



## PRESS RELEASE

# Rwanda's Nootri products acquire International Standards' approval

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Africa Improved Foods has received a major boost following Rwanda Standards Board's decision to award their commercial brand, Nootri with the S-Mark.

This is a timely and welcome development for the \$60m plant which is keen to expand its footprint to the region more especially to the Ugandan and the DR Congo markets.

"This could not have come at a better time and goes a long way to prove what we have always told our customers; we don't compromise on quality," said, Prosper Ndayiragije, AIF Rwanda's Country Manager.

According to RSB Acting Division Manager of National Standards Athanasie Mukeshiyaremye, the S-Mark is proof that Nootri products conform to the set standards requirements.

"It's our commitment to comply with RSB's set quality standards," AIF Rwanda's Quality Manager Lillian Umuhumuza said before adding, "It was a meticulous yet worthwhile process and should give assurance that we have demonstrated our ability to consistently provide our customers with products that not only meet their needs, but also meet applicable statutory and regulatory requirements."

"For us, it is important for our customers to have confidence in our products," she continued.

This certification RS339:2017, is an official 'stamp of approval' in terms of Nootri's higher standards of quality and gives consumers full confidence that Nootri products are ideal for consumption.

Today, conformity assessment is increasingly becoming part and parcel of world trade. Many products require testing and subsequent compliance to respective standards or regulations before getting access to certain markets.

This move should among other things help open-up markets, allow customers to compare offers from different suppliers making it easier for new manufactures to compete with larger or more established companies, give new entrants on the market a level playing field with bigger enterprises internationally and to increase market share.

Nootri's range of products includes NootriMama which is produced for pregnant and breastfeeding mothers while NootriToto is produced for young children between six months and two years.

AIF Rwanda is a joint venture between the Government of Rwanda and four international partners: DFID, International Finance Corporation (IFC), Dutch Development Bank (FMO) and Royal DSM; a global science-based company active in health, nutrition and materials with solutions that nourish, protect and improve performance.

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