



THE GLOBAL DAIRY SECTOR HAS AN OPPORTUNITY

➤ **TO TRANSFORM LIVES** of individuals, families, communities and entire populations

➤ **TO GROW OUR BILLION-
PERSON COMMUNITY:**
more farmers, more dairy sector jobs, more families nourished by the power of milk

➤ **TO SHOWCASE OUR
POSITIVE IMPACT:** nutritional, economic and societal

➤ **TO CREATE LONG-TERM,
SELF-SUFFICIENT SOLUTIONS**
to the challenges facing Africa, including resilient and enduring economies and better health and education

DAIRY NOURISHES AFRICA (DNA) is that opportunity. To demonstrate how the power of dairy can provide real solutions to key issues affecting society. Tanzania was identified as the launch location for DNA following a comprehensive market assessment and a round table meeting with stakeholders in Dar es Salaam.



BREAKING THE CYCLE

Africa has a young, growing population that will double to **2.5 billion by 2050**. Now is the time to create opportunities for the next generation to thrive - to break the cycle of poverty and hunger. The challenge is great, but it will only become greater as the population and associated problems become larger. The time to act is now.

DAIRY A CATALYST FOR CHANGE

The United Nations, the Tanzanian Government, Global Dairy Platform (GDP), and local and global non-governmental organizations (NGOs) all support dairy as a catalyst for nutritional, economic and societal improvement. Examples from around the world, including hundreds of dairy development programs (many led by GDP members) reinforce the unmatched power of dairy to change lives.

What's more, Tanzania has all the attributes necessary to develop a strong, vibrant, competitive dairy industry:

- **A YOUNG, GROWING** population
- **DAIRY-FRIENDLY** land, water and climate
- **AN UNDERSTANDING** of dairy's health and wellness benefits
- **A HISTORY** of cattle raising
- **ACTIVE PARTICIPATION** of local and global NGOs
- **A GOVERNMENT PREPARED** to support the sector with appropriate policies and regulations

MEASURABLE ECONOMIC ADVANCEMENTS

Working with all stakeholders, we developed an ambitious goal: to double dairy consumption to 100 liters per person per year.

Reaching our goal will deliver measurable improvements in the health and well-being of the entire population, especially children, for generations to come. This includes reducing negative health outcomes such as stunting and wasting.

Reaching our goal will deliver measurable growth across multiple economic indicators, from improved land utilization, to growing jobs, to increased tax collection, to faster economic expansion driven by capital investment across the entire value chain.

GOAL: Double annual dairy consumption to 100 liters per person

Reaching our goal will deliver measurable advancements to key societal targets including:

➤ **YOUTH AND WOMEN**

empowerment

➤ **SUSTAINABILITY AND STEWARDSHIP PRACTICES**

that ensure the future for everyone - not just Africans

➤ **HIGH-QUALITY NUTRITION**

locally where it is needed most

➤ **DAILY CASH FLOW** which creates stronger rural economies, that together with nutritional security slow the disruptive impact of population migration

OUR PLAN IS DIFFERENT

GDP is working with all stakeholders to ensure we have a shared vision, agreed-upon priorities and coordinated execution to help Tanzania address its challenges through dairy.

WE ARE LISTENING.

GDP is proposing a true public-private partnership. One that is commercially focused, addresses the entire value chain, and provides speed, accountability and efficiency.

WE ARE COOPERATING.

GDP is committing to measuring and reporting success consistent with the United Nations Sustainable Development Goals.

WE ARE ACCOUNTABLE.

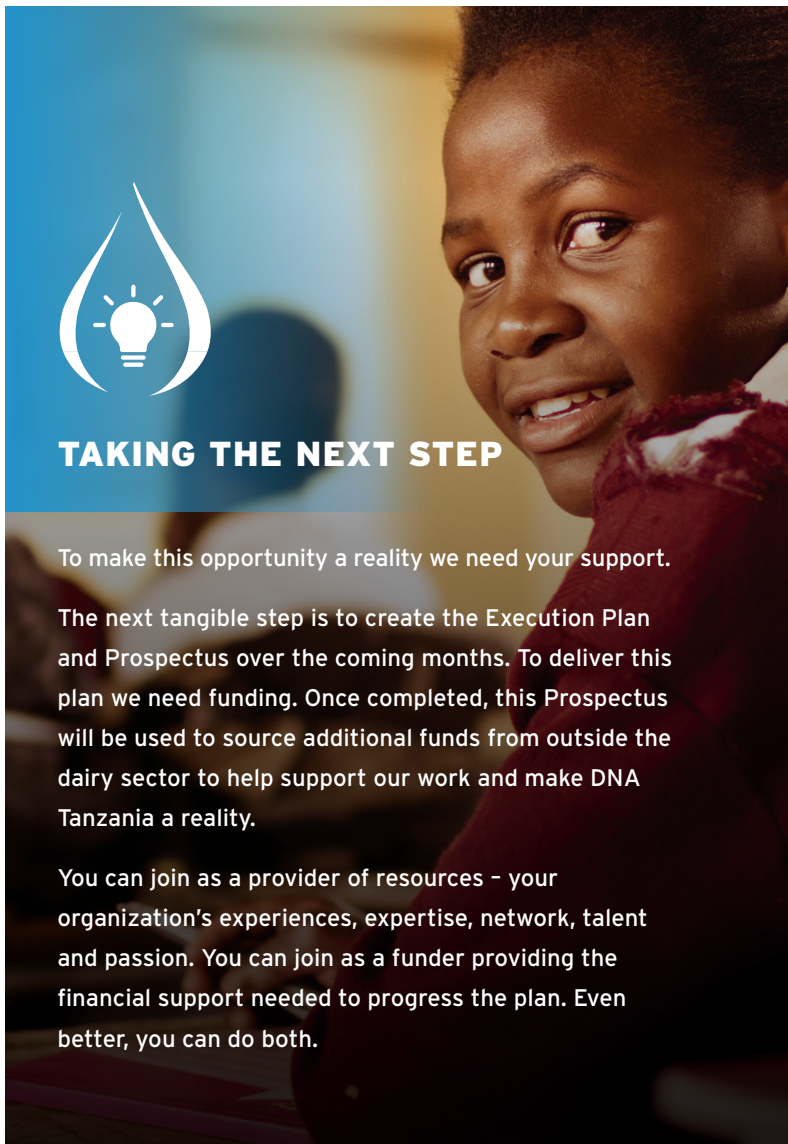


TAKING THE NEXT STEP

To make this opportunity a reality we need your support.

The next tangible step is to create the Execution Plan and Prospectus over the coming months. To deliver this plan we need funding. Once completed, this Prospectus will be used to source additional funds from outside the dairy sector to help support our work and make DNA Tanzania a reality.

You can join as a provider of resources - your organization's experiences, expertise, network, talent and passion. You can join as a funder providing the financial support needed to progress the plan. Even better, you can do both.





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A STRONG AFRICA BENEFITS EVERYONE

Your organization may never be commercially active in Tanzania, but there is benefit for all of us joining together to create a vibrant, competitive dairy industry. Transforming the nutritional, economic and societal conditions of Tanzania benefits everyone, wherever you are in the world. A strong, growing, confident Africa supports a more stable, growing world.

COME JOIN US

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

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For more information, please visit **www.GlobalDairyPlatform.com/DNA**



GLOBAL DAIRY PLATFORM