

# Nutrition and Food Security

DNA spurs demand for nutritious dairy products, reaching new low-income consumers and enabling behavior change

Grow consumer demand



**Dairy has a long history of delivering societal benefits including reducing hunger and poverty**

- / Dairy efficiently delivers **essential nutrients** that contribute to **reducing malnutrition and stunting** in the region, which affects about a quarter of children under age five
- / **One billion** peoples' livelihoods depend on dairy, which can be a reliable source of **daily income** for smallholder farmers, most of whom are **women**, making less than \$5/day.

**DNA is partnering with dairy processors to grow demand for dairy and reach new consumers**

- / Develop **marketing campaigns** to target urban consumers
- / Incubate innovative last-mile dairy **distribution models**
- / Align processors with national nutritional **behaviour change programs**, reaching >275,000 in Tanzania Milk Week campaign

**DNA is collaborating with schools to increase availability of dairy and increase nutrition awareness**

- / Partnering with processors to trial **parent-funded school milk promotion** model that will be more financially sustainable in long-term
- / Pilot designed in concert with **government priorities** to serve as **test case** for national policies incentivizing nutritional behavior change
- / Will partner with local stakeholders on **World School Milk Day**