

# Making a business idea bear fruit



## INDUSTRY CONTACT

**Abu Maiyaki**  
Owner  
Delice Foods

## DURHAM COLLEGE FACULTY MEMBER

**Darlene Guy**  
Professor  
School of Science & Engineering Technology

## BACKGROUND

Delice Foods wanted to bring the Baobab fruit, the 'super fruit' from the African Baobab tree, to Canadian consumers by creating a successful business that would generate jobs locally while helping African farmers who cultivate and harvest the fruit by hand. The goal of the project was to improve the taste of the fruit, which in its raw form is gritty and bitter tasting, without adding sugar.

### DURHAM COLLEGE STUDENTS AND FACULTY:

- Sourced out ingredients and natural flavours to complement the Baobab base including researching sugar substitutes and determining which type of beverage would taste the best.
- Located packaging materials; conducted market research on similar products and consumer trends; and calculated nutrient claims.
- Tested flavour combinations and compiled nutrient claim sheets for each product tasted, supporting lab reports and a list of where ingredients could be purchased.
- Offered valuable advice on marketing, labelling, packaging and manufacturing.

### OUTCOME

Three different flavoured smoothies were launched in September 2012.

## ABOUT THE FEDDEV ONTARIO APPLIED RESEARCH AND COMMERCIALIZATION INITIATIVE

The Federal Economic Development Agency for Southern Ontario (FedDev Ontario) was launched in August 2009 to help respond to Ontario's economic challenges. Through its funding initiatives, FedDev Ontario drives economic and community development, innovation and economic diversification while contributing to the success of communities, businesses, educational institutions and not-for-profit organizations. The Applied Research and Commercialization Initiative is a pilot initiative aimed at addressing the gap between research and commercialization in southern Ontario by encouraging collaboration between small- and medium-sized enterprises and post-secondary institutions.

## FOR MORE INFORMATION, PLEASE CONTACT

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