Many tragedies have happen around the world

- Most get huge publicity and widespread assistance
- Other tragedies are less visible, they are monotonously predictable but readily preventable
- Every hour more than 1,200 children die and no one knows!!

This would be equivalent to three Asian tsunamis a month, every month, hitting the world’s most vulnerable citizens — its children

The causes of death will vary, but the overwhelming majority can be traced to a single pathology: poverty
There are 150 million severely malnourished children in the world at any one time.

1 million deaths each year attributed to severe malnutrition in children
In Africa alone

We can all play a significant part in alleviating this condition and Create growth and rural wealth for local farmers while reducing poverty.
Millenium Development Goals

Of the 17 countries in the East and Southern Africa region where access to information towards the MDG target is available, only Botswana is on track to reach the target, 9 of these countries are either showing no change or getting worse.

<table>
<thead>
<tr>
<th>Under 5 Stunted and underweight</th>
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</thead>
<tbody>
<tr>
<td>Kenya</td>
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<tr>
<td>Malawi</td>
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<tr>
<td>Zambia</td>
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<td>Mozambique</td>
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<td>Somalia</td>
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<td>Uganda</td>
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<td>Rwanda</td>
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<td>Tanzania</td>
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<td>Madagascar</td>
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<td>Eritrea</td>
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<td>Burundi</td>
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<tr>
<td>Ethiopia</td>
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</tbody>
</table>
How to Halve the World's Poverty by 2015?

Mission Impossible?
Have We Really Tried??

► “To do something that has never really been done before…

is really hard”

► Ruben Rausing
► (1895 – 1983)
Tetra Pak
Benefits of Aseptic Packaging

UHT – Long Life packaging The best barrier for the protection of milk!

The barriers protect against:
- Oxygen
- Pathogens
- Bacteria
- Humidity

Completely Safe Packaging
Value Chain Distribution
UHT Aseptic Processing Benefits

Can be stored Up to 6 months (for milk)
Does not need Preservatives
Can be distributed in ambient temperatures
No refrigeration needed
Fortification compounds remain stable

Perfect for Africa!!
Food for Development Office

With our partners we cover the whole value chain

From Raw material to Consumer
Strategic Economic Development

Farmers-Processors-Distributors-Governments-Schools-Parents

Solae-Gain-WFP-UNICEF-NEPAD-SNV-IFAD-Save the Children-GCNF
Farmer Engagement
Food Security
“Dairy Hubs”
The reality of Africa
Food for Development Strategy
daily *continuous* milk supply

Developed Countries
African Countries
Where we want to be
Why Should we Grow the Milk Industry
Milk is a daily income and daily source of food and minerals for all people

And it’s a Locally Produced Commodity
Integration via Public Private Partnership’s

A value chain approach to sustainable solutions

Missing Link
- Farmer Engagement
- Processor Driven… Engine that drives the Value chain
- Consumer engagement
- Distribution
Integrated Food Security

Farm to Consumer Approach

Dairy Farming and Milk production

Milk Handling and Processing

Milk Packaging and Marketing
Integrated Food Security

Farm to Consumer Approach

Dairy Farming and Milk production

Milk Handling and Processing

Milk Packaging and Marketing

Unsustainable
Integrated Food Security
Farm to Consumer Approach

Dairy Farming and Milk production

Unsustainable

Milk Handling and Processing

Milk Packaging and Marketing
Integrated Food Security

Farm to Consumer Approach

Dairy Farming and Milk production

Sustainable

Milk Handling and Processing

Milk Packaging and Marketing
Dairy Hub Model — Result of the Food Crisis
Utilising the Missing link

One Herd Concept
Driven by the processor

Producer / Smallholder farmer
Village Milk collection centers

Dairy Hub

10 km

One intervention for solving food security issues …..Food Safety!
Food for Development

Support Activities

► Training and capacity building
  - Farmer training needs assessment
  - Training modules / manuals
  - Support to trainers
  - Support to training modalities
  - Sessions with invited guests
  - Dairy Management Software

► Infrastructure access
  - Laboratory milk testing equipment
  - Plant layout
  - Bulk tanks
  - Milking cans
  - Support products & services
  - Farmer mechanization
  - DH Automation
The Catalyst for Sustainable Economic Development

“School Feeding Programmes”
“IN 2011, 51 MILLION CHILDREN ALL OVER THE WORLD GOT MILK OR OTHER NUTRITIOUS DRINKS IN TETRA PAK PACKAGES IN SCHOOL”
School Feeding in Tetra Pak Packages

- 50 years experience in supporting governments to implement school milk programmes
- Number of children 2011: 51 million
  - of which developing countries: 31 million
- Number of countries 2011: 55
- Majority of programmes based on government funding
Food for Development Office
Set up in 2000

► Knowledge Center
► School Feeding Programmes
► Highly Fortified Drinks for Nutrition Programmes
► Agricultural & Dairy Development Programmes
► Global Partnership Development

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► Global Partnership Development
Historical School Milk Programmes

The catalyst for sustainable development

Mexico
- INPI - Instituto Nacional de Proteccion a la Infancia - opens first Tetra Pak Plant outside Sweden – 1962
- Set up a nation

Kenya
- Created milk drinking generation and a developed dairy industry
- 4,3 mio children 1979 - 1998

Thailand
- Covers 6,2 mio children
- 250 000 jobs

Three of the largest School milk programmes historically
Iran School Milk Programme

The largest SMP in the world today
Programme Components

• **Target:** 14.5 mio. students; 4-18 year olds

• **Distribution:** 70 school days a year

• 150 dairy processors supplying to the programme, due to the vast distances the school milk committee selects local processors in various provinces

• **Selection based on history and performance of each processor and quality of the milk; selection based on tenders**

• **Today, the Iran School Milk Programme remains the biggest 100% state funded programme globally in terms of no. of students covered**
Why school milk?

Government views school milk as an investment NOT a cost

► Reduction of malnutrition
► Reduction of healthcare costs
► Cultivating a milk drinking culture
► Dairy industry development
► Poverty Alleviation
Iran School Milk Programme

12,000 Jobs created throughout the value chain by 2010

Poverty in the rural areas is reduced significantly
East Africa
Sudan School Milk
Objectives:

► To alleviate malnutrition amongst young school children
► To improve the health of the school children
► To improve attendance levels at schools
► To develop a healthy milk consumption
Beneficiaries are:

Children in remote areas of Khartoum State

Children who do not have the basics in life ….Milk is a luxury commodity as are so many foods
Programme Impact

► Schools attendance reports showed huge drop in absence level that reached 0% from 60% before Programme implementation.

► The Health assessment Study confirmed significant improvement in the 4 areas of:
  - Nutritional Status
  - Quality of Life
  - Anaemia &
  - IQ Score

While no significant improvement has been indicated in the Haemoglobin level….. suggestions for Fortified Milk have been introduced.
# Sudan School Milk

**Nutritional status Before the project After the project Improvement**

<table>
<thead>
<tr>
<th>Nutritional Status</th>
<th>Before School Milk</th>
<th>After School Milk</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MBZI score</strong></td>
<td>Thinness</td>
<td>32.8%</td>
<td>22.3%</td>
</tr>
<tr>
<td><strong>WHO weight for age</strong></td>
<td>Underweight</td>
<td>16.6%</td>
<td>8.3%</td>
</tr>
<tr>
<td><strong>WHO Weight for height</strong></td>
<td>Wasting</td>
<td>15.5%</td>
<td>12.8%</td>
</tr>
<tr>
<td><strong>WHO height for age</strong></td>
<td>Stunting</td>
<td>11.2%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

**Dr. Khalifa Elmusharaf**, MBBS, PGDip, FRSPH (UK)  
PhD researcher Health System & Policy (Ireland)  
Head of Reproductive & Child Research Unit  
University of Medical Sciences & Technology
When tested on all levels to do with the quality of life from tiredness and headaches etc… 13 functions were tested.

There was a 6.2% overall improvement on all levels

With IQ Scores there was a 20% increase

These tests were only on the basic white milk product….no fortification.
Kenya
The Phenomena that was School Milk in Kenya - NYAYO

1979-1998
► Government-funded school milk programme – Nyayo Programme
► 4.3 million children in 11 000 schools
► Ages 5-13 years

Successes
► Health & classroom attendance grew significantly
► Dairy production developed
► Increased herd size
► Investment in UHT processing of milk
► Annual milk production increased from: 1 000 000 tons to 2.500 000 million tons between 1980 and 1990

Today
► Per Capita milk consumption > 90 litres
► Milk Production is 5.2 Billion Litres
► Employment for all Kenyans
With the Demise of Nyayo…..

Pacoh school milk

- PACOH school milk pilot - started 2009 as a Tetra Pak initiative (today 82,000 children)
- PACOH is a highly subsidised parent pay programme
- PACOH brand established in all private schools
- Strong commitment to the programme by targeted schools
- Government has confirmed support to grow SMP, also to public schools

GOAL: Increase demand for quality milk, reduce malnutrition, Improve learning capacities
Nyayo School Milk Programme

Why School Milk

► Secure future market for Value Chain players
► Develops a strong milk drinking culture
► Develop a new channel for farmers to sell
► Can be used to develop standards in quality
Kenya School Milk Programme

Trust Fund - Strong and credible management structure

► Funds mobilization
► Single Voice to the community
► Guarantees sustainability
► Provides program oversight
► Financial – cost sharing
► Ensures accountability of program resources

Board of Trustees
1. The Ministry of Finance
2. The Ministry of Education
3. The Ministry of Livestock Development
4. The Kenya Dairy Board
5. Ministry of Special Programmes
6. Kenya Dairy Processors Association
7. Kenya Private Schools Association
8. Kenya Primary School Head Teachers’ Association
9. Food for Development Office
10. Kenya Parents Association
12. Kenya Private Sector Alliance
13. Donor Group Representative
Way Forward
Why a Trust Fund

► Funds Mobilization
► Single Voice to the community
► Guarantees Sustainability
► Provides program oversight
► Financial – Cost Sharing
► Ensures accountability of program resources

Plan to give nine million pupils milk launched

BY NATION CORRESPONDENT

An estimated nine million school-going children could start getting milk in school this year.

According to Eastern and Southern African Dairy Association executive director, Mr Peter Ngalinya, the milk supply draws parallels with ‘Maziwa ya Njemo’ during President Moi’s regime. It will be jointly funded by the private sector and development partners.

Primary school children will be given 200 millilitres of milk each day for 36 weeks of the school calendar. Over Sh30 billion will be needed each year.

“Brookside and Kenya Cooperative Creameries are already supplying some schools but we have also developed a nationwide programme that will be launched by the Dairy Board of Kenya on a date to be set later this month,” Mr Ngalinya told the Nation on phone.

Milk processors

Once it is launched, processors, suppliers and schools would be mobilised to ensure the milk is a success. “The supply mechanisms will be streamlined depending on the agreement between the school management and the milk processors. However, the school must express willingness to receive the milk,” he said.

The plan is also expected to improve the dairy industry’s competitiveness, as it is operating below its capacity.

“We will constitute the interim board once the suit or application that is pending hearing in court is concluded.”

Kung’u Gatabaki,
CMA chairman
West Africa
DAKAR
School Milk Programme
The Dakar Municipality

Test phase for Senegal
1st – the April-June 2010 PILOT

- Pilot: kick-off on 20/04/2010 – 10 schools, 6,000 pupils
- Financed 100% by the Dakar municipality
- Price of Packaging material reduced by Tetra Pak West Africa
- Distribution in April-June: 3XTCA 200ml/week
DAKAR PROJECT
Expansion – January 2011

► Open tender system; awarded to Tetra Pak and customer
► 88,000 PUPILS IN 150 SCHOOLS
► 8,000 pre-primary pupils to be included from march 2012
Dairy sector in Senegal

- Losses: 41%
- Imports: 45%
- Loose: 12%
- Processed: 2%

This could be transformed to formal milk sector
Feed children and Raise the GDP and reduce poverty
Southern Africa
Zambia “Milk for Schools” Program
A Model for Establishing Sustainable Programming in Collaboration with WFP
Unique Private/Public Partnership for Program Organization and Implementation

- “Milk for Schools” Program Stakeholders
  - Swedish Embassy - Donor
  - World Food Programme – Implementer
  - Ministry of Livestock and Fisheries Development - Owner
  - Ministry of Education – Collaborator
  - Parmalat – Milk Supplier
  - Tetra Pak – Packaging and Technical Support
  - National Food and Nutrition Commission
“Milk for Schools” program

- **One year pilot program**
  - 2nd + 3rd term of 2011 + 1st term of 2012
  - Approximately 18,000 children
  - Grades 1-9
  - Public schools in Nyimba District, Eastern Province
  - 250 ml white UHT milk in TBA (only portion pack available at present)
  - 2-3 times per week
  - Unique school milk package design
11 – 14 July 2011 Program Monitoring Conclusions

- Consistent Program Implementation Practices at Visited Schools
  - School store room attributes conform to recommended best practices.
  - Milk distribution documented and well-managed.
  - Standardized and comprehensive management of data.
  - Uniform administration of empty milk packs.
"Four things one cannot retrieve:

The spoken word, The speeding arrow, Your life history…… and the neglected opportunity.”

Arabic Proverb
It is no longer Public or Private……YOU or US!!!

What we give our children today…..
Will determine the kind of society that we will have in the future!

We can be a positive force to shape that future ……….

OR NOT!!!!

It is about working together throughout the value chain to create a better place for our children to grow and work in.
Thank you