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HUB

SUCCESS STORY

260 Brands brings healthy Zambian snacks to U.S. consumers

With USAID support, healthy Zambian snacks are fast becoming a consumer favorite in the U.S. market.



A 260 Brands staff member interacts with potential buyers at their exhibition stand at the Summer Fancy Food Show 2022 in New York

'We have been very humbled by the response to our products on Amazon, which we have achieved through USAID TradeHub support. We have also overcome significant market entry challenges and are now U.S. FDA certified and approved. We have also come to know and benefit from the African Growth and Opportunity Act (AGOA) facility. For us, exporting to the U.S. market is a great milestone.

– **Guarav Vijayvargiya, CEO of 260 Brands**

260 Brands, a Zambia-based health foods manufacturer, has succeeded in expanding beyond its limited Zambian consumer base by tapping into the rapidly growing market for plant-based protein in the U.S. This Zambian firm that engages mainly women and youth in its supply chain to produce high quality soy-based protein snacks, has benefitted from the financial and technical assistance provided by the USAID Southern Africa Trade and Investment Hub (USAID TradeHub), to achieve successful U.S. market expansion. The firm has been so successful that it was awarded the Greatest Collaborative Exporter at the Zambia Exporter Awards 2022 for exemplary community and women empowerment efforts as part of its supply chain development commitment.

The USAID TradeHub provided cost-share support enabling 260 Brands to embark on a journey to successfully obtain U.S. Food and Drug Administration (FDA) registration and compliant food labels, and the food safety management certification ISO 22000, all of which are crucial U.S. market-entry requirements. Following this support, it was listed on the e-commerce platform Amazon, which fast-tracked its ambition of becoming a darling of health-conscious American consumers.

In 2020, the USAID TradeHub contracted and paid for the services of a U.S.-based e-commerce management firm to assist 260 Brands to list and trade their products on Amazon. In May 2021, the firm shipped their Golden Goodness soybean brand, valued at \$41,644, to the United States to start trading on Amazon. Their non-genetically modified organisms (GMO) soy-based vegan snack Golden Goodness was ranked by Amazon as best-selling in their product category within 45 days of listing. Between November and December 2021, the firm secured sales of \$30,000 on the Amazon platform. The firm is still pushing for more inroads into the U.S. market outside of Amazon. In February and June 2022, the USAID TradeHub supported the exhibition and marketing materials development costs for 260 Brands to participate in the Winter and Summer Fancy Food Shows in Las Vegas and New York respectively, where the firm connected with hundreds of potential buyers and distributors.

260 Brands' commitment to its supply chain is part of its success story. Its outgrower scheme, managed through the Kasisi Agriculture Training Centre in the Chongwe District of Zambia, currently employs 2,500 smallholder farmers, mostly women and youth, producing organically certified soybean, certification which was obtained with USAID TradeHub support. Continued success for 260 Brands in the U.S. market also means success for the many farmers working with 260 Brands in rural Zambia.

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