

Product of Indus Valley



The Natural choice



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Brought to you by **Miracles** Trust

Miracles Trust



Background

The processed food industry currently accounts for almost 75% of global sales. Although the world-wide growth of the industry is being driven by developing countries in Asia, Pakistan lags far behind its competitors. Previous attempts to advance in the food processing industry in Pakistan have failed in large part due to its supply-driven nature and intensive capital requirements. In order to overcome these obstacles, Miracles Trust is targeting food processing as a priority sector by training a grassroots work force through the Sunny Miracles initiative.

Sunny Miracles' hygienic solar drying and frying methods foster a greater sense of individual ownership and entrepreneurial initiative. Sunny Miracles also tackles food security, food safety, hygiene and sanitation, and capacity building in Pakistan.



About Sunny Miracles

The Sunny Miracles social enterprise utilizes an innovative, green technology to advance the economic growth of marginalized populations within Pakistan. The aim is to support the activities of struggling farmers and producers. Keeping in mind the shortage of electricity and limited resources within Pakistan, Solar Dryer Units (SDUs) were developed using low-cost local materials.

Sunny Miracles' line of fruits and vegetables have high nutritional value, guaranteed quality assurance, and no added preservatives. This makes Sunny Miracles products ideal for consuming at home, at work, or on the go.



Aim and Objectives

The aim and objectives of Sunny Miracles are as follows:

Reduction of Post-Harvest Loss

It is estimated that more than 30% of agricultural produce is wasted solely due to the lack of efficient food-processing techniques. Knowledge of low capital-intensive "green" methods, such as employing solar driers to process food, enables individuals and households to save their produce and its cost. It also helps the transporters in reducing the cost of their transportation.



Enhancement of Food Security

Basic food processing and food preservation prolongs the shelf life of perishable produce, reduces post-harvest losses and increases food security, which can easily be implemented at the individual or household level. This enabled producers to have increased access to food for consumption or trade.

Generation of Employment / Income Generation

Throughout Pakistan, it is a common sight to witness groups of women walking for miles with tons of agricultural produce delicately balanced on their heads. The introduction of basic food processing methods empowered (and continues to empower) these individuals to engage in alternative income-generating activities which are neither capital-intensive nor physically demanding.





Sunny Miracles Products

Vegetables

Dried Bitter gourd
Dried Carrot
Dried Eggplant
Dried French Bean
Dried Green Pumpkin
Dried Onion
Dried Okra
Dried Spinach
Dried Tomato
Dried Turnip

Fruits

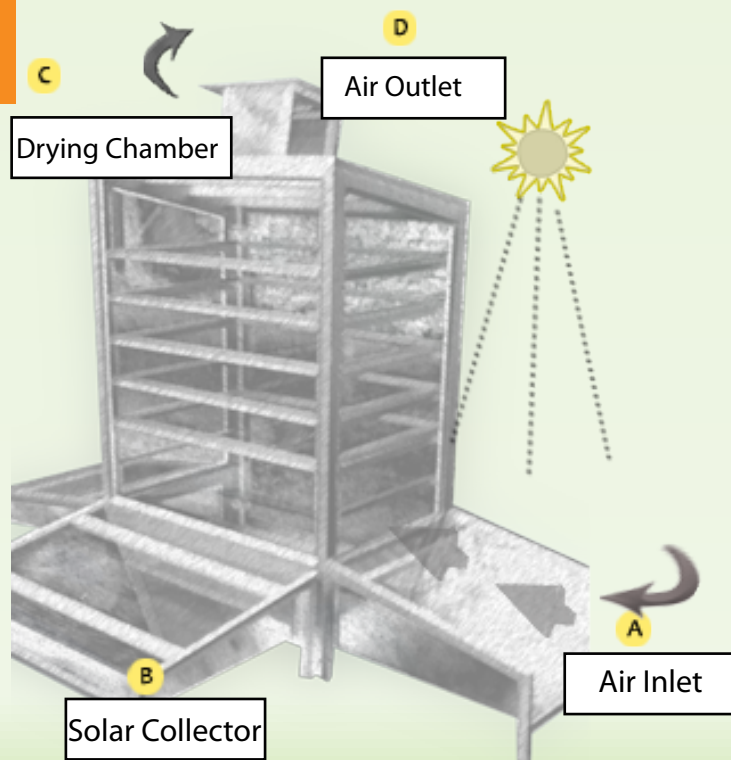
Dried Apple
Dried Banana
Dried Honeydew
Dried Mango
Dried Persimmon
Dried Watermelon

The Process - Solar Dryer

The practice of sun-drying fruits and vegetables is part of a centuries old Pakistani tradition.

Building on expertise acquired from Miracles Trust efforts in Bangladesh and Uganda, Sunny Miracles, designed and manufactured Solar Drying Units (SDUs). SDUs utilize "indirect heating dryers" which gently dehydrate food by collecting and heating air through a metal "solar collector".

Cleaned and pre-cut fruits and vegetables are placed inside the SDU which has continuous air circulation, is built to keep out insects, and can withstand the natural elements. SDUs are not only effective and easy to use but they also ensure clean and hygienic food drying conditions.





Drying Process

The Dehydration Process

The fruits and vegetables are washed extensively before being cut into bite-sized pieces. These are then placed on top of the green mesh in the solar dryer trays. After carefully placing the foods, the trays are loaded into the solar dryer unit and the drying process begins.

Drying time depend on the climate (temperature and humidity levels) of the area where the solar dryer is placed. In dry and warm places, like Southern Punjab, the food items can be dried in a single day. After drying, the fruits and vegetables are carefully extracted from the solar dryer trays. The food processing team takes over at this point and each piece is hand-picked and separated out by quality and aesthetics. The food items are packaged right away into vacuum-sealed bags to keep the items away from moisture and preserving item's long shelf-life. Dehydration also significantly reduces the weight of the items whereby some food items experienced weight shrinkages of up to 20 times the original weight.



Rehydration Process

The Rehydration Process

Many of the dried fruits can be eaten either dried or after hydration. Whereas the vegetables require rehydration before cooking to return to their original shape and quantity. Sunny Miracles provides the opportunity for saving time in bulk cooking and transportation of products.



Hygiene Training

Sunny Miracles applies a holistic approach of fostering both theoretical and practical skills and knowledge not just in the areas of food processing, workplace ethics and discipline, but also food safety and sanitation as well. The training and subsequent mentoring focuses on behavior change, empowering participants to become change agents and fulfill their personal objectives and goals.

One of the most vital pieces of training includes content on Information, Education and Communication (IEC). Participants learn how to avoid unhygienic practices and guarantee the healthy preservation of foods. The impact of hygiene training is long-term and helps our targeted beneficiaries truly overcome their economic challenges by improving their health and living conditions.



Expanded Presence

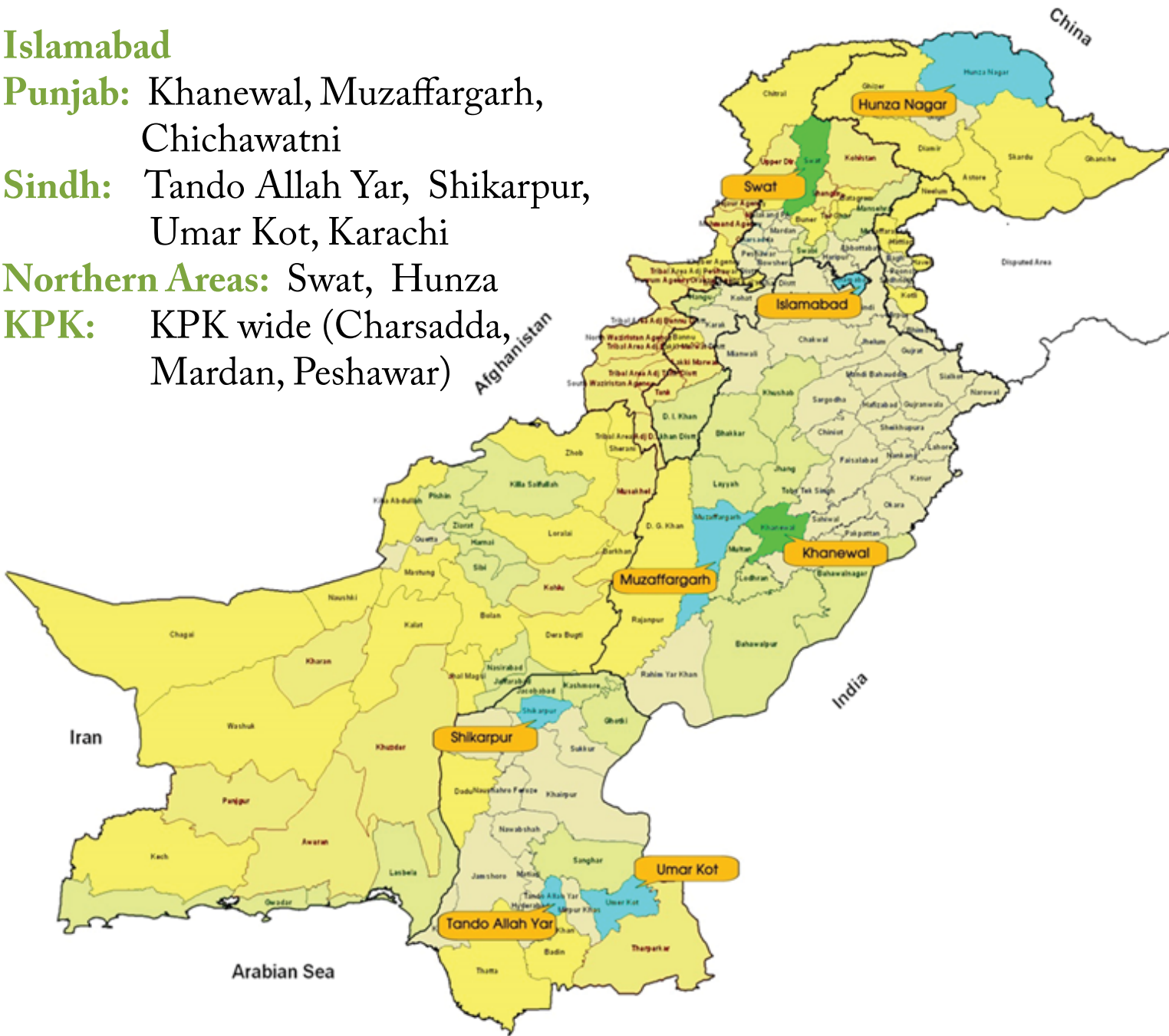
Islamabad

Punjab: Khanewal, Muzaffargarh, Chichawatni

Sindh: Tando Allah Yar, Shikarpur, Umar Kot, Karachi

Northern Areas: Swat, Hunza

KPK: KPK wide (Charsadda, Mardan, Peshawar)





Marketing Launch

On August 24, 2013 Sunny Miracles' launched a marketing event with Rotary Club of Islamabad Renaissance. The chief guest was Amina El-Shafei (Master Chef Australia Contestant). This event was organized to advocate the use of solar dried fruits and vegetables, as well as raise awareness of the benefits of solar drying towards improving food security.



EU TVET Visibility Event

Women's Day





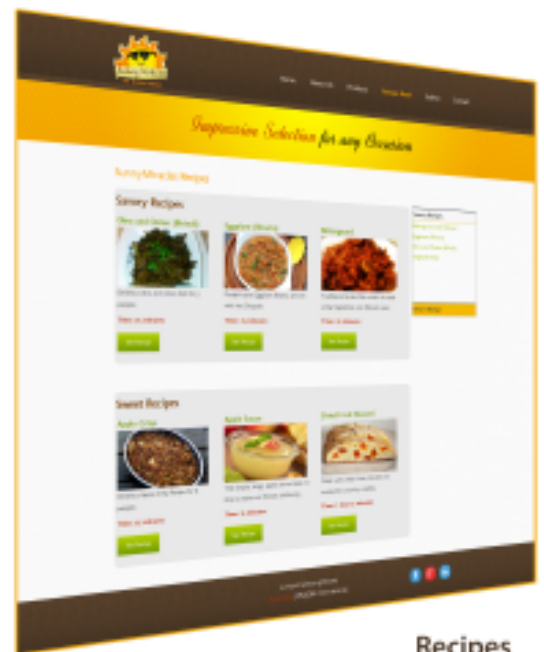
Sunny Miracles Website



Home Page
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