

FoodLAND EXHIBITS ITS RESEARCH PRODUCTS AT THE UNIVERSITY OF NAIROBI INNOVATION WEEK, 8TH- 10TH MAY, 2024- BOOTH #1



Products exhibited at the NIW; Tree tomato Juice, Tree tomato powder, bio-based packaging

The University of **Nairobi Innovation Week** (NIW) is an annual event hosted by the University of Nairobi (UoN), that provides an opportunity for the UoN fraternity and other interested parties to showcase their innovations. The three days year-2024 innovation week ran between 8th and 10th May, 2024 at the UoN main campus. UoN FoodLAND was privileged to be part of the conference exhibitors. The FoodLAND project exhibited five products; tree tomato Juice, tree tomato powder, bio-based packaging, pamphlets and posters on quinoa enriched products. The novel food products are at an experimental stage awaiting efficacy validation.

A total of 117 persons visited the FoodLAND stand, 65 and 52 females and males, respectively. Day one had the highest number of attendees (59), then 52 and six (6) on day two and three respectively; most (93.2%) being UoN fraternity comprising students and staff. The rest were from other universities (Jomo Kenyatta University of Agriculture and Technology, Multimedia University, Kirinyaga University); institutions such as ICIPE (Institute Centre of Physiology and Ecology) Peek, World Access T.T. Ltd, and Zuri OK's.



Isaac Maitha, one of the exhibitors arranging the products ready for display.

*“This is such an innovative idea”;
“This juice is good for diabetics; it surely contains no sugar; could you sweeten it for persons with no blood sugar problems?”.*

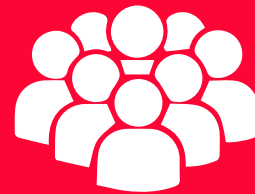


The attendees were impressed with the innovative products, evidenced by their statements; *“Ooh I didn’t know you could make juice from tree tomato”*; *“This is such an innovative idea”*; *“This juice is good for diabetics; it surely contains no sugar; could you sweeten it for persons with no blood sugar problems?”*.

In conclusion, the exhibition at the NIW was a total success and a great opportunity to disseminate information on products developed under FoodLAND.



From left; Linet Njeri Thuku and Isaac Maitha at the FoodLAND UoN Booth during the NIW



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