

# DEMONSTRATING THE GOOD OF DAIRY: PROJECT DNA

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GLOBAL DAIRY PLATFORM

# Our dairy story now ...

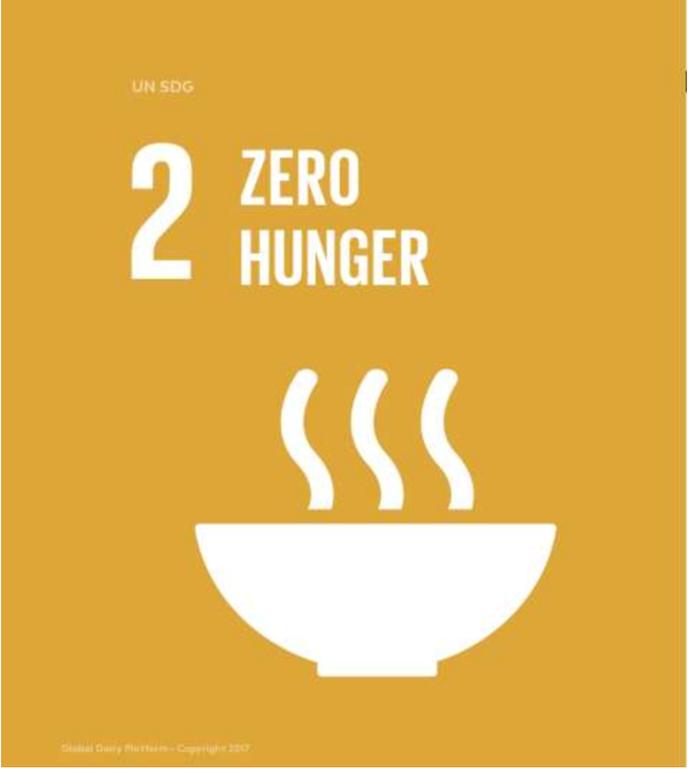


**6 billion**  
consumers impacted

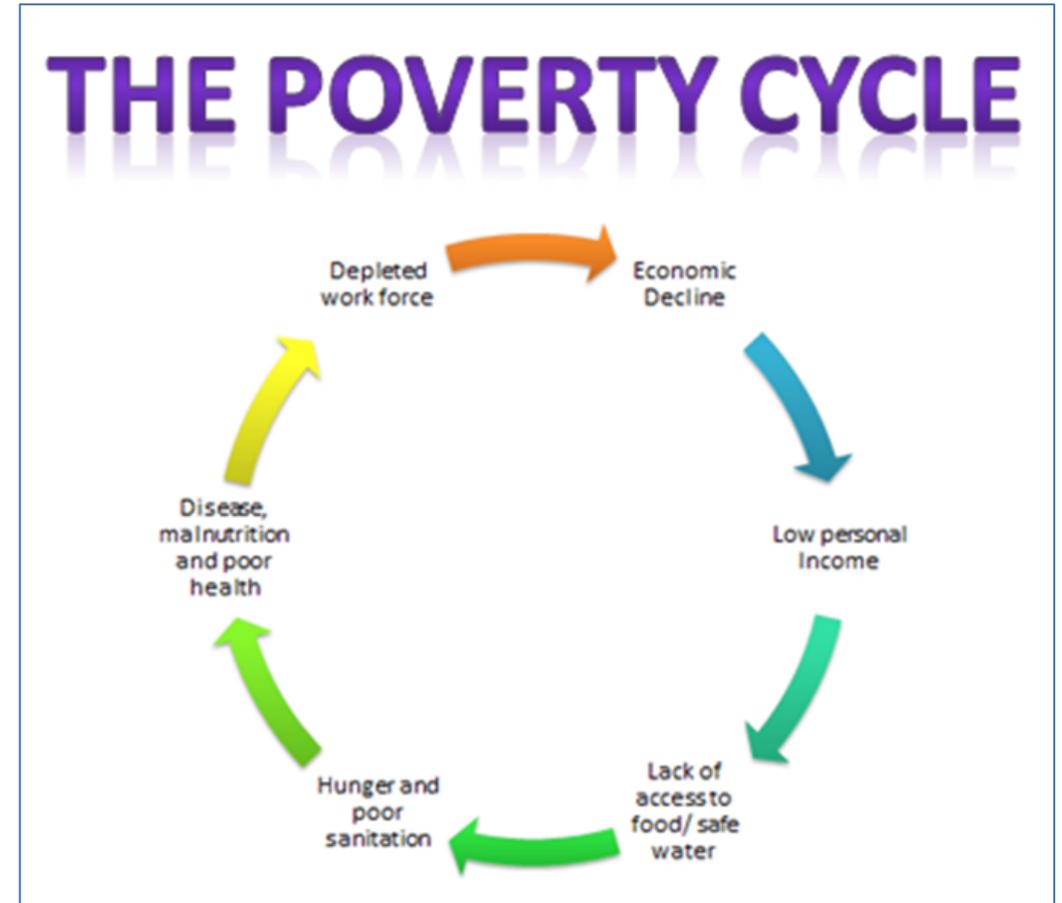
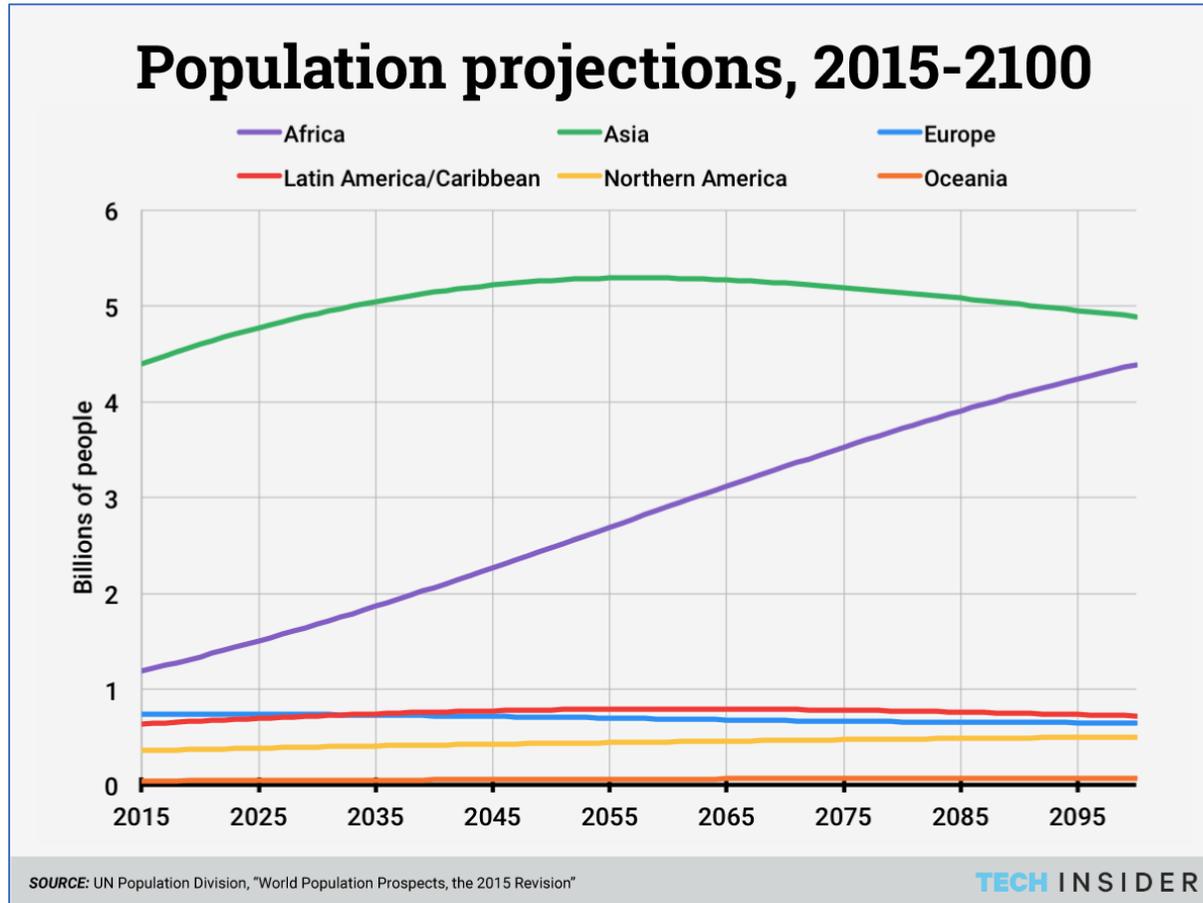


**.. but we can have a bigger impact**

# As GDP we explored a vision



# Why Africa?

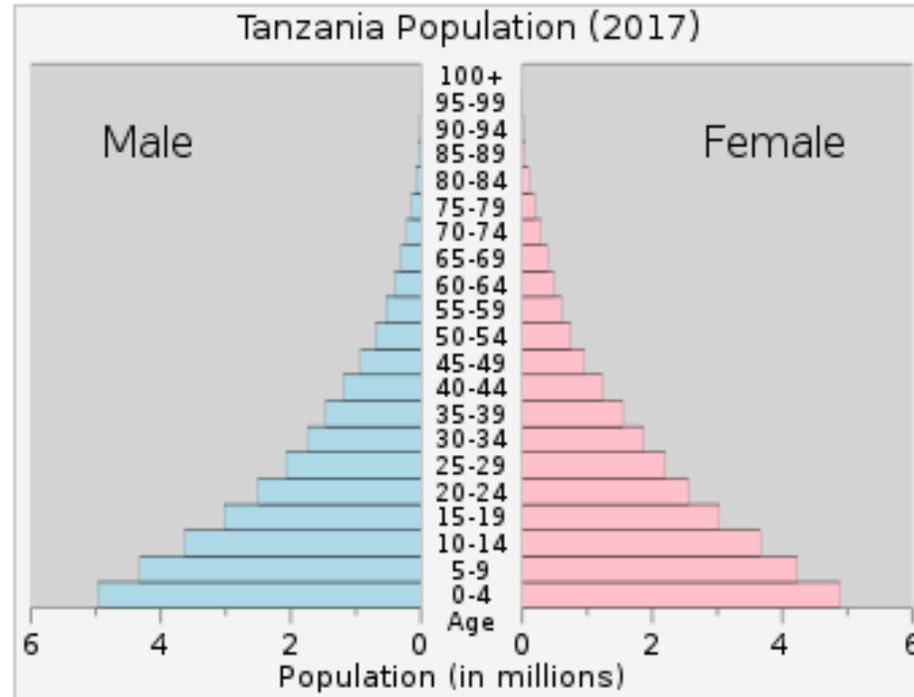


# Tanzania: our DNA launch location



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

# Tanzania: A young and growing population

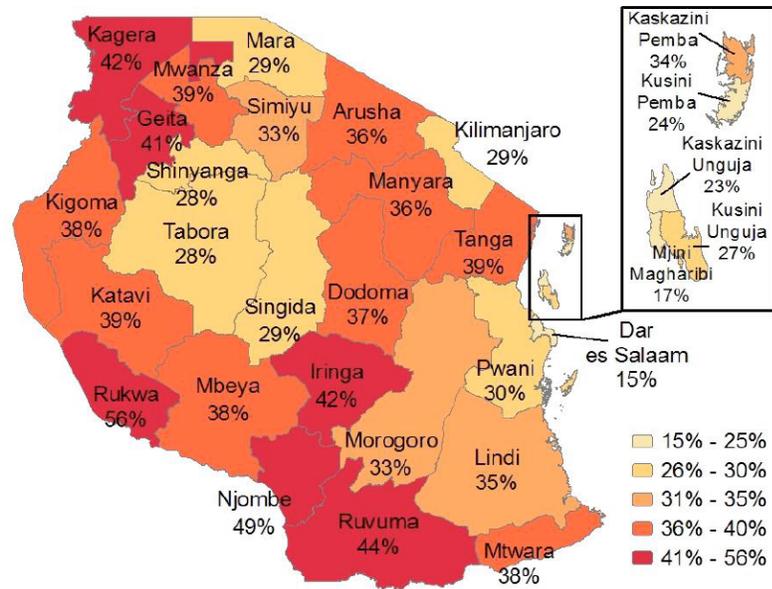


Tanzania's population is projected to increase from 54 million in 2015 to 187 million by 2065

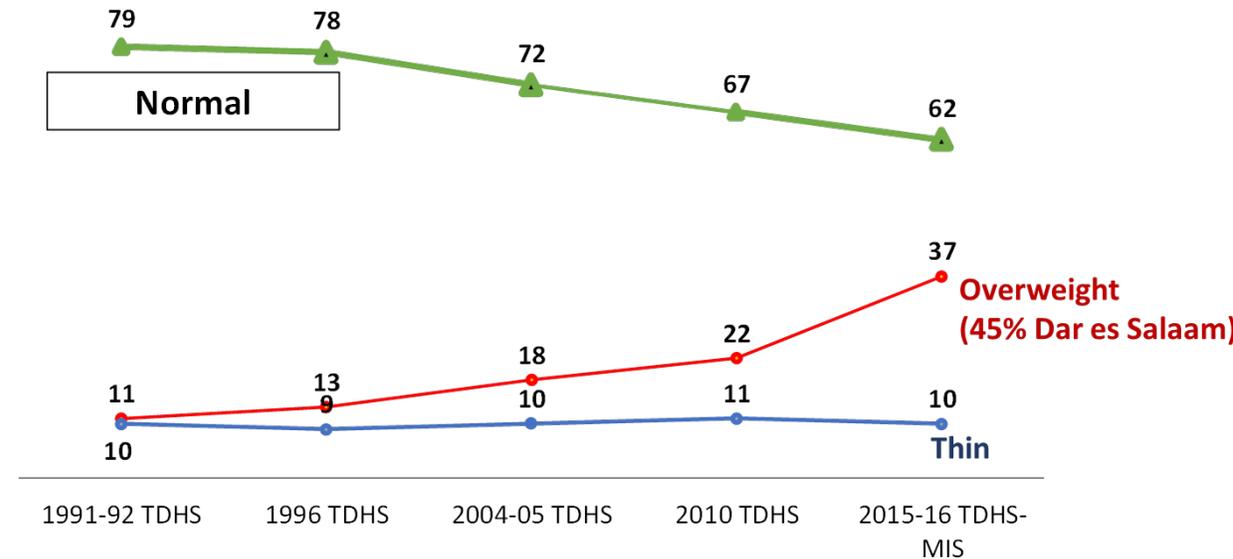
# Tanzania: Dairy friendly land, water and climate and a long history of cattle raising



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



% Stunting per region (THS, 2015)



Trends in Nutritional Status of Women (15 – 49)

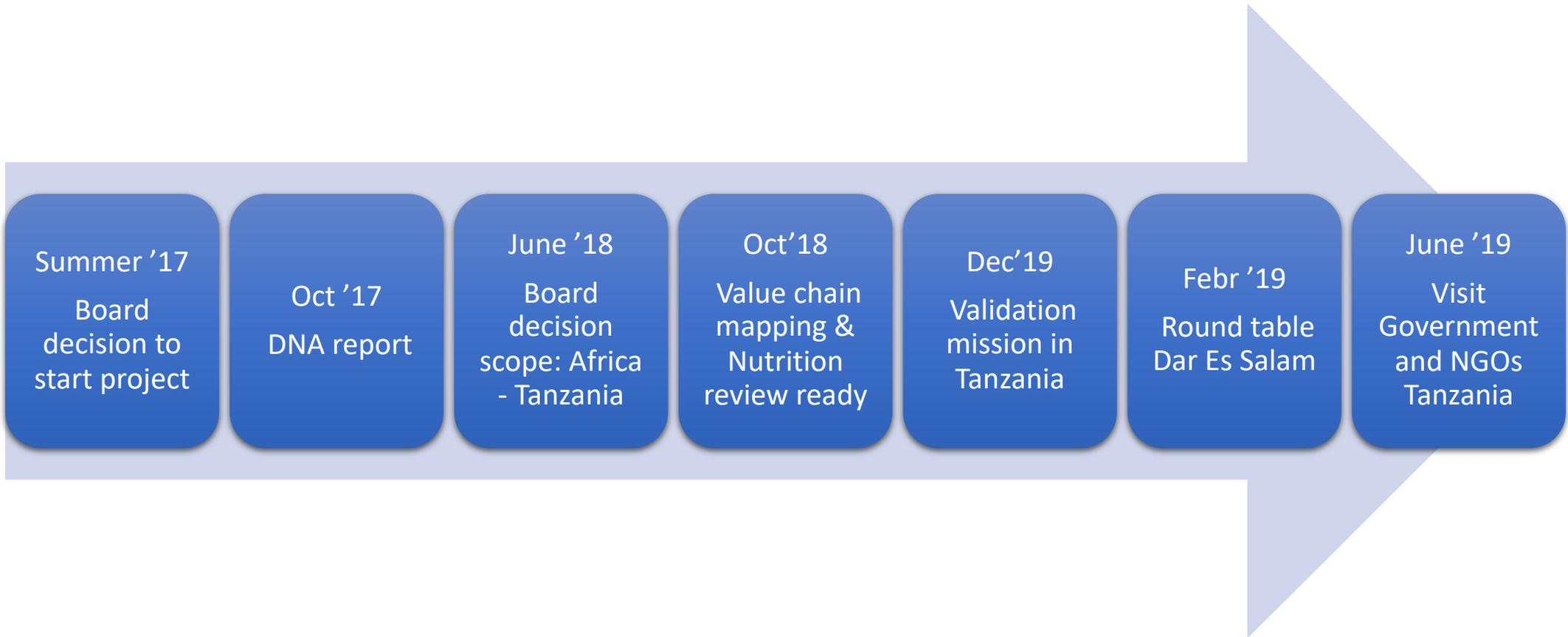
# Tanzania: Active participation of NGOs and a government prepared to support



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 chef in a white uniform is pouring orange sauce from a glass pitcher into an orange bowl on a dining table. The table is set with a blue and white checkered tablecloth, a white plate, and a glass. In the background, there are various food items including bread, a banana, and a red apple. The scene is set in a kitchen or dining area with a red wall and a stove visible in the background.

## How will DNA Tanzania deliver?

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

A chef in a white uniform is pouring an orange liquid from a glass pitcher into a bright orange bowl on a dining table. The table is set with a blue and white checkered tablecloth. In the background, there are various items including a bag of bread, a glass of water, and some fruit. The scene is brightly lit, suggesting a professional kitchen or dining area.

## How will DNA Tanzania deliver?

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



A chef in a white uniform is pouring an orange liquid from a glass pitcher into a bright orange bowl on a table. The table is set with a blue and white checkered tablecloth and contains various food items, including a bag of bread, a glass of water, and some fruit. The background shows a kitchen setting with a stove and a red wall.

## How will DNA Tanzania deliver?

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- 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?

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- Consideration



# What are we asking from you?

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- Consideration
- Funding the execution plan



# What are we asking from you?

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- 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**