

A woman wearing a red shawl and a purple patterned dress is feeding a black and white cow. She is standing in front of a rustic building with a wooden door. The scene is set in a rural environment.

# Sustainable agriculture initiatives and responsible investment principles for food security and nutrition

*Presented to you by Dr. Deo Temba  
(director general)*

# Grande Demam – A Tanzanian processor founded and operated by Dr. Deo Temba



**Founded in 2011** in Arusha, Tanzania as an off taker for dairy farmers served through sister company, Roll Agrovot

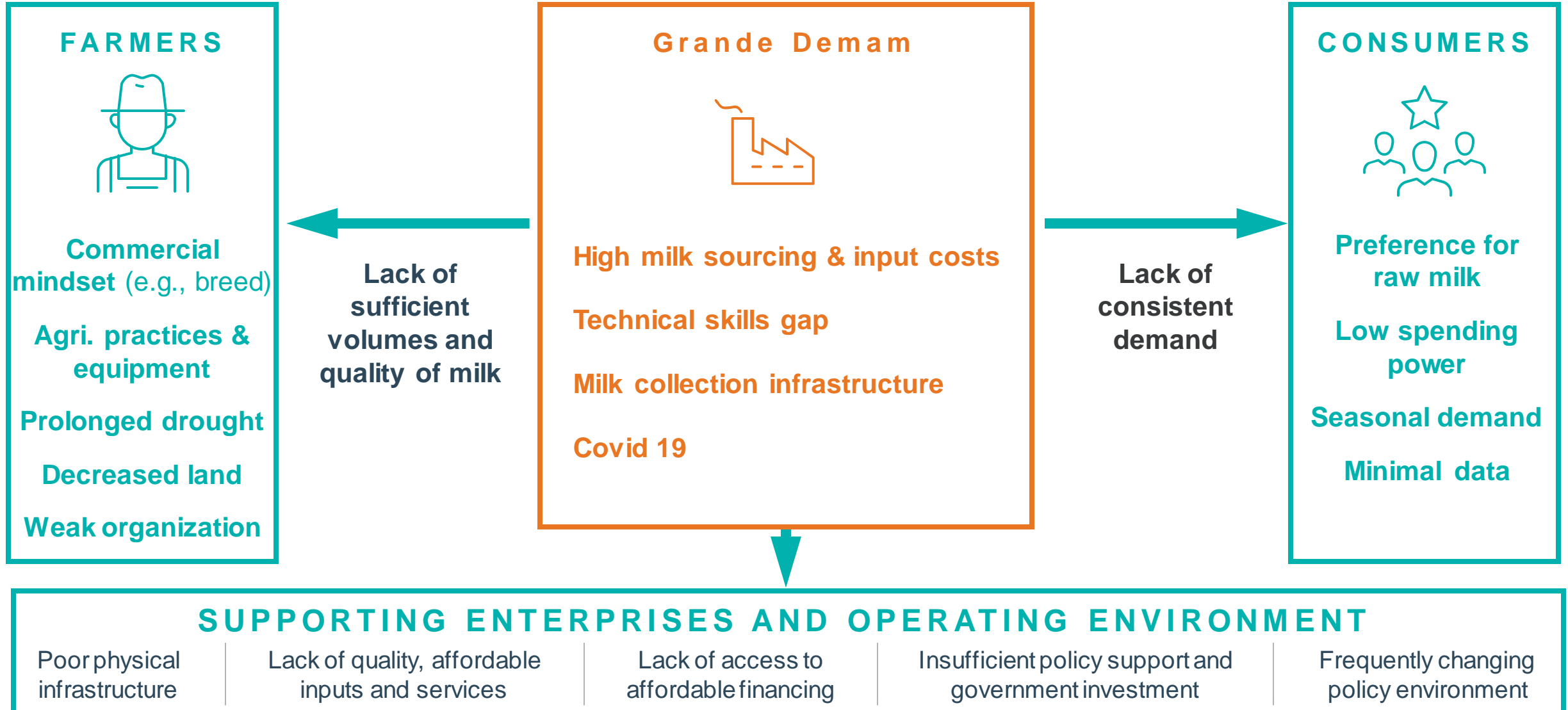


40kl/day capacity plant producing a variety of **cheese, yoghurt and mtindi**



Offers high prices and services to **support livelihoods of 800+** farmers and guarantee quality products

# Challenges exist across the Tanzanian dairy value chain



# Targeted actions address key challenges, with development programme support

## Farmer production



**Milk quality focused training** provided by Roll Agrovet vets

**Vet services, medicine and feed concentrates** offered by Roll Agrovet with a check off system

**Capacity building** of farmer groups through seminars

## Grande Demam performance



**Co-investment in additional cool tank** to guarantee farmer night milk offtake

**Production mix shifted** for a more balanced portfolio

**New cheese formulation developed** through DNA social development programme expertise

**Debt actively managed** and negotiated with lenders

## Consumer demand



**Last mile distribution** with tricycles and branded fridges, improving affordability

**School milk sales** with local government partnership

**Pasteurized milk health benefits seminars** hosted with government with feedback mechanism for product quality

# Investment is producing positive results for Grande Demam and its ecosystem

## Farmer production



**Enhanced livelihoods** through productivity gains from training & inputs

**Improved animal health** and husbandry due to Agrovet

*“By following the advice from the DNA livestock extension officer, my **monthly income from milk sales increased from Tsh 400k to Tsh 700k (~ €170 to €300)**”*

GLADNESS NDOSI, FAMER

## Grande Demam performance



**Sustained revenue growth of 30% YoY 2020-21**, with a 15pp margin increase

**Increased milk supply** volume and quality from 1.5kl/day in 2019 to ~6kl/day currently

**Improved product quality** and competing with international brands

## Consumer demand



**Grew local demand** for processed dairy and consumer satisfaction

**Improved consumer health** through access to safe, nutritious dairy products

# Additional opportunities exist to responsibly invest and amplify impact

## Farmers



- **Promotion of dairy as a commercial enterprise** with training on farmer economics to improve scale and efficiency of the industry
- **Access to short term financing** (e.g., check off systems) to mitigate cash flow constraints
- Insurance policies within the agriculture sector to support the sector sustainability

## Processors



- **Access to affordable financing** (i.e. lower interest rates, lower collateral requirements, longer pay back) to support working capital requirements for growth and selectively unlock capacity
- Capacity building from private sector to sustain growth

## Consumers



- **Behaviour change campaigns** to improve nutritional awareness of processed dairy
- **Subsidised school milk programmes** to ensure children have frequent access

## Operating environment



- **Construction of improved infrastructure** to facilitate production (e.g., dams for irrigation during droughts) and distribution (e.g., roads)
- Consistent government policies which support processing to reduce cost and risk of production (e.g., removal of VAT on dairy products)

# Example farmer | Responsible investment has significantly improved the livelihoods of Grande Demam's small holder farmers



# Thank you

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