

New Idea For Agricultural
Development in Nepal:
Crisco All-Vegetable Shortening† as
a Hoof Care Dressing

Cecilia Diebold

AGR1110

Monday November 24, 2014

Professor Manish Raizada

PRODUCT INFO

Product Description

Crisco All-Vegetable Shortening† is vitamin E sufficient lard-like substance that is well known in North America for baking and frying pleasures. This product is high in fat containing eight grams per two teaspoons and accounting for 12% of the daily value. However, since this product's main focus in Nepal is as a hoof care supplement, nutritional value is insignificant to its purpose.

Hoof care is an essential part in an animal's life. A hoof or set of hooves carry an animal from place to place and are used for different purposes depending on the animal but are essential to living. According to the Merriam-Webster Dictionary, A curved covering of horn that protects the front of or encloses the ends of the digits of an ungulate mammal and that corresponds to a nail or claw (WedMD, L. 2014). Livestock with hooves in particular parts of the world like Nepal are exposed to severe conditions consisting of really wet and extremely dry and rough terrain as well. The Alberta SPCA states that, livestock can weigh over 1000 pounds, all supported by four relatively small hooves. Problems with hooves can be very painful for your animals and can ultimately decrease their production and performance (SPCA, 2014). The purpose of this product is to increase and maintain productivity in milk, meat or fibre production by keeping animals pain free and able to travel distances to get enough necessary nutrition. In commercial operations, where livestock do not have to travel for their food and they live in better conditions, there is always groups of livestock with damaged or poor quality hooves and the Crisco† product will be able to help with that by healing cracks and retaining moisture. According to Department of Animal

Science at Iowa State University, A 40.0% decrease in time spent standing and eating, (2012, p.235) were noticed in production sows where testing for poor hooves and hoof care practices took place. Since livestock provide a livelihood for many Nepalese farmers it is essential that decrease in productivity due to poor hoof quality is resolved and all possible incomes for rural farmers and commercial operations are profitable.

Picture 1.1



Photo Taken By: Cecilia Diebold, October 1, 2014

Where the Product is from and how it is produced

The Canadian company Crisco† has been around since 1911, growing in size and leading the way in baking and frying markets in North America. Smuckers Foods of Canada Corporation are the main manufacturing plant of all Crisco products. It is to be noted that there are also manufacturing plants in the United States of America.

Picture 2.1




Photo Taken By: Cecilia Diebold, October 1, 2014

Cost and machinery required

In North American hoof care markets; there is a lot of competition. Crisco All-Vegetable Shortening† is not considered a hoof care product, however when bought off the shelves in the supermarket, Crisco can be used as a cheap alternative to

supplement livestock hooves of any kind! To list a few of the most competitive products on the market and their competitive prices see, Table 1.1.

Table 1.1

Name of Product	Product Location	Type of Livestock	Cost of Product (/lb = per pound)
Provita Hoofsure Endurance and Provita Hoof Sprayer (for application) 	EastGen.ca (Partner with Semex Alliance) www.eastgen.ca	Dairy Cattle	~ \$9.07/lb Smallest purchasable Unit 20L @ \$446.35 and \$66.67 for applicator Total = ~\$513.02
Feibing's Hoof Dressing with Applicator 	Various Tack Shops www.greenhawk.com	Horses	\$17.99 / 946mL +CDN taxes =\$20.33
Crisco All Vegetable Shortening†	Grocery and Variety Stores	Directed towards Any livestock	< \$3.50 / lb (Includes CDN taxes)

Data and Pricing in Table 1.1 taken from various Product websites:

www.greenhawk.com, www.eastgen.ca and www.criscocanada.com

As demonstrated in Table 1.1 above, there is a significant price increase in the brand name hoof products in different types of livestock compared to the Crisco All-Vegetable Shortening† product. The most expensive product is the Provita Hoofsure Endurance with Hoof Sprayer where the hoof dressing costs \$10.12 per pound but there is an initial cost of \$66.67 for the spray bottle. Feibing's hoof dressing is almost as expensive, pricing in at just over ten dollars per pound, however the applicator brush is included. The most cost effective product is in fact the Crisco All-Vegetable Shortening† totaling less than \$3.50 per pound and no applicators necessary. Therefore it can be concluded that in the North American Markets, the shortening is the most cost effective hoof-dressing product.

Labour, Storage and Inputs

Picture 3.1

Horse Hoof after Crisco All-Vegetable Shortening Application



Photo Taken By: Cecilia Diebold, September 28, 2014

One benefit to this product is its shelf life which is 24 months, and that is requires no refrigeration. The small one-pound box is easy to store in any dry location. No machinery is necessary but manual labour is necessary to apply the dressing to the animal's feet. Frequent application is recommended, but should be monitored; some may need more attention than others. Over application has no consequence to the animal; therefore formal training for the farmer or a diagnosis from the veterinarian is not necessary before making the decision of applying the product. It can be done at

your own discretion. A suggestion is to treat the hooves before they become severely damaged, as this product, like any other hoof care dressing, does not provide quick healing. Lastly, the best way to keep the feet from further damage is to also trim feet on a routinely basis, one to two times a year would be more than sufficient.

I tested out Crisco for myself on a pair of horses with two very different hoof issues and observed the difference over a two-week period. The two horses that I tested are of different ages, breed, gender and their hoof issues, making this a good comparison test for Crisco. The purpose of this test was to see if there was any noticeable difference in just two weeks as well to demonstrate how little of the product is needed to go a long way.

Table 2.1

Horse	Gender (G- gelding/ male M- mare/ female)	Age	Diet	Work	Hoof Issue	Duration of Treatment	How Much Was Used	Overall Thoughts
#1	M	25	Grain once daily, Forage	Light	Dry	2 weeks, 2x daily	1/6 of pound	More moisture in foot and less flakes on hooves.
#2	G	16	Forage	Heavy	Cracks	2 weeks, 2x daily	1/6 of pound	Cracks healed, and continued treatment for prevention of future cracks.

Horse #1 was a 25-year-old mare that had weakening hooves due to them being extremely dry and brittle. There was noticeably more moisture in hoof after two weeks the slight cracks and flakes of her hooves were fading. Horse #2 was a 15-year-old ex-racehorse that has trouble with splitting feet. This issue was so bad; the horse was lame for three years and unable to be worked. Through the combination of shoeing, regular trimming and Crisco All-Vegetable shortening†, this horse is now happier and is able to do strenuous work. His cracks have completely diminished and the Crisco is being used a prevention method to stop the cracks from returning.

Health and Nutritional Information

There are no direct nutritional benefits to the livestock, as this product is not ingested orally. However, the hooves will in fact become healthier and benefit from the application of this product.

For the general population purchasing the product for baking and frying purposes would see benefit in knowing the nutritional value. Customers should know that Crisco is a high fat (12% of daily value), substance that does not provide much nutritional value other than the fat content and high calorie count.

Patent Restraints

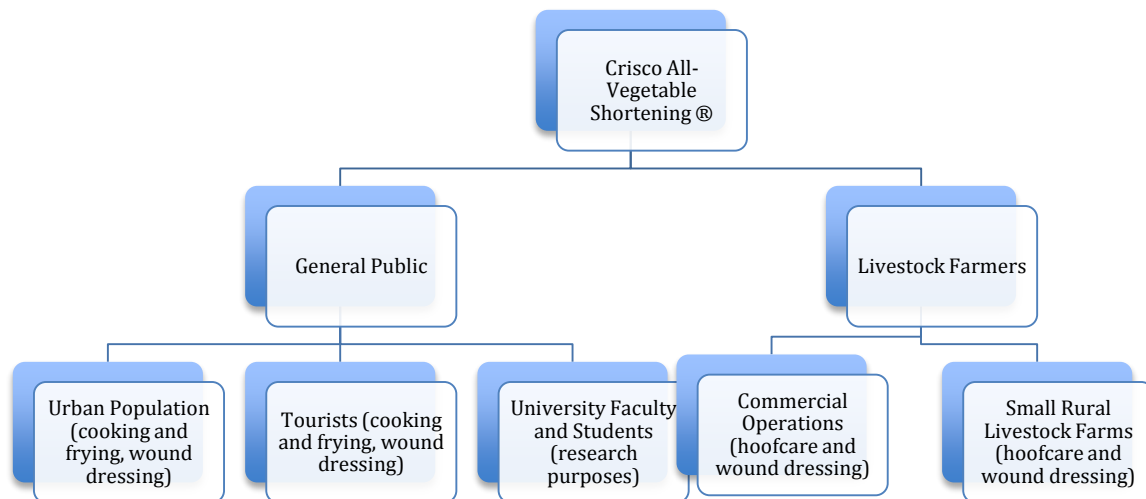
After contacting the Crisco Canada† Company, they strictly informed me that the All-Vegetable Shortening is only a food product because it is only tested for food purposes. They will not guarantee resolution to hoof damage or any other objectives. Crisco† will not be held responsible for any damage done by their product unless it is in fact being consumed for food purposes. However, the company sounds interested to learn about this new use for their well-known North American wide product.

Market potential

Crisco All-Vegetable Shortening† is not a niche product. It is useful for any hooved livestock farmers or the general public. Some recommended ways to use Crisco† include: baking, frying and making candles, wound and hooves dressing. Tourist may enjoy this product for specific baking and frying traditions from back home, while the Nepalese may incorporate this into their traditional dishes like the momos, a fried dumpling. In a poor, rural village of farmers there is even potential to share. Although this product is low cost already, numerous farmers to decrease costs even more can again divide it.

Table 2.2

Specific Populations In Nepal Benefiting From Crisco All-Vegetable Shortening†



Benefits for Canada

There are many benefits to Canada while exporting Crisco All-Vegetable Shortening. Firstly, new trade and exporting agreements can be made with Nepal to

form good relations with another country in Asia. Indirect benefits of this product include having more sales representatives for the company that may potentially be stationed worldwide, as well as the added amount of local labour needed to transport goods around Canada and Nepal. For the actual Crisco Company†, there is the potential to expand their exporting to other brands manufactured at the same place as the Crisco† product. For example, Smuckers Foods of Canada Corporation makes many goods like Folgers Coffee† and Smuckers† Jam. Lastly, with new exports come new imports, and there is the potential that we import some of their surplus goods like leather and paper. Overall, there is nothing but good things that may come from exporting another good from Canada.

Table 3.1

Companies Involved in Crisco's† Exporting Products to Nepal

Company:	Location:	Contact Info:
Crisco Canada†	Canada/USA	1-800-567-1897 9am-7pm: M-F 80 Whitehall Drive Markham, ON Canada L3R 0P3 (www.criscocanada.com)
Smuckers Foods of Canada Corporation†	Canada/USA	1-888-550-9555 Fax: 330-684-6410 80 Whitehall Drive Markham, ON Canada L3R 0P3 (www.jmsmucker.com)
Bhat-Bhateni Supermarkets	Nepal	977-1-4419181,4413825 customer@bbsm.com.np (bbsm.com.np) (www.Nepal.gov.com)

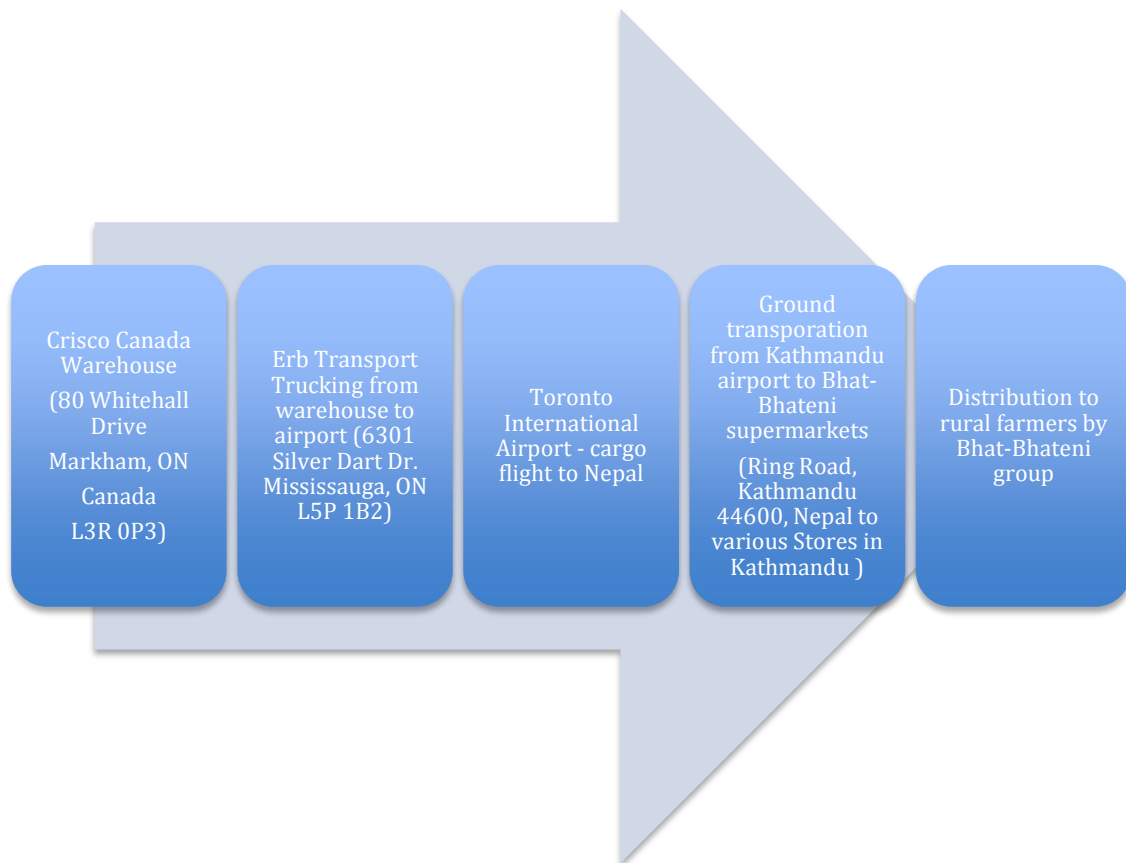
The environmental impacts of exporting versus building a production facility in Nepal and shipping locally out of there are substantial. Since it is unknown whether or not this product will indeed become popular on the shelves along with all the other products manufactured by Smuckers Foods of Canada Corporation it is hard to reason that building an entire new factory is environmentally friendly. Also, the small cost outputs for producing this product at the moment is hard to beat when you have to compensate for a new factory into pricing. Another important factor is that Canada has all of the ingredients involved readily available to create this product and would not need to worry about supplying Nepal with the ingredients to make this product. As of right now, the environmental effects of this shipping is minimal as there is no special shipments or harm of product to the environment that is being shipped. Therefore, exporting this product from Canada is the best way to get this product to Nepal for at least the next while.

EXPORT POTENTIAL TO NEPAL

Transportation Logistics

Flow Chart 2.1

Transportation for Crisco All-Vegetable Shortening From Canadian Warehouse to Nepalese Customers



There are many steps in the exporting steps to get a food product to Nepal. Above, in Flow Chart 2.1 a process is listed that covers a suggested route for Crisco All-Vegetable Shortening to reach its Nepalese customers. Erb Transport Company† is a reliable food shipping company that has many stations located throughout Ontario. It is convenient that the Crisco Canada† warehouse is in Markham Ontario, and a

corresponding Erb Transport also in Markham, Ontario. This will help make shipping costs minimal as the truck will only have to drive a short distance to pick up the product and deliver it to the airport in Mississauga, Ontario. Until the product has been passed to go to Nepal and the quantity of shipment is determined, Erb Transport and the Airline companies are able to give quotes to ship this good. Some traits of these products that should allow for quick and affordable shipping are the long shelf life of this product as well as the small, compact packaging that these products are already put in. Due to the small size of the product, there will be much room to send in bulk and will not take up much space even when sending a lot of the product. To learn exactly about regulations on labeling, inspecting and exporting this package, visit the Canadian Government website, www.cbsa-asfc.gc.ca. Strict guidelines are to be followed since this is a food product and that is being exported to a specific location. The Canada Border Services Agency is the legal group that is prepared to export any good through legal guidelines and proper shipment labeling.

Cost and Profitability

Crisco All-Vegetable Shortening† is a very cost effective product as it costs significantly less per unit than the brand name hoof dressings. Not only is this product cheaper, but less wasteful as well. Being in a state like butter or lard and not liquid, less is wasted during application and therefore saves farmers money as well. The actual unit price of the shortening is \$3.50 per pound in Canadian Dollars.

Benefits to Importing Nation

There are many benefits of this product going to Nepal. Firstly, quantity size is chosen by customer and allows the farmers to buy only what he can afford. Next, the

packaging and storing of this product is so simple that it is efficient to have. No refrigeration and small wrapped and boxed products provides convenience to the customer. Another benefit to Nepal is its versatility. It can be used for hoof care dressing, wound dressing and candle making, frying and baking. Crisco† will be a new product on the Nepal supermarkets. The Bhat-Bhateni supermarket is willing to help connect rural farmers with this product and will therefore provide personal communications in the community. The main purpose of the product is to be use Crisco All-Vegetable Shortening as a hoof care dressing for livestock. It can be applied really easily by anyone, even the women and children. The benefits of this product can be seen by all different groups of people in Nepal. The small, rural farmers will see improvement in their small herd of livestock while the household can use to assist in meal preparations and wound dressing for minor scrapes and cuts. On a larger scale, cooperatives of village farmers can benefit from each other's success stories and strategies to using the product and tourists or Nepalese urbanite people can use it to cook and bake with. Looking into the future, the government can use this product as a start giving the government opportunity to create new products, while universities students and faculty can study in depth the value of this product in their communities.

Environmental benefits to Nepal

There is very little waste on this product as the wax paper and cardboard box is all that is used to package. Small rural farmers can find ways to reuse this small packaging to their benefit, while it can also be disposed of in the garbage. Other than

the waste disposal, there are not any other significant environmental effects that this product causes.

Picture 1.2

Bhat-Bhateni Supermarkets



Photo by: www.ktm2day.com. Accessed October 15, 2014.

Real World Strategy and Marketing Idea

“Crisco All-Vegetable Shortening is easy as pie, when it comes to hoof care products worldwide.” This is my suggestion for a catchy slogan that will be presented to the potential Nepalese buyers. By giving demonstrations of how the product is applied and allowing farmers trial runs on the products, can help promote the product across the country. Word of mouth through the rural farmers will be essential for the success of this product as well as education through pamphlets and

group meetings. In the urban centers of Nepal, displays and presentations at the Bhat-Bhateni supermarkets to the Nepalese and tourists that visit will help promote the new multi-purpose product used for cooking, frying, candle making and wound dressing. When approaching local governments and municipalities for support there will be an emphasis on these products numerous functions in everyday living and agricultural practices. Crisco All-Vegetable shortening† is not a niche product. It is evident that the entire population of Nepal can use this product for different purposes.

Canadian Government or International Loan Programs and Grants

Finding loans and government programs to fund early programs to get this project started is directly related to and depends on the quantity or shipment and the value of the product. Canada has many grants and loans available that can be applied for by visiting www.Canadiangrantsbusinesscentre.com. The more value this product has in improving each countries economy the more loans and grants available to the exported good.

Regional and Global Competition

There are not many regional competitors for Crisco All-Vegetable shortening in the market, as the price of this product is much cheaper than any of competitor. However, on the global market there was one other product found that was comparable to Crisco† and was being sold in Mumbai, India. Olivia Shortening is the brand that may cause competition for the Crisco Canada† brand as shipping costs may not be as high when only shipping from India. By using some reliable trade websites like www.Alibaba.com and www.TradeIndia.com, price and product comparisons can be found on a worldwide scale.

Unknown Factors

There are still a few factors left unknown and will not be resolved until or unless this product will actually be exported to Nepal because confidential and precise information would not be released until there was a sufficient good being exported. Companies were unwilling to release details if the export good was not for sure being sent.

Another unknown factor is the precise transportation details and costs that are required before shipment of this product. There are many requirements that must be met in order to export a food product to another country. At this time it is not known exactly what the Nepalese and Canadian Government requirements are and will need to be further investigated if this product is to be a successful candidate to export to Nepal.

Lastly and most importantly, the interest of the Nepalese population will ultimately decide Crisco's fate in the Nepal markets. If there is a great interest in this product, Crisco Canada† will gladly provide access to their product and allow their company to expand to yet another part of the world.

Recommendations and Conclusion

Crisco All Vegetable Shortening† would be a strong contender in the Nepalese markets for agricultural and commercial purposes. It would allow more than just progress in livestock farmers, but for the general population as well. Its

affordable price allows for success in all different classes of the population in Nepal. Transportation although still unknown, should be possible once following all of the food safety guidelines. Once in Nepal, the Bhat-Bhateni group will play a large role in promoting this product to the general public as well as arranging transportation of the product to the rural farmers. Both countries are sure to seek benefits from this new import/export commodity because it will only allow for more growth of the North American Company and growth of the agricultural industry in Nepal. This is an opportunity not to be missed. There is no better way to buildup a company or a community than introducing new ideas. The idea that a developed countries baking product can be used for many different purposes in a developing country allows for much more opportunity to make improvements in any aspect of life. Crisco All-Vegetable Shortening† provides potential for Nepalese farmers to maintain their livestock's hooves in order to increase production of healthy animals for profit, while expanding supermarket shelves in the urban centers for a North American, multi-purpose product.

References

Britannica, E. (2014). Merriam-Webster dictionary. November 22, 2014, from www.merriam-webster.com

Canada Corp, S. F. (2014). About Smucker's. September 30th, 2014, from www.smuckers.ca

Canada, G. (2014). Step-by-step guide to exporting commercial goods from canada. November 12, 2014, from www.cbsa-asfc.gc.ca

East gen product line catalogue may 2014 - hoof care. (2014). November 14, 2014, from www.eastgen.ca

Fitzgerald et. al, R. F., Stalder, K. J., Locke, A. K., Lawrence, J. S., Hill, H. T., & Johnson, A. K. (2012). The effect of hoof abnormalities on sow behavior and performance. [Livestock Science] 145, 230-238.

Foods of Canada, S. (2014). All-vegetable shortening. September 28th, 2014, from www.criscocanada.com

Greenhawk harness and equestrian supplies- hoof care. (2014). October 4, 2014, from www.greenhawk.com

Group, A. (2014). Alibaba - global trade starts here. November, 22, 2014, from www.alibaba.com

Nepal Government. (2014). Permission to import food product. October 3, 2014, 2014, from <http://www.nepal.gov.np/portal/npgea/home?l=en&rn=1412867126547>

Poudel, P. (2014). Bhat-bhateni supermarket and departmental store. October 31, 2014, from www.bbsm.com.np

Section, B. (2014, July 15, 2011). Bhatbhateni supermarket opens new stores at bouddha and pulchowk. Kathmandu Today doi:July 15, 2011

Services, A. L. (2014). Amazon. November 22, 2014, from www.amazon.com

SPCA, A. (2014). Hoof care for livestock. October 5th, 2014, from <http://www.albertaspca.org/>

Step-by-step guide to exporting commercial goods from canada. (2014). October 6th, 2014, from <http://www.cbsa-asfc.gc.ca/export/guide-eng.html>

Trade India. (2014). India's largest B2B marketplace. November, 18, 2014, from www.tradeindia.com

Tribhuvan international airport. (2014). November 19, 2014, from www.tiairport.com.np

WebMD, L. (2014). Find a vitamin or supplement - vitamin E. October 1st, 2014,
from [www.webmd.com/vitamins-and-supplements/lifestyle-guide-11/supplement-
guide-vitamin-e](http://www.webmd.com/vitamins-and-supplements/lifestyle-guide-11/supplement-guide-vitamin-e)