

FDA LABELING REVIEW GIVES 260 BRANDS ACCESS TO U.S. MARKET

260 Brands is a household name in Zambia with a product range that includes a variety of maize and soy-based products such as beverages, cereals, meat substitutes (soy chunks) and snacks. The company has come a long way starting out small, by marketing and distributing high-quality consumer products, made from locally sourced ingredients, to gain access to the U.S. market, one of the largest markets in the world. In early 2021, 260 Brands shipped a 40ft full container load of non-GMO soy strips and crumbles to the United States, in response to a listing agreement with e-commerce platform, Amazon.com.



The company ventured into the U.S. market when it discovered that there was a gap for organic food products. To export to the United States, it required Food and Drug Administration (FDA) registration and compliant food labels to successfully export to the United States. For a product to enter the U.S. market, registering with the U.S. Food and Drug Administration (FDA) is mandatory, as the FDA regulates the way foods are grown, harvested and processed, ensuring compliance with food and beverage, medical devices, drugs, cosmetics, and electronics industries. The USAID Southern Africa Trade and Investment Hub (USAID TradeHub) supported the firm in the process of attaining FDA-compliant food labels.

Gaurav Vijayvargiya, Chief Executive Officer of 260 Brands said “The USAID Southern Africa Trade and Investment Hub played a key role during our FDA certification process by linking us with an e-commerce agent to distribute our products on Amazon. The certification process began with us going through the Online Foreign Supplier Verification Program (FSVP), whose enrolment was facilitated by the USAID TradeHub. The USAID TradeHub also gave us information on FSVP requirements, and how to comply and ensure our consumer food products meet U.S. food safety requirements.”

260 Brands engaged with the U.S. Import Agent to help with the certification process, which assessed their various product categories earmarked for export. The Import Agent further supported them through the food safety requirements and label compliance and ultimately took care of the FDA registration on behalf of the company.

“The ability to export to the U.S. has a direct positive impact on the Zambian economy as well by earning foreign exchange revenue which is crucial during this pandemic.”

Gaurav added that 260 Brands is committed to adhering to the highest quality standards in the industry and becoming FDA-certified solidifies that and establishes a high degree of credibility to enter the U.S. and other export markets. The company envisages this achievement as a launchpad for further growth and increase in export sales of its additional product categories within the U.S. and other markets. “The impact on the smallholder farmer supply chain is immeasurable and brings overall pride in exporting proudly Zambian Textured Vegetable Protein (TVP) products to the United States.” Said Gaurav. The company’s latest shipment to the United States weighing 80MT, is valued at \$42,000 and is expected to arrive in New York by April 31, 2021, a great win for Zambia and the region.”

HOW 260 BRANDS
GAINED ACCESS TO
THE U.S. MARKET



PROCESS SNAPSHOT

Required Food and Drug Administration (FDA) compliant labeling.



USAID TradeHub supported the firm in the process of attaining FDA-compliant food labels

1
Foreign Supplier Verification Program (FSVP)
– online course
(enrolment facilitated by the USAID TradeHub).

2
Information on FSVP requirements:
How to comply and ensure consumer food products meet U.S. food safety requirements.



✓ FDA Compliant

After FDA compliance, the USAID TradeHub provided further support

✓ U.S. Import Agent



Facilitation and e-commerce management services

✓ U.S. Listing Company



Product shipped to U.S.