



COW Project Community-Based Organization

P.O. Box 135 - 40222 (Kasimba-Area) OYUGIS Reg. Nr.: DSO/RS/CBO/001/2021

Tel. Nr.: 0799 816 619 KRA PIN: P051993204F Paybill: 4073025

Peanut-Butter Supply Proposal

Summary

The COW Project has been processing natural peanut butter under hygienic conditions since 2021. Founded in Oyugis in 2021 as a non-profit CBO, the project has gained a reputation in making peanut butter of superior quality from natural ingredients. We're committed to high quality standards that make our product not only delicious but also consistent in texture and taste. Consumers are nowadays more conscious of sustainable food practices, making our peanut butter a timely and relevant choice. We're confident that our product will not only resonate well with your customer base but will also give your business/organization a competitive advantage due to its superior taste, quality and health benefits.

Product Description

Ingredients: **100%** roasted peanuts
Texture: Crunchy & Creamy
Packaging: Currently available in **800g**, **400g** and **250g** sizes (Customizable as needed)
Shelf-Life: **12 Months**
Certifications: KEBS Standardization Mark - **54516**

Benefits

Peanut Butter making is a socio-economic activity of COW Community Project. It serves as a catalyst for local economic growth, job creation, and enhanced livelihoods for the local smallholder farming community in Homabay and the adjacent counties. The product has low calories, high protein, balanced nutritive values and is price competitive. The most essential raw material for its production is 100% peanut seeds, whose price and availability vary from season to season. Despite the market forces, we try to maintain an acceptable consumer price range without compromising the quality. In order to ensure a stable market supply, we directly engage local farmers who specialize in peanut growing. The long-term goal is to create added value for the peanuts as we also expand our operations to provide more income for the smallholder farming.

Proposed Pricing Model

Size (Grams)	Unit Price (KShs)	Volume-Based Discounts	Mode Of Payment
800g	600.00	8% discount for 15 PCs or more	CASH or MPESA or BANK
400g	300.00	10% discount for 20 PCs or more	CASH or MPESA or BANK
250g	180.00	15 % discount for 30 PCs or more	CASH or MPESA or BANK

*Free shipping countrywide for order quantity of 50 jars and above. Terms and conditions apply

Reasons To Engage with Us



We offer an attractive, affordable, delicious, good quality and natural product without any additives. This aspect impacts positively on your health or business's reputation.

We have a dedicated team of volunteers with a lot of experience in the peanut butter industry, who are ready to assist you at no additional cost.

We continuously train our volunteers (project employees) on hygiene, efficiency, good customer service and value for customer relationships.

We produce locally and offer timely delivery to ensure you have the right level of stock.

We have all the necessary licensing and certification to give you a transparent and straightforward business experience with us.

Would you like to assess our production facility or get a firsthand experience of the product's taste and quality? No worries, we're open to negotiations and custom arrangements tied to your needs.

To schedule a visit or the delivery of a complimentary sample, please contact us at:

0799 816 619 or Email: info@cowproject.org

Together we Can Do More