

ESWATINI DAIRY BOARD

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



P.O. BOX 2975, MANZINI M200, ESWATINI
3RD FLOOR ENGULENI HOUSE
287 MAHLEKA STREET, MANZINI
TEL: (+268) 2505 8262/3/4
FAX: (268) 2505 8260
FAX: (+268) 2505 9323
EMAIL: INFO@DAIRYBOARD.CO.SZ

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

04th February 2020

TO: ALL DAIRY INDUSTRY STAKEHOLDERS

RE: PROUDLY ESWATINI – SUPPORTING HOME GROWN PRODUCTS

1. Reference is made to the captioned matter herein.
2. As part of Eswatini Dairy Board's (EDB) mandate to develop and regulate the local dairy industry the organization is also mandated to promote and support the consumption of locally produced dairy products in the country. EDB's core mission is also to promote local milk production, processing, distribution, consumption, investment in all phases of the industry and lastly market access and the general improvement of the sub-sector's commercial climate for the benefit of producers and consumers.
3. It is for the above reason that we continue as EDB to endorse and support locally produced dairy products which will boost the industry through the "**Proudly Eswatini Local Dairy Campaign**". This campaign aims at increasing the consumption of local products through public procurement and encouraging consumers to consume locally originating products thus increasing participation of the locally established processors in domestic trade.
4. Four notifications to stakeholders dated the 19th July 2017, 07th November 2017, 08th June 2018 and 29th August 2018 were distributed urging stakeholders to fully participate in the "**Proudly Eswatini Local Dairy Campaign**"
5. In these notifications stakeholders such as retailers were also requested to help support the local dairy industry by making use of our local processors i.e. engaging them with specifics of their house brands to produce and pack for them as opposed to importing products which can be sourced in the country thus developing the dairy industry.
6. As a regulatory measure and in line with its mandate authorised by the Dairy Act of 1968 the Board shall apply appropriate control measures on imported dairy products which are and can be produced locally should stakeholders fail or neglect to fully cooperate in supporting the great effort of protecting local production and national industry.
7. Thanking you in advance for your understanding in this regard.

BY MANAGEMENT

PLEASE ADDRESS ALL CORRESPONDENCE TO CHIEF EXECUTIVE OFFICER ESWATINI DAIRY BOARD