“Ways of packaging and presenting milk in schools—an African perspective”

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Tetra Pak’s vision

We commit to making food safe and available, everywhere

Global Concerns, Our Concerns

UN Millennium Development Goals (MDG)

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other disease
7. Ensure Environmental sustainability
8. Develop a global partnership for development

By 2015!

“The most creative agents of change may well be partnerships among Governments, private businesses, non-profit organisations, scholars and concerned citizens”

– Kofi Annan
UN Secretary General
Food for Development Office

Tetra Pak Vision
We commit to making food safe and available, everywhere

FfDO Mission
To proactively support our partners by providing knowledge and expertise to initiate and support socially sustainable agricultural, feeding and food development programs.

STRATEGY

The Value Chain Model
- From Cow to Consumer

- Dairy farms
  - Support for training of dairy farmers
  - Equipment financing

- Dairy Plant
  - Commercial financing of dairy plants
  - Management support and training

- Distributors
  - Support for market development

- Consumers School Milk
  - Support for Feeding Programmes
  - Consumer information

Jobs are created in each stage of this value chain.
Focus Areas for Africa

1. School Milk/feeding Programs

2. Productivity Improvements among:
   - workers employed in Labour Intensive industries
   - people Living with HIV/AIDS

Feeding Program Initiative:
- Foreign Aid funded programmes
- Grass root community involvement
- Public / Private partnerships

Strategy
Establish Partnerships for Food for Development initiatives based on Tetra Pak products and knowledge

<table>
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<th>Health &amp; Nutrition</th>
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| - School feeding programmes
  - Malnutrition & disease eradication
  - Emergency relief
  - Productivity Improvement programmes |
| - Agricultural development
  - Private sector development
  - Job creation |
An African Perspective…

Key Challenges:
• Hunger/Starvation
• Malnutrition
• Poverty
• Disease
• HIV/Aids
• Diversity
• Big Population
• Poor Infrastructure
• War

Why Milk?

Milk contains the following nutrients:
✓ Proteins = body building & growth
✓ Carbohydrates = energy
✓ Fat = energy
✓ Vitamins (A, D, B6, B12) = protection against diseases
✓ Micro nutrients = protection against diseases
  – Calcium, Magnesium, Niacin, Phosphorous, Zinc, Folic acid

MILK’S WHOLESOме GOODNESS
Packaging Formats

- Packaging must address the following:
  - Food Safety
  - Convenience
  - Affordability

Food Safety

- Product remains fresh for months without refrigeration and preservatives
- Hygienic ready to consume solution
- A key to private sector development and job creation
Convenience

• Cost-effective transport and storage with minimal environmental impact
• No need for cold chain
• Makes safe food available the whole year
• Available in portion packs: 200ml and 250ml

“A package should save more than it costs”
Affordable Solutions from Tetra Pak

Tetra Fino Aseptic
Tetra Fino™ Aseptic packages for economical milk

- low cost system
- ambient distribution: territorial coverage expansion
- Tetra Pak quality
- brand image enhancer
- ambient storage
- minimal losses
- long shelf life
- milk availability at all times
- promote impulse purchases
- guaranteed safety
- protected product quality
- convenient
- on-the-go or in-home consumption
- affordable

Available in 200ml, 250ml, 500ml and 1000ml
Tetra Classic Aseptic

Tetra Classic Aseptic packages for economical milk

Customers
- High-quality, high-speed system
- Low cost, thanks to:
  - Efficient production
  - Flexo print
  - Minimum surface packaging

Channels
- Ambient storage
- Reach remote locations
- Distribution in returnable crates and/or disposable boxes

Consumers
- Content kept fresh
- Retains nutritional value
- Handy size for children
- Unique and fun shape

Tetra Brik Aseptic

Customers
- Versatile cost effective package
- Flexible packaging solution
- Smart logistics

Channels
- Ambient storage
- Reach remote locations
- Effective and cost effective distribution

Consumers
- Content kept fresh
- Safe no need for preservatives
- Retains nutritional value and taste
- Handy size for children – 200ml, 250ml
**Nigeria**
- **Dairy Development**

- Presidential Committee on dairy development inaugurated March 2004 as a result of FfDO presentations
- FfDO fact finding field visits in Financing, Dairy Development and Feeding Programmes
- Dairy Development Pilot under development for Nasarawa State:
  - improved milk production
  - UHT dairy

**Nigeria**
- **Feeding Programme**

- School Feeding Pilot Programme to be launched in Nasarawa State May 2005

- Fortified cereal drink – Nutri Sip
- Pilot covers 60,000 children
- FfDO expert to work with implementation
- More states to follow - Federal Government willing to share costs with State Governments
- Local production to replace imports asap
Tanzania
- Dairy Development

- Milk production: low yields, low quality, most local milk sold unprocessed
- Processing industry: lack of raw milk, operate on low capacity, lack of management capacity
- Result: large imports of dairy products

- Dairy companies identified wanting to develop UHT production based on local milk
- Dairy Development Project defined by Tetra Pak within UNDP/Growing Sustainable Business initiative, study to be cofunded

“There is no finer investment for any community than putting milk into children”.

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