

GAIN Nordic has launched nutritious dairy project in Ethiopia - "GAIN Access to Better Dairy"

GAIN Nordic

May 2017

Denmark's development cooperation agency, DANIDA, has accepted a proposal by a consortium of GAIN Nordic Partnership with Arla Food Ingredients as key partner, to establish a three-year inclusive business project in the Ethiopian dairy industry.



Ethiopian dairy farmers and cattle

Our innovative solution

GAIN Nordic's nutritious dairy project aims to improve the general health of children and mothers by introducing an innovative locally produced safe and fortified dairy product to the Ethiopian market.

Our innovative product is an affordable sachet of fortified yoghurt to be sold to low-income consumers. The yoghurt has been developed in close cooperation with Arla Foods Ingredients and functions as a supplement to the consumers' daily nutritious intake.

Malnutrition in Ethiopia

Approximately 40% of all children in Ethiopia suffer from stunting (chronic malnutrition). Malnutrition during the 1000 day window, from conception to the child's 2nd birthday, causes irreversible damage and can lead to reduced physical growth, impaired mental development and a decreased immune system. Malnourished

"We focus on women as producers, entrepreneurs, and consumers to build local capacity to ensure children nutritious food, so they can develop to fulfil their full potential"

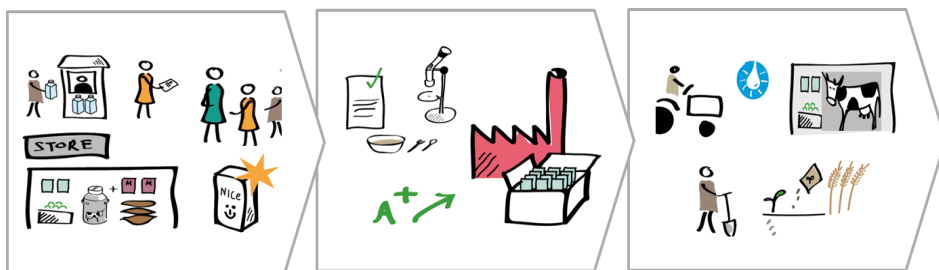
- Charlotte Pedersen, GAIN Senior advisor

girls often leaves the school early, marry young, and give birth to malnourished babies—hence contributing the vicious circle of malnutrition that traps people, communities and countries in poverty. Malnutrition results in an estimated loss of more than 16% of the Ethiopian GDP.

The inclusive business model

The project takes a demand driven approach and focus on increasing year round demand of safe dairy based products by women and children.

The model engages the entire value chain from smallholder farmers, dairy processors, distribution and sales and consumption.



The project specifically targets four areas:

1. The product will be developed specifically tailoring the Ethiopian consumer and the local taste preferences.
2. The project will create demand by enhancing consumer acceptability: dairy consumption by young children and pregnant and lactating women, all so in fasting periods.
3. Existing production and processing methods will be upgraded and "champion farmers" will be selected who can disseminate learnings to other farmers in the long run.
4. The enabling environment around the dairy industry will focus on improving import conditions for key ingredients

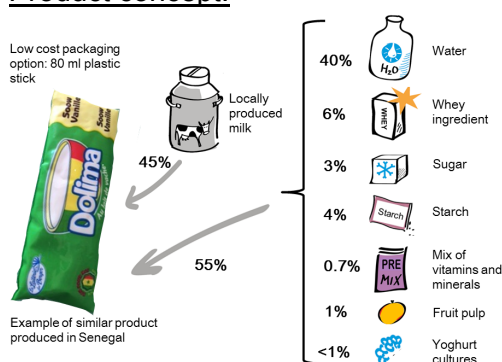
Co-development:

GAIN Nordic partners have co-developed a prototype to fulfil criteria to meet low price points, local taste and good nutrition profile

Partners involved:

- Local processors: Loni Dairy, Rut&Hirut Dairy
- Arla Foods Ingredients: whey permeate, and technology transfer
- Orana: fruit concentrate
- DSM: premix of minerals and vitamins, and fortification knowledge
- GAIN: nutrition profile, behavioural change communication, QA/QC
- DanChurchAid/SEDA: improve milk quality and connect smallholder farmers
- DI: business model development and addressing import barriers of ingredients

Product concept:

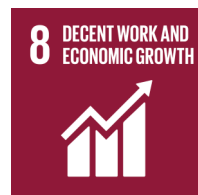


The SDG approach

The project is heavily influenced by the SDG agenda, and the stakeholders are deeply committed to integrating the SDGs in all possible aspects. Without neglecting the interconnectedness of the goals, the main SDGs are:



GAIN Nordic partners are committed to ending hunger by promoting accessibility, availability and affordability of safe and nutritious food.



By working with local stakeholders the project focuses on sustainable growth while improving working conditions at the BoP.



Technologically upgrading facilities and logistics improves sustainability in production and reduces waste.



Specific project results and the experience gained in working as a consortium of very diverse partners, will be shared via partnership platforms like SUN Business Network

About GAIN

Since its inception in 2002 GAIN has worked towards eradicating malnutrition which globally affects 3.5 billion people and kills 3.1 million children under the age of five. Our diverse and targeted programmes have so far helped 1.1 billion people in developing countries.

The multi-sector platform GAIN Nordic founding partners are: GAIN, Arla Food Ingredients, Tetrapak, DanChurchAid, DI BoP Learning Lab and Karl Pedersen & Hustrus Industrifond.

Arla Foods Ingredients

Discovering the wonders of whey



Confederation of Danish Industry

Karl Pedersen og Hustrus Industrifond
Administreret af DI

MINISTRY OF FOREIGN AFFAIRS OF DENMARK
DANIDA | INTERNATIONAL DEVELOPMENT COOPERATION

