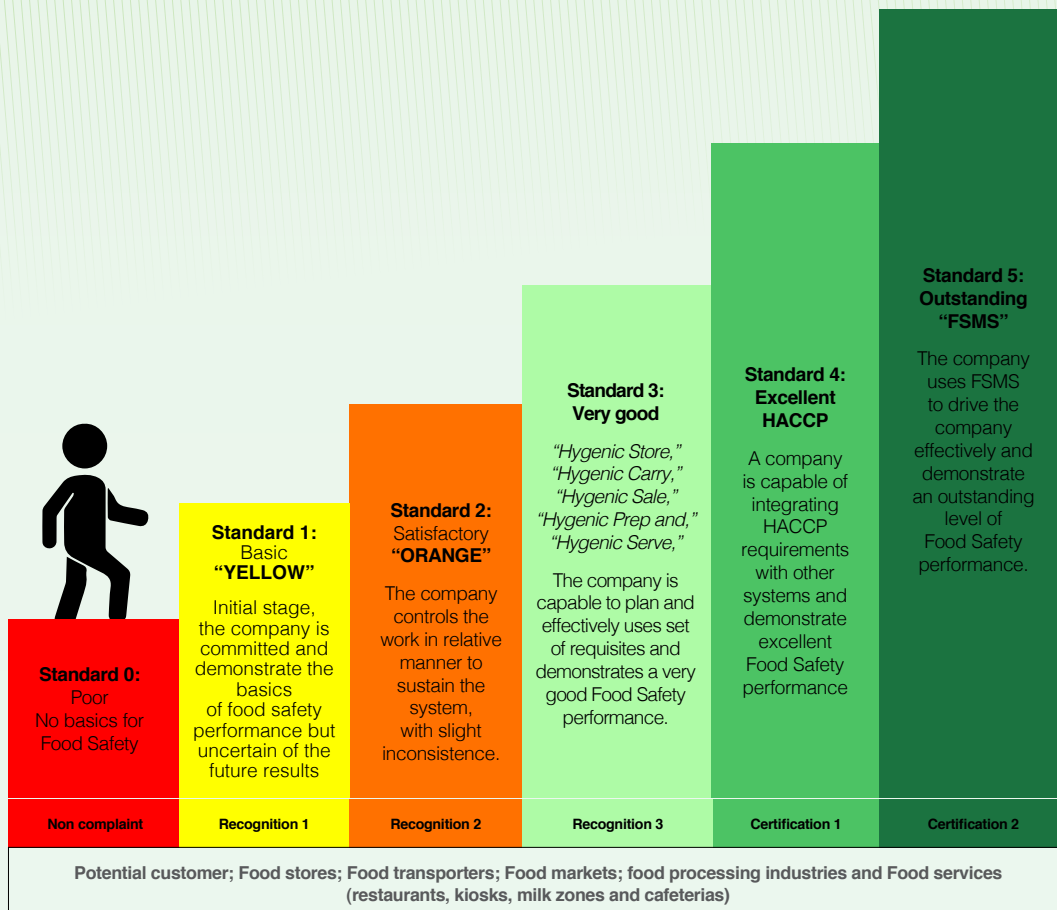
200

100

MADE IN GERMANY

FOOD SAFETY MATURITY MODEL (FSMM)

“ZAMUKANA UBUZIRANENGE PROGRAM”



HAZARD ANALYSIS AND CRITICAL CONTROL

POINTS INEVITABLE FOR BUSINESS GROWTH



BY RSB

Rwanda Standards Board (RSB) continues to extend training on Hazard Analysis and Critical Control Points (HACCP) to Small and Medium Enterprises, as a critical factor to facilitate business growth.

RSB offers in-depth training on HACCP, and it benefits those in the banana and plant based beverages processing sector. RSB stresses that HACCP, reassures quality on the international market

"To be certified you have to demonstrate ability to identify hazard analysis and critical control

points. Certified products convince buyers since they are authenticated and attracts market.

HACCP eases standards implementation in SMEs towards certification. The system identifies, evaluates and controls hazards which are to harm food safety. It is an effective tool to prevent adverse health effects (biological, chemical and physical hazards) due to food contamination.

It is exclusively meant for companies preparing or producing food or medicines. They vary from post-harvest activities, restaurants in hotels, schools, hospital; food processing units, factory, industry as well as pharmaceutical industries.

ABOUT HACCP TRAINING



STEPS TO IMPLEMENT HACCP



BASIC REQUIREMENTS FOR BANANA-BASED

BEVERAGE FACTORY TO BE S-MARK CERTIFIED



Banana and plant-based beverages are among the key sector priorities for which Rwanda Standards Board (RSB) provides Standardization Mark (S-Mark) certification.

A number of factories producing beverages in this sector have been certified, others have applied and some are undergoing the certification process.

In October 2017, when the Government issued instructions banning trade of substandard banana and plant based beverages in Rwanda, the sector was facing challenges that included use illegal ingredients such as plants, bricks, fertilizers, OMO, Caramel, molasses, alcohol dedicated to breads, to mention but a few; and lack of efficient facilities, hygiene, machines, re-used bottles for packaging and illegal branding, among others.



Through close collaboration with other Government agencies like the Ministry of Local Government and Rwanda National Police, these challenges have been greatly minimized.

All the basic materials (ingredients) in banana, fruit and cereal-based beverages must comply with the standards' guidelines.

- The factory should have enough hygiene inside and around the premises and no other activity is allowed there apart from beverage processing.
- It is recommended that the building should not be similar in structural design like residential buildings; it must have dressing rooms and toilets for both and male and female employees, painted walls, covered lights and paved ground.

- Factories should also use clean water as recommended by the standards and have modern equipment that comply with safety such as stainless steel machines, strategies and tools to measure temperature, use original glass-made bottles and have a professional staff-supervisor.

RSB through its Zamukana Ubuziranenge programme is supporting the sector in collaboration with the Ministry of Agriculture and Animal Resources (MINAGRI), Ministry of Trade and Industries (MINICOM), and Ministry of Local Government (MINALOC) to produce quality and safety products that are trustable on markets.

ADECOR: RWANDA'S CONSUMER WATCHDOG PROMOTES SAFE




BANANA AND PLANT BASED BEVERAGES



ADECOR volunteers undergoing training on Standardization

Rwanda Consumers' Rights Protection Organization (ADECOR) is committed to helping Standards Body—RSB—crackdown any substandard banana products. This is in line with their mandate of protecting consumers against substandard and harmful products.

ADECOR's focus is to achieve the following fundamental consumer rights;

- 
RIGHT TO GOOD AND HIGH QUALITY PRODUCTS,
- 
RIGHT TO FREE CHOICE OF GOODS AND SERVICES,
- 
RIGHT TO BE HEARD, AND EXPRESS THEIR SATISFACTION.

Through its mission of building a strong consumer movement that empowers, acts and stands for consumers' rights promotion and protection in Rwanda; ADECOR has had interventions in areas of food and safety, transportation, hygiene and sanitation.

This drives its vision of ensuring a society where consumers have access to enough, safe and affordable services and goods; and can use their synergy to influence the market behavior and protection of their rights.

BANANA BEER

Through close collaboration with Rwanda Standards Board (RSB), a key partner in fast-tracking consumer protection against substandard products, we have undertaken

sensitisation campaigns in Food and Safety, Transportation, Hygiene and Sanitation.

"Banana and plant-based beverages are widely consumed in Rwanda. With the help of our volunteers spread across the country, whenever we find substandard banana products being sold or consumed, we immediately inform RSB to intervene," said Paul Mbonyi the Programs Manager at ADECOR

He added: "ADECOR is a member of the technical standards committees on Food and Beverages. So our role is to not only inform RSB about substandard beverages being sold on the market; but also take part in the formulation and development of these standards."

"We are consumer representatives on this Committee; we collect ideas from consumers



"ADECOR is a member of the Technical Standards Development Committees on Food and Beverages.

So, our role is to not only inform RSB about substandard beverages being sold on the market; but also take part in the development of these standards







and put them into consideration when informing development of specific standards.”

Processors of Banana and Plant based beverages are encouraged to always be quality sensitive and not put lives of consumers in danger.

“We advise them to work in compliance with RSB safety and quality standard guidelines,” added Mbonyi.

ADECOR also works with RSB to offer training on standardization in line with the latter’s mandate of developing and publishing national standards, disseminating information on standards and organizing training programs for its stakeholders in the area of standardization.

ADECOR members are also alerted on the importance of standards and quality service as well as raising standardization culture in Rwanda. This is to facilitate their important role in fighting for their rights owing to that fact that in the end, they are the ones to lose if they don’t comply with standards.



STANDARDIZATION OF BANANA AND PLANT BASED

BEVERAGES A CATALYST TO REALIZATION OF SECTOR GROWTH



Prof. Munyanganzi Bikoro, an educationist and renowned researcher in the Banana and Plant based sector

Like other priority sector, the banana and plant based products sector is critical to Rwanda's economic growth and development. Banana is widely grown and consumed in Rwanda, Rwandans have for many years been consuming Banana wine.

In an interview, Prof. Munyanganzi Bikoro, an academician and renowned researcher takes us through the Standardization history of Rwanda's Banana and Plant based beverages sector. Below are the excerpts.



Q What makes the banana sector one of the priority sectors in Rwanda? What types of banana beverages are usually produced?

A The banana sector is a priority because banana is widely grown in Rwanda representing about 50% of Rwanda's total crop production. Secondly, most banana grown in Rwanda is of quality and can be used to produce wine that can easily penetrate the international market. But again, banana wine was widely consumed by Rwandans since time memorial. So, the sector is



a priority because it has potential as it has market among Rwandans but also it creates jobs, and the country's source of revenue.

Q What motivated you to embark on research in this sector?

A My idea to contribute in research aimed to standardize banana wine in Rwanda dates way back in 1970. I started doing research on how to improve the quality and standards of banana wine immediately after undertaking my undergraduate degree in 1970, in the later years I pursued a doctorate degree in the same field in Belgium, which I completed in 1975.

In 2017, with the help of RSB, we set up a Business Incubation Center to facilitate the research, development and setting of standards. The results were used to set standards for banana wine. Today, I am proud that we have internationally recognized standards for the sector and our products can be exported to international markets.

Initially, I developed interest in Banana wine after seeing my family members and the community extract juice from bananas manually, and out of curiosity I thought that if the standards of this wine were improved it could also be of great impact to economic growth and penetrate the international market.

Not forgetting the hardships locals used to go through in extracting banana juice, I also embarked on the journey to improve and standardize banana wine. I started the process of designing the beverage processing machine that would ease the extraction and fermentation of banana juice to banana wine.

Also extensive research was undertaken in main components that include acidity, raw materials, alcoholic content, and solidity of the alcohol. All these must be constant from time to time.

After conducting the research, guidelines were set up on the quality and standards of banana wine and guidelines were documented. These guidelines are being used by RSB.



With the development of standards and increase in banana produce, the quality of banana wine has greatly improved, and many products have now acquired the RSB certification mark (S-Mark).

We are happy with the help extended to us by RSB in form of training on standardization, and the Ministry of Agriculture and Animal Resources that is helping in the improvement of the quantity and quality of banana yields.

© How do you differentiate banana products enshrined in the Rwandan culture practices? Urwagwa, inkangaza, Butunda and other products? Do you consider those differences when developing standards?

Ⓐ Banana wine products are distinctive in nature, for example, Ikgangaza has both high and low alcohol content, Butunda has more than 10% alcoholic content and has no water, while Inkangaza can have water and honey. Yes these differences are considered and they form part of the standards guidelines.



Q You have now embarked on advancing technology in banana and plant based beverages processing. What makes a food grade-processing machine?

A A number of things must be followed if you are to get high quality standard wine. Care must be taken to ensure you have good equipment for juice extraction, fermentation and production, and a laboratory for testing. In addition to taking great care, study the scent of the banana, and ensure that bananas are kept at room temperature.

Q Where do you see the sector in the future?

Banana is a widely grown crop in Rwanda. To me the sky is the limit, the sector has potential to employ a lot of Rwandans. Also with the initiatives like Zamukana Ubuziranenge by RSB and Made In Rwanda by Ministry of Trade and Industry, many products are now S-Mark certified and others are working towards being HACCP certified. Very soon Made in Rwanda Banana and Plant based beverages will be exported to International Markets.

‘MADE IN RWANDA’ MACHINERY TO FAST TRACK

STANDARDIZATION OF BANANA AND PLANT
BASED BEVERAGES SECTOR



Prof. Muryanganzi Bikoro showcasing a Made In Rwanda Machine used in the processing of Banana based beverages



In August this year, state-of-art banana wine factory mainly made of 'Made in Rwanda' equipment will be operational.

The factory is a brain child of Prof. Munyanaganizi Bikoro. It is expected that it will go a long way to ease access to affordable equipment for many Rwandans intending to invest in the sector.

"Most of the machinery in this factory were designed by myself, initially I had wanted all the equipment in the factory to be made up of only locally made apparatus; but we realized that to target international market some of the equipment like filters had to be imported," explained Prof. Bikoro.

This company will work hand-in-hand with Business Incubation Centre that is located in Kabgayi, and will be producing beverages like Butunda and Inkangaza.

Today, some investors in the sector have already taken advantage of this innovation. A good number of them are already using the machines

“Most of the machinery in this factory were designed by myself, initially I had wanted all the equipment in the factory to be made up of only locally made apparatus; but we realized that to target international market some of the equipment like filters had to be imported

after getting training on how use them. This is a deliberate move to ensure quality and efficiency.

The basic machines cost around Rwf4 million, though according to Prof. Bikoro this may vary depending on the size of the machine and raw materials to be used.

"Normally, we charge Rwf4 million but this at times changes due to unstable prices of the raw material and nature of raw materials to be used," said Prof. Bikoro.

GISAGARA AGRIBUSINESS INDUSTRY:

ENSURING QUALITY PRODUCTS
IS OUR PRIORITY



Established in 2016, Gisagara Agribusiness Industry (GABI) came as an initiative by Gisagara District leadership and the local business community. The idea was born out of the production of bananas on a large scale in the district, and this was seen as a way of adding value to the home grown bananas. This was like

killing two birds with one stone; creating market for banana farmers and creating employment for the residents of Gisagara.

Presently, GABI employs 12 fulltime staff, among them are diploma, degree and PHD holders. These operate the machines while others work in the different department at the factory.



“We used to receive 15 to 20 tons of Banana per day but due to the increased efficiency and market expansion, we now receive 50 tons of bananas daily from local farmers and produce about 2, 000 litres of banana beverages per day,” said Celestin Munyampundu, the Director General of GABI.

“We adhere to the Standards guidelines at all levels as given to us by Rwanda Standards Boards (RSB); right from the reception of green bananas up to the final product. This has made our product one of the best on the market hence the high demand,” she explained.

GABI produces two types of beer; one with honey as an additional ingredient and the other without honey.

ENSURING QUALITY

Great care is taken right from when the factory receives bananas from farmers.

“We only receive strong and quality green bananas that remain in pallets for three days until they are ripe. The room for storage is kept closed at all time,” says Munyamundu.

All GABI’s operations are fully automated with due respect to strip temperatures across the production chain.

To ensure quality, safety and hygiene, the factory is strict on use of clean water when diluting the juice. Juice is boiled to ensure there are no micro-biological organs, then sent to an interconnected machine for cooling, ready for fermentation.

Fermented juice is then kept in specialized equipment ready for making beer, then sent to a packaging area for packaging and labelling. All this is done with the help of automated machines.



SUPPORT FROM RSB

The factory has received various trainings from RSB and the National Industrial Research Development Authority (NIRDA).

“Our products are S-Mark certified and now working towards Hazard Analysis and Critical Control Points (HACCP) certification of our products. This will unlock the international gates for our products.”

BENEFIT TO COMMUNITY

With over 50 tons of bananas bought daily, GABI indeed is an already established huge market for

local farmers. A kilogramme of green banana that used to cost between Rwf70 and Rwf80 at the early stages of the factory, has since increased to Rwf110 per kilogramme.

And yes, the factory has contributed a lot towards supporting banana farmers in the district.

“We advise farmers on the best agricultural practices like use of fertilizers, pesticide and transportation. We have also contributed to financial literacy by encouraging our farmers to open up bank accounts. We pay them through SACCOs,” he says



ACCREDITATION OF RSB FOOD SAFETY CERTIFICATION

SCHEMES EASES PRODUCTS ACCESS TO THE MARKET



MADE-IN-RWANDA products will now find it easier to enter and compete in the international market following the accreditation of Rwanda Standards Board (RSB) food safety certification schemes by Dutch Accreditation Council (RVA), an internationally recognized standards accreditation body. Speaking on accreditation acquired and its importance and impact on manufacturers and consumers in Rwanda,

Raymond Murenzi the Director General of RSB assured that RSB received the accreditation to attest the competence in carrying out certification for Hazard Analysis and Critical Control Points (HACCP) and Food Safety Management Systems (FSMS or ISO 22000), in October, 2017.

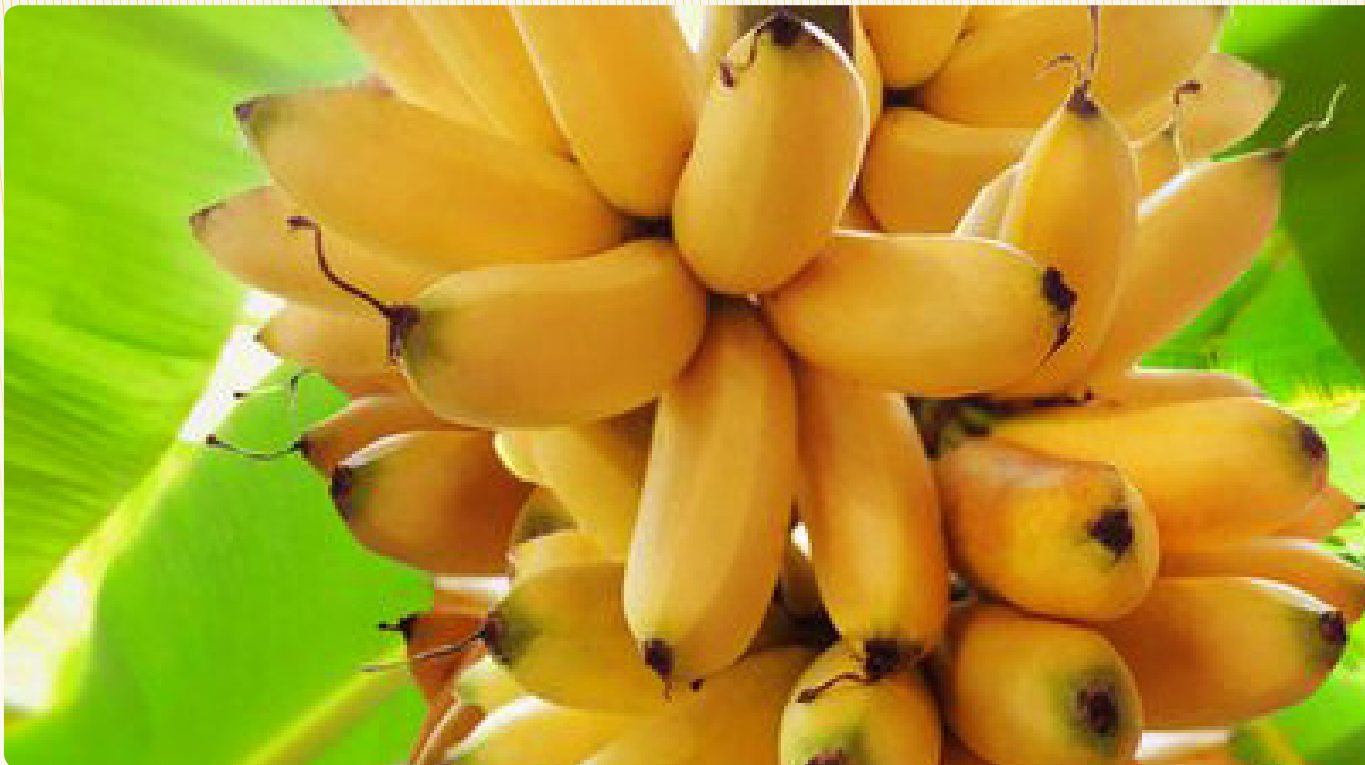
This achievement was a result of a process, delivered through support by Trade Mark East Africa (TMEA), and project technically managed by the British Standards Institution (BSI). Rwanda Standards Board is now accredited to carry out certification of HACCP and FSMS, or ISO 22000.



Raymond Murenzi the Director General of RSB assured that RSB received the accreditation to attest the competence in carrying out certification for Hazard Analysis and Critical Control Points (HACCP) and Food Safety Management Systems (FSMS or ISO 22000) last year, on October 26th, 2017.

“Despite the fact that we were certifying companies in Rwanda, it was important that we get that accreditation from a very recognized international body. This is an opportunity for Rwanda to move faster towards economic prosperity because with this accreditation, it has made it easier for Rwandan products to enter and compete in the international market” says Murenzi.

According to Murenzi, the two; Hazard Analysis and Critical Control Points (HACCP) and Food Safety Management Systems (FSMS, or ISO22000) are very important if Made in Rwanda products are to be trusted locally and also if they are to gain access and compete favorably on to foreign markets. “With the certification, food products from Rwanda with the RSB mark can now with a lot of trust gain entry into the European and global markets thus growing and expanding trade for the country” says Murenzi.



HACCP is a widely sought-after certification in the food production, processing and handling industry, including establishments such as restaurants, hotels, catering, abattoirs, fruit juice and vegetable processors and pack-houses.

When goods are certified under HACCP, the certification assures buyers and consumers that food has been processed and handled in an environment that minimizes the risk of food poisoning and the spread of food-borne infection.

Certifying process is a continuous process not a one off and RSB continues monitoring those companies in food processing to systemically identify, address and monitor food safety risks that may occur within the food handling process.

On its part, FSMS (ISO 22000) is an internationally recognized, auditable standard applied to ensure that food is safely handled through the value chain. It includes and goes beyond the HACCP principles.

Murenzi noted that previously, local companies were facing a lot of difficulty in getting certification from internationally recognized bodies because it was expensive to transport the team of experts, accommodate and to pay for the certificate plus the time it took to acquire it.

“Having acquired accreditation for these two certification schemes, local companies can now find it cheaper to get certification of the Made in Rwanda products which will also encourage



other uncertified companies to also come to us for certification now that we too are internationally recognized”.

New businesses that will be seeking HACCP and FSMS certification are assured of the internationally recognized competence of RSB to offer this service.

Accreditation of food safety certification services will help boost the tourism industry, support exports from Rwanda, local industry growth and is helping the country’s efforts in improving the health of citizens through minimizing of unsafe food.

As per the Director General, many local companies that had sought to be certified by foreign bodies have turned back to RSB for certification after the National Standards Body got accredited and RSB expects many others to follow suite.

Standards compliance promotes quality, opens doors to broader market access and increases competitiveness leading to export opportunities. Accreditation of certification services and getting more Made in Rwanda products certified is meant to contribute in promoting Rwanda’s trade and socio-economic growth.

AGASHINGURACUMU LTD: ACQUISITION OF RSB

CERTIFICATION MARK UNLOCKED OUR SUCCESS



Diogene Mutabaruka, the proprietor of Agashinguracumu Ltd

Mr. Diogene Mutabaruka, the proprietor of Agashinguracumu Ltd has accrued millions of francs after improving quality and standardizing his banana based beverage products.

Initially, I was producing Agashinguracumu using traditional methods, the packaging was poor and people disregarded my products associating it with the low income earners,” explained Mr. Mutabaruka.

In 2017, when RSB banned the sale of substandard products, Mutabaruka aggressively took an informed decision to streamline and upgrade the operation of his company.

“Today, I can happily say that my operations have been streamlined, they are cost effective and safe. We have a modern production unit fully complete with a fermentation area, laboratory, modern packaging equipment, and washing machines among others,” said Mutabaruka.



All Agashinguracumu Ltd products such as Mucyurabuhoro, Umunara and Izimano are S-Mark certified by RSB. “Clients now trust our products; I have clients at all income levels; even the class of rich people consumes Agashinguracumu.

CERTIFICATION

All Agashinguracumu Ltd products such as Mucyurabuhoro, Umunara and Izimano are S-Mark certified by RSB. “Clients now trust our products; I have clients at all income levels; even the class of rich people consumes **Agashinguracumu.**”

“I can happily say that our products are widely consumed. They are even served on high profile events. People, who were discouraging me at the beginning, cannot believe how things have positively turned out,” a happy Mutabaruka says.

The company is now striving to acquire the Hazard Analysis and Critical Control Points (HACCP) to penetrate the international market.



“Acquiring HACCP certification will unlock borders; I am targeting markets in the region and further markets like USA and Canada.”

APPRECIATING STANDARDS RELEVANCE

Mr. Mutabaruka is quick to thank RSB for the advice and close collaboration. He now employs a qualified food chemist as part of the requirement under RSB’s Zamukana Ubuziranenge program.

“In the early stages, it was not easy to adopt to RSB recommendations and guidelines due to the heavy investment in terms of acquiring the right machinery and qualified staff. Today, I can see the rewards of hardships I went through... no regrets; I took a challenging but richly rewarding choice.”

CONTRIBUTION TO NATIONAL GROWTH

Agashinguracumu buys over 20 tons of bananas every week from Banana farmers, supplies over 600 crates of packaged banana wine on the local markets daily.

Currently, it employs 300 permanent workers and 100 casual employees. These workers have received various trainings from RSB and other experts hired by the company administration in a bid to better employee skills.

Mr. Mutabaruka also credits his laboratory staff, who works closely with RSB to maintain and upgrade standards and quality of the wine produced.







Rwanda Standards Board

ISO 9001 Certified

FOR MORE INFORMATION:

CALL US ON: (+250) 788 303 492
VISIT OUR WEBSITE: www.rsb.gov.rw
EMAIL: info@rsb.gov.rw

 **3250**
 **Rwanda Standards Board**
 **@rwandastandards**

