



Yoba for Life

Locally produced probiotic yoghurt for health and wealth

Our mission

Facilitating and coaching of **entrepreneurs** to set up and lead a successful probiotic yoghurt business

and

Boosting health of the African **consumers**



Our success

- 120 producers in Uganda, 30 in Tanzania, 18 in Kenya, 3 in Indonesia, 1 in Zimbabwe, 1 in Nepal, 1 in Ivory Coast
- Every week 45.000 liter of Yoba yoghurt is produced worldwide
- In Uganda 10,000 children in pre-primary schools take Yoba yoghurt as part of their school diet, paid for by their parents
- Yoba features regularly on national and international tv, newspapers, radio and at conferences and workshops

The Yoba starter culture

- Probiotic
- Shelf stable (un-refrigerated) for 6 months
- For small-scale producers: small packaging size allows to use all at once (no challenges with storage) for the production of 100 liter
- Medium-scale producers: the bigger packaging size for the production of 1000 liter
- Sold at cost price



Probiotics

The Yoba starter culture contains a generic variant of *Lactobacillus rhamnosus* GG (LGG), world's most researched probiotic bacteria.

- Probiotic means good bacteria, they **fight against bad bacteria** that can enter the intestine due to poor hygiene or contaminated food and water.
- The consumption of Yoba boosts the immunity and prevents the occurrence of **flu, pneumonia** and **skin rashes**.
- Yoba bacteria suppress the bad bacteria that play a role in **stomach and duodenal ulcers**. It helps to heal the ulcer wounds faster.
- Yoba helps to get healthier intestinal flora and decreases the frequency and duration of **diarrhoea** in young children.
- Yoba breaks down **aflatoxins**, a toxin produced by molds that can be present in g-nuts and maize and can cause stunted growth and cancer.
- Fermented dairy products like yoghurt provide many **essential nutrients like vitamins**

The Founders

Professor Remco Kort, Microbial Genomics, Dpt. Of Molecular Cell Biology, VU University Amsterdam; Prof at ARTIS-Micropia, world's first microbe museum

Dr. Wilbert Sybesma, PhD, MBA, Innovation Manager Gut Health at DSM Nutritional Products, Switzerland

Our expertise

- A locally implementable production process for probiotic yoghurt at small- and medium scale
- Distribution of affordable probiotic Yoba starter cultures
- Technical support in case of spoilages and off-flavours
- Introduction of probiotic school yoghurt (successful in Uganda)
- Use of other yoghurt ingredients (flavours etc)
- Packaging
- Business development and marketing



For more information, contact our Regional Coordinator East Africa, Nieke Westerik



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