



COVID-19 CHALLENGES

Consumers

- > Irregular purchasing
- > School milk programs cancelled
- > Consumption contraction

Farmer-allied processors

- > Decline in demand for products
- > Import restrictions of inputs
- > Decline in capital investment

Commercially-oriented farmers

- > Reduced collection of milk
- > Road and port closures, blockages
- > Farmer extension services reduced

BUILDING BACK BETTER

DNA Response & Recovery

- **For consumers:** ensure continued availability of safe, hygienic products that are nutritious and affordable
- **For processors:** support measures to preserve cash to enable ongoing operations and safety & health measure for employees
- **For farmers:** provide remote technical assistance for ongoing quality milk supply; ensure continued offtake and milk payments

Building Resilience & Transform for the Future

Retool dairy sector for long term resilience, sustainability, and inclusive growth in the new operating environment

Grow consumer demand

Drive enterprises to full potential

Increase farmer production

Strengthen operating environment



FOOD & NUTRITION SECURITY

Addressing Food and Nutrition Security through Dairy Industry Transformation:

An example of a COVID-19 response and recovery effort that prioritizes sustainably-produced animal source foods

What is DNA?

DNA is a 15–20 year public-private partnership leveraging the collective strength of the Global Dairy Platform and a wide array of industry, community, and governmental stakeholders to drive accelerated transformation of African dairy industries.

Why dairy

Dairy is an effective way to enhance the nutrition of rural and urban populations, while supporting livelihoods across the value chain, especially as a regular income source for millions of smallholder farmers.

Strong emphasis on growing demand

Activities ensure an increase in consumer demand for safe, nutritious dairy products to stimulate increased activity in the entire dairy chain, generating a pull effect from consumer to farmer.

How DNA works

DNA takes a market-led, systems approach, where farmer-allied dairy processors are the linchpin for accelerating transformation, working to drive optimal outcomes from farms to consumers and across the operating environment.

Where will DNA start

DNA will start in Tanzania with expansion into East African countries where there is potential for catalytic impact.

Taking a climate smart approach

DNA drives sustainability throughout the value chain—advancing climate smart farm management, efficiency of enterprises, and use of environmentally friendly solutions to reach consumers, thereby reducing dairy's footprint and building more resilient local food systems.

Dairy Nourishes Africa | DNA@GlobalDairyPlatform.com

OUR EXPECTED IMPACT

In Tanzania in the next 5 years, DNA aims to...

- Reach **2.5M** consumers, increasing annual dairy intake by **50%**
- Feed **8K** children daily to reduce stunting and wasting
- Accelerate & Incubate **20** dairy enterprises and create **3000** jobs
- Support **13K** farmers towards a target of **doubling** income

DNA PARTNERS



GLOBAL DAIRY PLATFORM

DNA founding partner, Global Dairy Platform (GDP), is a consortium of some of world's leading dairy companies with ~\$150B cumulative revenues and experience developing and transforming the global dairy industry

LAND O'LAKES VENTURE37

Land O'Lakes Venture37 is a non-profit organization affiliated with Land O'Lakes, Inc., a \$15 billion agribusiness. Venture37 has nearly 40 years of experience implementing over 315 agricultural development projects in nearly 80 countries around the world



Bain & Company is one of the world's leading strategy consulting firms with a track record of driving results and extensive experience in agribusiness and consumer products. Bain works with some of the largest companies across industries globally – Bain's public clients outperform the market 4-to-1

JOIN US!

in driving sector transformation

Let's combine our knowledge, expertise, and resources to be part of the solution

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