

## Sri Lanka Initiates Manufacturing and Marketing of TSP (TVP) and Soy Fortified Products

**Mr. Prabath Fonseka, Chairman/CEO of Agro Nutrition Pvt. Ltd.**, started trading US SBM from the last quarter of the 2008 and at present is the leading importer of US SBM for trading purposes in Colombo, Sri Lanka. “**Agro Nutrition Pvt. Ltd**” has already placed orders with “**Cottonwood Trading LLC**” for 1300 MT up to January 2010.

With the guidance of **Dr. Athula Mahagama, ASA-IM Technical Director for Sri Lanka**



**Program**, Mr. Fonseka, stepped into human nutrition sector besides trading and initiated food production under the name of “**CERESTAR PVT LTD**” with the theme of “Functional Foods for he Nation”, using soybean and soy products as main ingredients.

“Cerestar Pvt. Ltd” has complete facilities to produce soy nuggets, chocolate flavored soy nuts soy bites, breakfast cereal enriched with soy protein, salted soy snacks, rice crackers, etc. Before commissioning the manufacturing facility, **Mr. Michael Goblirsch**, ASA-IM Regional Director for Asia Sub-continent and **Mr. Clyde Harris** of Cottonwood Trading LLC, one of the major suppliers of US SBM suppliers to Sri Lanka, visited the

factory during installation and trial production.

The opening ceremony of **Cerestar (Pvt) Ltd** was attended by the Hon. Prime Minister of Sri Lanka, Mr. Rathnasiri Wickramanayaka, 4 other ministers and parliament members. Also, over 200 trading people engaged in food industry including soy nuggets and marketing people attended the ceremony and the product launch was given a massive publicity through electronic and printed media. This is the only factory, which has engaged in Breakfast Cereal and other snack food products, using soy flour. TVP is the only soybean product popular among the low and middle income class category and by adding soy flour to the newly introduced breakfast cereal the importance of nutrition was highlighted amongst the masses.

ASA-IM expects that with the development of functional foods in human nutrition, this industry sector will help improving our reverse marketing concept in the region.

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