



**TANZANIA DAIRY BOARD (TDB)**

**MILK PROMOTION WEEK MANYARA REGION, 2015**

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## **CONCEPT NOTE**

### **MILK PROMOTION WEEK**

The Tanzania Dairy Board (TDB) was established by the Dairy Industry Act, 2004 (Cap 262) and is mandated to regulate, promote and develop the dairy industry in Tanzania mainland. The Board promotes production, collection, processing, marketing and consumption of quality milk and dairy products by facilitating stakeholder's activities.

In order to promote production, collection, processing, marketing and consumption of quality milk and dairy products the Tanzania Dairy Board (TDB) in collaboration with the Ministry of Livestock and Fisheries Development and other dairy stakeholders is organizing National Milk Promotion Week celebrations. The Milk Promotion Week is held annually during the last week of May and 1<sup>st</sup> week of June and in this year 2015 Milk Week will be celebrated in Manyara Region.

The need to promote milk as a healthy and nutritious food is felt in many countries throughout the World and each country in the world strives to become self sufficient in milk production and consumption. Following requests from member countries, the Food and Agriculture Organisation (FAO) of the United Nations, has since 2001 declared June 1<sup>st</sup> of every year to be celebrated as WORLD MILK DAY. Most countries celebrate it in different ways, conducting milk rallies, distribution of milk to school children, orphans etc, media campaigns, political speeches etc.

In Tanzania, the first milk consumption promotion was organized in June 1997 by the Coastal Dairy Farmers Association (CODAFA) following a regional meeting for Eastern and Central African countries that was supported by Land O' Lakes and Austroproject Association in Dar es Salaam. Since then this has been an annual event celebrated during the first week of June. In 2002 the Milk Week was celebrated in Arusha, 2003 in Iringa, 2004 in Mwanza, 2005 in Tanga, 2006 in Morogoro, 2007 in Mbeya, in 2008 milk Week was celebrated in Sumbawanga, 2009 in Dodoma, in 2010 it was celebrated in Lindi, in year 2011 Dar-es-salaam, and in 2012 it was celebrated in Kilimanjaro, in 2013 Ruvuma and in 2014 it was celebrated in Mara region. This year celebration will take place in Manyara and this will be the 18<sup>th</sup> series of celebrations.

The way Milk Week is celebrated in Tanzania has evolve over time and today Milk week is celebrated taking in consideration the development of the whole Value Chain. In each year, these celebrations have a specific theme which aims at bringing the message to the dairy stakeholders in the region.

Therefore, the Milk Week Celebration in Manyara aims at increase the efficiency in milk production and therefore this will encourage dairy stakeholders and leaders in Mara Region to keep a dairy cow in order to increase milk production, increase income and to improve nutrition. Also in so doing the people in Manyara will improve their economy and eventually the national economy. The theme of this year's National Milk Promotion Week is **“Ng’ombe wa Maziwa ni fursa ya Kiuchumi na Lishe “ Fuga Kisasa”**

**Table 1. List of themes of previous Milk Week celebrations held from 1997 -2015**

No.	Year	Region	Theme
	1997	Dar es Salaam	“Kunywa Maziwa kwa Afya
1.	1998	Pwani,Kibaha	“Kunywa maziwa kwa afya yako”
2.	1999	Hayakufanyika	Hakuna
3.	2000	Arusha	“Kunywa maziwa kwa afya yako”
4.	2001	Arusha	“Kunywa maziwa kwa afya yako”
5.	2002	Arusha	“Glasi Moja ya Maziwa kwa siku ni haki ya mtoto’
6.	2003	Iringa	“Kunywa maziwa kwa afya yako”
7.	2004	Mwanza	“Kunywa maziwa kwa afya yako”
8.	2005	Tanga	“Kunywa maziwa kwa afya yako”
9.	2006	Morogoro	“Kunywa Maziwa kwa Afya yako’
10.	2007	Mbeya	“ Kunywa Maziwa kwa Afya yako”
11.	2008	Rukwa	Fuga Ng’ombe wa Maziwa Uboreshe Kipato na Lishe
12.	2009	Dodoma	Kunywa maziwa kwa afya yako, yaliyosindikwa ni bora zaidi.
13.	2010	Lindi	Je umekunywa Maziwa leo? Fuga ng’ombe wa Maziwa.
14.	2011	Dar es Salaam	Kunywa Maziwa kwa Afya yako, Jenga uchumi wa Nchi yako
15.	2012	Kilimanjaro	Kuza uchumi na lishe “Fanya maziwa kuwa moja kati ya mazao ya Wilaya yako”
16.	2013	Ruvuma	Fuga ng’ombe wa Maziwa “Boresha Kipato na Lishe”
17.	2014	Mara	Fuga ng’ombe wa Maziwa uboresha Kipato na Lishe; Badilika Sasa!”
18.	2015	Manyara	Ng’ombe wa Maziwa ni fursa ya Kiuchumi na Lishe “ Fuga Kisasa”

## The objectives of Milk Promotion Week

The objectives of the milk promotion week are:

- a) to create awareness to the general public regarding milk as a healthy and nutritious food for people of all ages:
  - That milk provides high quality protein for rapid growth
  - That milk provides **vitamins** A, B, and D for body strength , strong bones, healthy skin, sharp mind and improves eyesight
  - That milk provides plenty **minerals** required for vitality and vital to overall mental and physical well-being, calcium and phosphorus are essential for strong teeth and bones
  - That milk provides **lactose** for energy requirement of the body
  - That milk provides fats for daily energy production of the body
  - That milk provides **water for** hydration – over 87% of milk is water, so it can help provide fluid to keep the body hydrated.
  - That milk is food because it is a balanced diet which gives you more complete nutrients for meeting daily requirements.
  
- b) to create awareness among policy makers on the challenges and opportunities for the dairy industry's role as a tool for social economic development of the people of Tanzania
  - **Wealth** because a dairy cow worth more than one million shillings (TZS. 1,000,000)
  - **Contributes to household welfare by reducing income poverty** milk generates income which can be gained throughout the year. The average annual income generated from milk sales can reach up to one million shillings (TZS. 1,000,000). A dairy cow can produce ten litres of milk per day which can ensure surplus milk after household consumption.
  - **Increase income by selling heifers and bulls** because in dairying you do not need a large number of animals
  - **Provides drafts animals and manure which increase crops yield**
  - **Employing workers for labour intensive dairying** in every 100 litres of milk sold annually, it creates four (4) jobs
  
- c) Others include promoting quality improvement throughout the dairy value chain in the country,
- d) To create awareness on the advantages of stakeholders organizations and,

- e) To provide a platform for interaction, learning and exchange of experiences between different role players in the dairy industry.

### **Activities of the Milk Week**

This milk promotion week celebrations will include the following activities:

- **28/5/ 2015** Opening of Products and services exhibition
- **29/5/ 2015** Distribution of Milk to orphans and hospitals and other such groups
- **30/5/2015** Annual General Meetings of National Dairy Stakeholders Associations (Tanzania Milk Producers Association TAMPRODA, and Tanzania Milk Processors Association TAMPA)
- **31/05/2015** Annual Council Meeting of the Tanzania Dairy Industry Stakeholders
- **01/06/2015** World Milk day

Other Side events will include

- Display of products and services offered by other stakeholders (Feeds, ingredients, equipment and vet drug suppliers, Research and Training Institutes and other service providers)
- Public rally of milk stakeholders
- Dairy animal show
- Milk products display and competition
- Service Providers display
- School competitions drama, poems and songs
- Media campaigns (Advertisements and promotion)
- "Road show"
- Guest of honour and key notes speeches from various National and Regional leaders (Prime Minister , Minister for Livestock and Fisheries Developmet and Regional Commissioner)
- Cheese festival
- Seminars and training for dairy stakeholders
- Dairy Cocktail with the meals prepared by dairy and dairy products

### **Milk Week Preparations**

In general the milk week preparations involve all dairy stakeholders in achieving the activities listed above. Normally the preparation are coordinated by two committees namely a National Organizing Committee and

a Regional Organizing Committee. The two committees are coordinated by Tanzania Dairy Board (TDB) in collaboration with the Ministry of Livestock and Fisheries Development.

### **National Organizing Committee**

The coordination of the national committee for Milk Week preparation is done by TDB and the members of this committee are representatives from Ministry of Livestock and Fisheries Development, Tanzania Dairy Board, Tanzania Food and Drugs Authority (TFDA) , Tanzania Milk Processors Association (TAMPA), Tanzania Milk Producer's Association (TAMPRODA) Heifer International Tanzania, and Land O' Lakes and other organizations in the dairy development.

The Roles of the National organizing Committee are as follows;

- To request the Minister to write letter to request Regional Commissioner of the selected Region to host the National Milk Week celebrations
- To select the slogan for the Milk Week.
- To prepare and propose activities to be done during the Milk Week celebrations
- To prepare the budget for Milk Week
- To fund some of the activities as identified in the budget,
- To solicit for funds and donors
- To prepare time table
- To propose the guest of honor
- To send invitations to various stakeholders
- To coordinate the regional organizing committee

### **The Regional Organizing Committee**

After receiving the letter that inform that the Region has been chosen to host the National Milk Week Celebrations, the Regional Commissioner and the Administrative Secretary will form the regional organizing committee with the following members: District Executive Directors (DEDs), District Livestock officers, District Education Officers, District cultural Officers, Districts Health officers and other dairy stakeholders in the region. The committee is normally chaired by the Regional Commissioner and the secretary is the Regional Livestock advisor.

The roles of the Regional Organizing Committee are:

- To prepare the ground to hold the celebration and exhibition
- To prepare activities such as distribution of Milk to orphans and hospitals and other such groups, to prepare the brass band, chores and celebrations in general
- To invite guest of honor for the event and other regional tour
- To solicit funds and donors to contribute to various activities
- To prepare exhibition pavilions
- To inform and invite stakeholders in the Regional and Districts
- To conduct media campaigns (Advertisements and promotion) at regional and district level
- To collaborate with the National Organising Committee.

