

SWAZILAND DAIRY BOARD

(Established in terms of the Dairy Act 28/1968)

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OPERATING AS SWAZILAND DAIRY DEVELOPMENT BOARD
TO PROVIDE DEVELOPMENTAL AND REGULATORY
SERVICES TO THE DAIRY INDUSTRY

29 August 2018

TO: DAIRY INDUSTRY STAKEHOLDERS

RE: PROUDLY SWAZI- BUY LOCAL DAIRY PRODUCTS CAMPAIGN

1. Reference is made to the captioned matter herein.
2. As a regulatory and developmental body of the local dairy industry, the Swaziland Dairy Board's (SDB) mandate is also to promote and support the consumption of locally produced dairy products in the country. The board's core function is also to organize the efficient, orderly and stable production of dairy products and regulate and develop their distribution and marketing.
3. The SDB issued three notifications to stakeholders dated 19 July 2017, 07 November 2017 and 8 June 2018 respectively, which are also available in our website www.dairyboard.co.sz.
4. SDB has realised that less or no action has been taken by stakeholders such as retailers, as per the notifications in the promotion of locally produced dairy products through the "Proudly Swazi-Buy Local Dairy Campaign".
5. Therefore, SDB as the statutory body that regulates and governed the dairy industry in the Kingdom of Eswatini, urges every stakeholder to participate fully in the "Proudly Swazi-Buy Local Dairy Campaign".
6. SDB strongly encourages all dairy stakeholders to fully support locally manufactured products to ensure that more volumes are sold and milk production is enhanced to strengthen the local dairy value chain thus promoting job creation, poverty alleviation, food security, economic growth and development.
7. SDB kindly requests all relevant stakeholders such as retailers to engage local dairy processing plants fairly and favourably in order to support the country's dairy industry.
8. Thanking you in advance for your understanding in this regard.

Yours Faithfully

Dr T.M. Dlamini

(CHIEF EXECUTIVE OFFICER)

A handwritten signature in black ink, appearing to read 'Dlamini', is written over the typed name 'Dr T.M. Dlamini'.