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The effect of soya awareness training for community success: a comparative study in South African communities

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Three communities in South Africa were simultaneously donated a Soya Cow machine to produce soya based food products by the Protein Research Foundation (PRF), based in South Africa. The main aim was to encourage rural communities to produce, process and consume soya based food products for health reasons, economic and entrepreneurship development purposes.

Two of the communities received intensive soya awareness and marketing formal training before soya production methods training were implemented while the 3rd community received limited or no soya benefits and marketing training at all.

At the end of the 3rd year, the trained two communities were self-sufficient and used their newly acquired knowledge of soya food production and the awareness effectively and selling their respective soya based foods within the community landscape.

However, 3rd community could not find markets for their meagre soya based food products and the machine is virtually redundant.

Soya benefits, awareness and simple marketing training can define the success of soya based food product production in rural communities in Africa.