

# 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

7<sup>th</sup> November 2017

**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 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 continues its promotion of locally produced dairy products through the "**Proudly Swazi-Buy Local Dairy Campaign**". Products such as emasi, fresh milk and yoghurt have been the main dairy products produced locally and in high volumes and thus SDB strongly encourage retailers to focus marketing promotions on the sale of the locally produced brands. Retailers are recognised as major stakeholders of the dairy industry and thus are strongly urged to participate in promoting the consumption of locally produced products such as emasi, yoghurt, etc, through the application of favourable sales and marketing strategies towards these products.
4. These favourable marketing strategies for locally processed brands will ensure that more volumes are sold and milk production enhanced to strengthen the local dairy value chain so that it can become more viable and profitable for local dairy farmers. Retailers have direct access to consumers with regards to the procurement and consumption of dairy products and it is on this regard that the board wishes to strongly advice them to practise favourable and preferential marketing strategies towards locally produced dairy products for the benefit of the dairy industry in Swaziland.
5. Your participation would be highly appreciated. Thanking you in advance for your understating in this regard.

**BY MANAGEMENT**