

# DEMONSTRATING THE GOOD OF DAIRY: PROJECT DNA

*Margrethe Jonkman, Ph.D.*

*Deputy Chair, Global Dairy Platform  
Global Director, Research and Development,  
and Member, Executive Leadership Team,  
FrieslandCampina*

*Jay Waldvogel*

*Senior Vice President, Strategy,  
Dairy Farmers of America*

HOSTED BY



GLOBAL DAIRY PLATFORM

# Our dairy story now ...

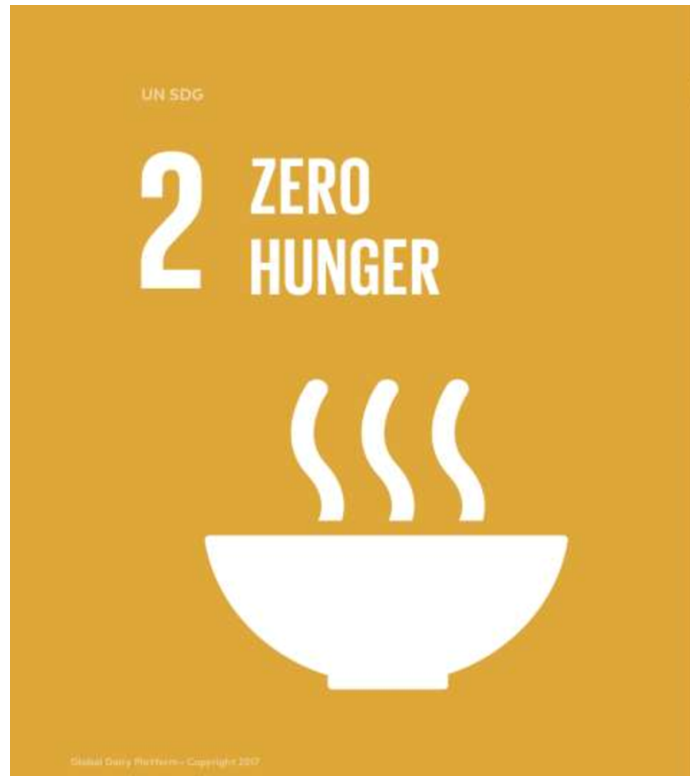


**6 billion**  
consumers impacted



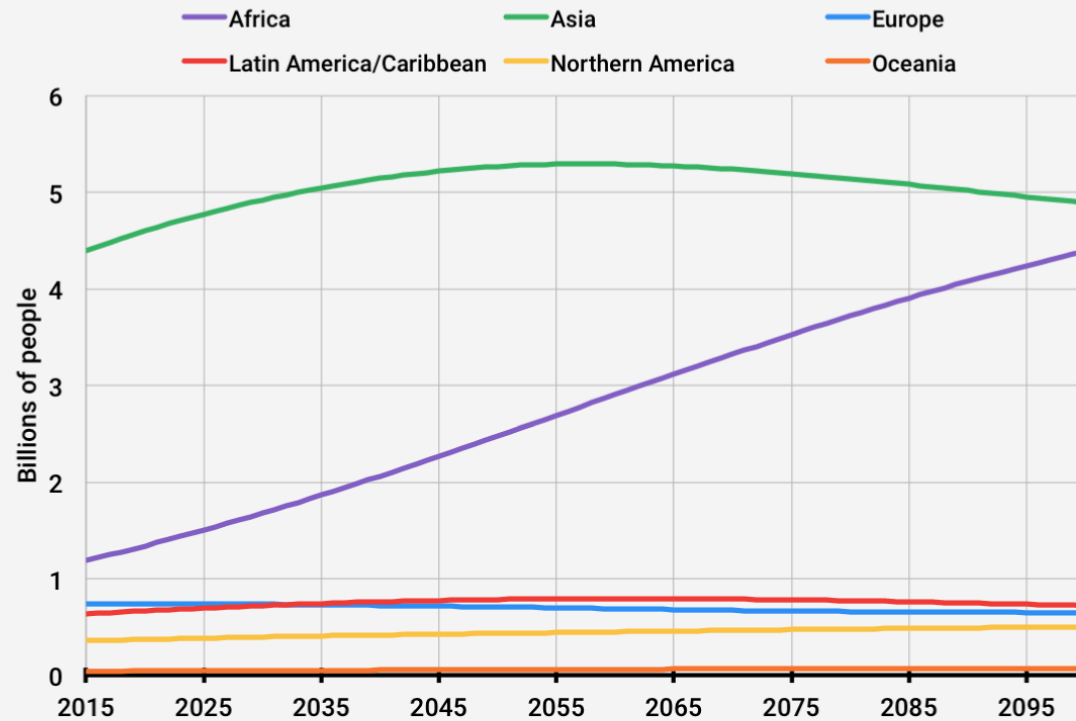
**.. but we can have a bigger impact**

# As GDP we explored a vision



# Why Africa?

## Population projections, 2015-2100



SOURCE: UN Population Division, "World Population Prospects, the 2015 Revision"

TECH INSIDER

## THE POVERTY CYCLE

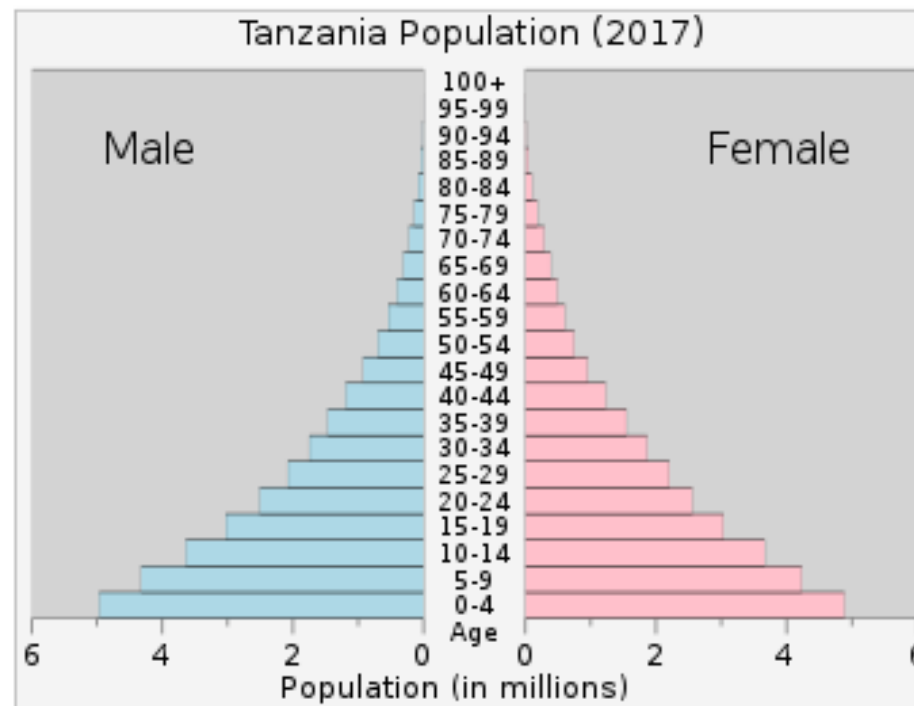


# Tanzania: our DNA launch location



**Our goal: Double dairy consumption to 100 liters per person per year**

# Tanzania: A young and growing population

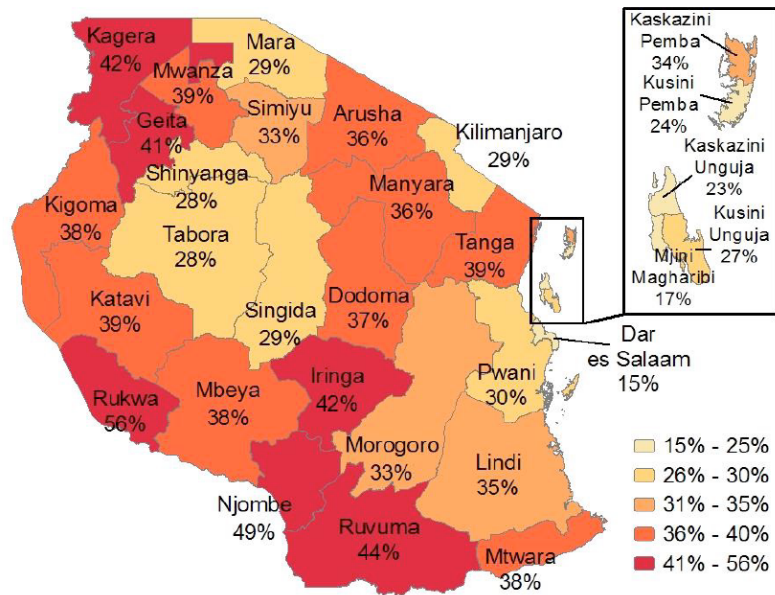


Tanzania's population is projected to increase from 54 million in 2015 to 187 million by 2065

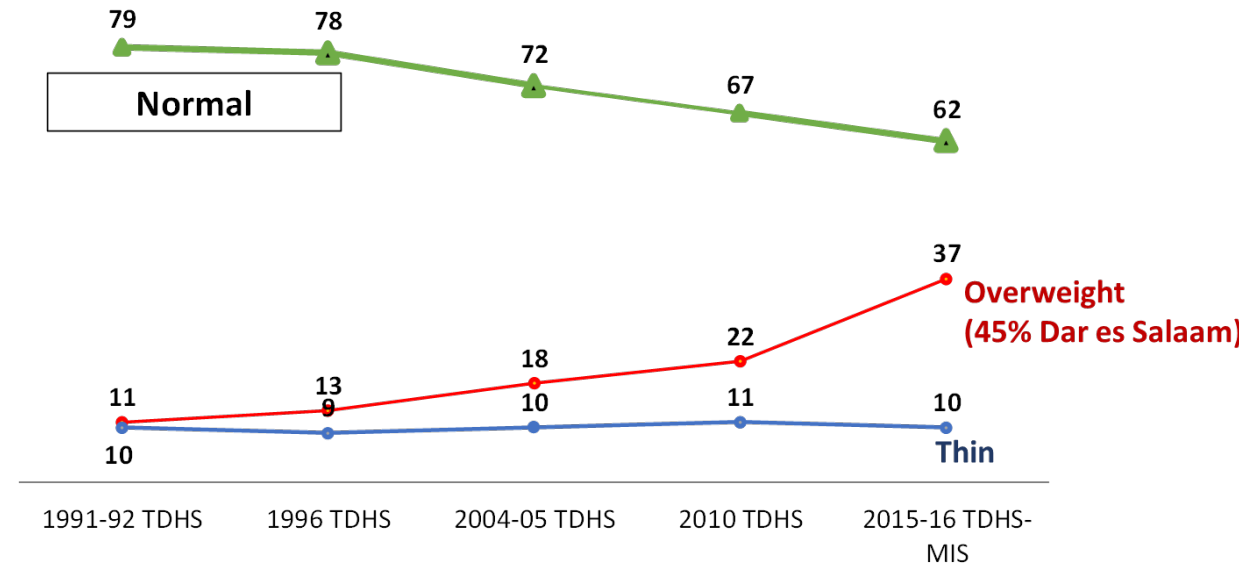
# Tanzania: Dairy friendly land, water and climate and a long history of cattle raising



# Tanzania: An understanding of dairy's health and wellness benefits



% Stunting per region (THS, 2015)



Trends in Nutritional Status of Women (15 – 49)

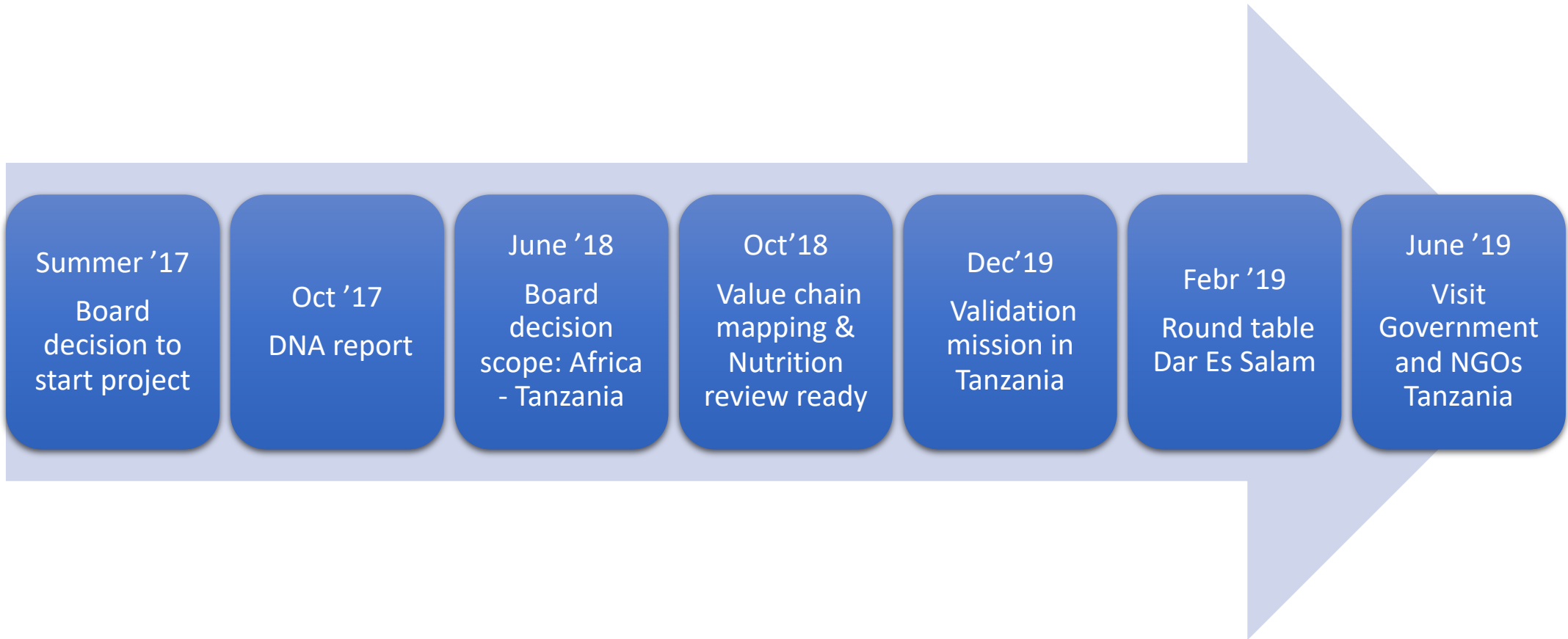
# Tanzania: Active participation of NGOs and a government prepared to support



Tanzania livestock master plan



# Creating our vision and goal: An exciting and thorough journey



# What will DNA Tanzania deliver?

- We will transform lives by creating long-term, sustainable solutions to critical nutritional, economic and societal issues



# What will DNA Tanzania deliver?

- We will transform lives by creating long-term, sustainable solutions to critical nutritional, economic and societal issues
- We will work to break the cycle of poverty and hunger



A photograph of a person in a white shirt pouring milk from a glass jug into an orange bowl. The person is wearing a dark blue vest. In the background, there is a kitchen counter with a bag of bread, a glass of water, and some fruit. The image is overlaid with a semi-transparent white circle containing text.

## How will DNA Tanzania deliver?

---

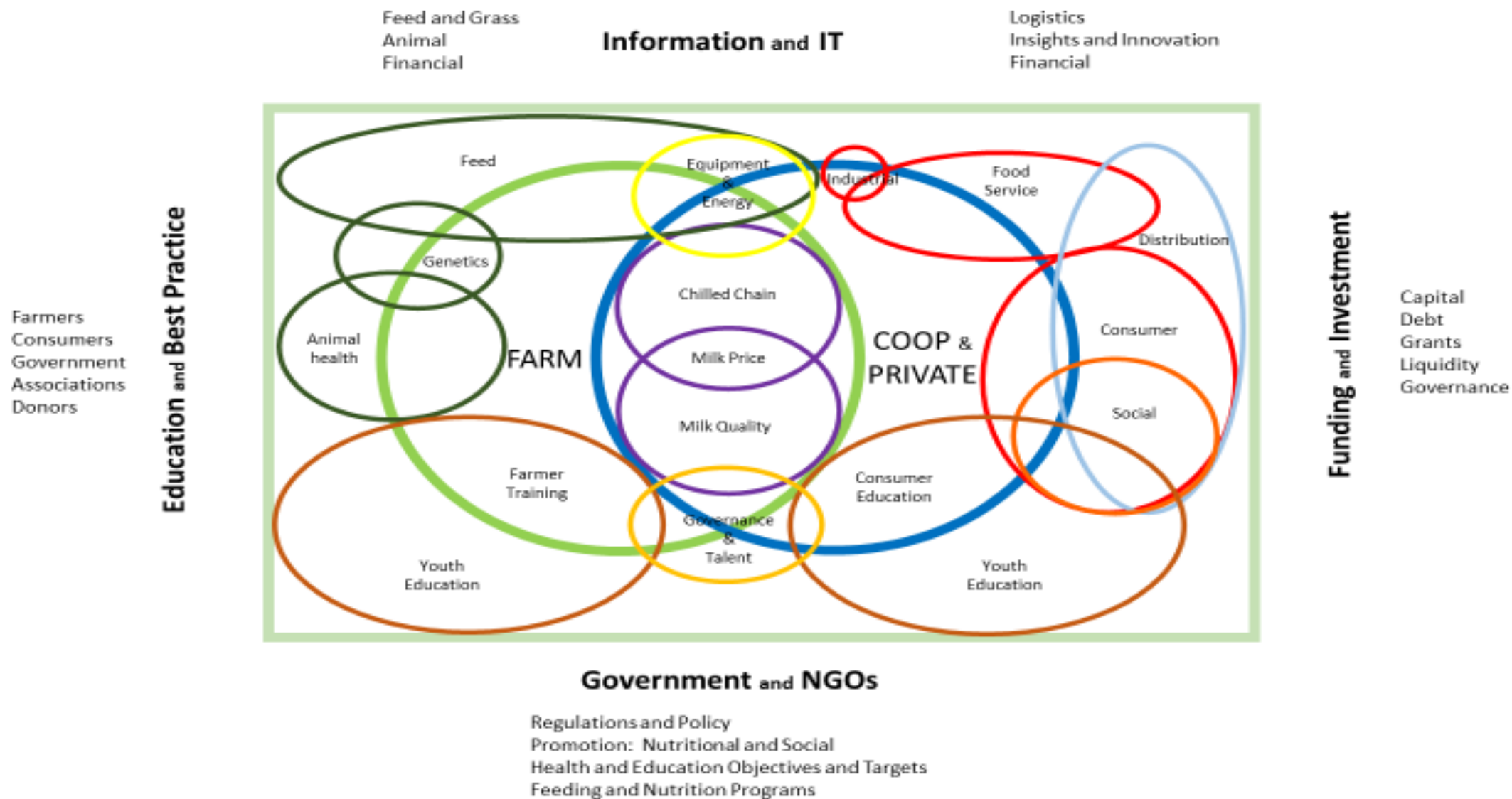
- Doubling annual dairy consumption from 49 to 100 liters per person



## How will DNA Tanzania deliver?

---

- Doubling annual dairy consumption from 49 to 100 liters per person
- Operating a true public-private partnership





## How will DNA Tanzania deliver?

---

- Doubling annual dairy consumption from 49 to 100 liters per person
- Operating a true public-private partnership
- Measuring and reporting our performance

# Next step

- Produce the detailed execution plan, which will also serve as the DNA Tanzania donor prospectus



# Next step

- Produce the detailed execution plan, which will also serve as the DNA Tanzania donor prospectus
- Completed late 2019



# What are we asking from you?

---

- Consideration



# What are we asking from you?

---

- Consideration
- Funding the execution plan



# What are we asking from you?

---

- Consideration
- Funding the execution plan
- Support



# **We are not asking you to fund the full DNA Tanzania program**

- This will be a multi-year and tens of millions of dollars program
- Donor funds are available





**Contact GDP**

---



**Contact GDP**

**or we will contact you**

**If it was easy,  
it would already have been done**



**Thank you for listening**