

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

19th July 2017

TO ALL 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 dairy industry as per the Dairy Act of 1968, the Swaziland Dairy Board's mandate is also to promote and support the consumption of locally produced dairy products in the country.
3. Over the recent months our records indicate that the local dairy industry has seen a rapid increase in local milk production and dairy products. Achieving this feat has been a great milestone for the country in the bid for dairy import substitution. This growth that the industry is currently experiencing has stimulated an improvement in volumes and product lines of local dairy products. It is in this regard that the SDB wishes to establish and promote the "Proudly Swazi-Buy Local Dairy Campaign" to boost the industry and promote home-grown dairy products.
4. Local products promise quality, freshness and affordability to the consumers. Products reach the market in real time and with guaranteed freshness from local farms and processors. Our local dairy industry has a long history of quality dairy produce, and our milk has a record of high quality in terms of nutrients such as butterfat and protein – which are crucial to the manufacturer, processor and consumer of quality dairy products. Buying from local businesses puts money in farmers' hands, which they could use to expand. Expansion of local dairy industry includes more value addition, enhanced quality of the products and competitive pricing. Consumers therefore play a role in helping to support local farmers by buying quality local dairy products.
5. This Proudly Swazi-Buy Dairy products campaign can also benefit the industry, consumers and economy of the country. Supporting local products influence an increased demand for locally produced milk and milk products in turn supporting local farmers. This translates to job security, employment opportunities, reduction in urbanisation, food

security and economic growth in the country. This growth will attract new talent and professionals, who may, in turn, create businesses of their own, this further enhancing the local economy. The money spent on local products stays within our economy for longer, and so local traders are prone to spend that income with other local businesses thus boosting the economy. The potential economic impact of keeping our currency within the country is significant, as our community and economy depends on it.

6. As the SDB through the **“Proudly Swazi-Buy Local Dairy Campaign”** we urge all traders, distributors, retailers and consumers to continue supporting local dairy products, we are confident that the impact of this initiative will go a long way in improving and sustaining the dairy industry and the economy of the country.
7. Your participation would be highly appreciated. Thanking you in advance for your understating in this regard.

Dr. T. M. Dlamini

(CHIEF EXECUTIVE OFFICER)