

[advertiser's announcement]

Revamping the dairy sector

In a bid to promote dairy products, Land O'Lakes has helped found monthly promotions.

In partnership with leading advertising, marketing and consumer research firms, Land O'Lakes has been conducting milk consumption promotional campaigns to increase awareness of the nutritional benefits of dairy products.

This is a critical first step in encouraging purchase and consumption of milk and other dairy products to stimulate production.

The importance of Calcium in diets is stressed to encourage the consumption of milk and its products. The messages are conveyed through roadshows, mini dairy

carnivals and school educational programmes. However, Land O'Lakes does more than this. It is an 80-year-old co-operative which boasts a membership of about 300,000. Its vision is to become one of the best food and agricultural companies in the world.

The organisation launched its operations in Kenya in 1998 with a vision to build a strong, vibrant and sustainable dairy industry.

The co-operative has several development programmes for the dairy sector in general and smallholder producer organisations specifically. The organisation's activities with smallholder producer organisations is broadly organised into a marketing and field programme.

While the marketing programme aims at increasing domestic consumption of milk and dairy products, the field programme addresses production and marketing problems faced by farmers.

Land O'Lakes identifies and deals with local dairy co-operatives, farmer associations and self-help groups involved in dairy activities in the country. In areas where such groups do not exist, it encourages formation and registration of new co-operatives. The firm facilitates initial meetings, workshops and other activities to get such groups off the ground.

These workshops are strategic planning forums where members, including the management, brainstorm on the way forward for the group. Six-month or two-year action plans are usually drawn at the end of each two-day workshop. Implementation of the action plans then becomes the bulk of the co-operatives' and Land O'Lakes' joint activities. The action plans fall under two broad categories: Co-operative management and good governance, and business development.

Common activities include review and registration of the group by-laws to ensure accountability and to conform to new legislation. Land O'Lakes provides consulting services in the drawing of new by-laws and liaises with the Ministry of Co-operative Development and Marketing to ensure registration of the new by-laws. This follows a four-day management course for the co-operatives' management teams.

This course which Land O'Lakes has already conducted for a number of co-operatives covers a wide range of topics concerning dairy and co-operative management. The firm offers Business Development Services (BDS) to the groups. Such services include feasibility studies for investments in dairy projects such as Artificial Insemination (AI), installation of milk cooling facilities, procurement of transport etc. Other BDS services offered include drawing up of business proposals and sourcing financial services.

Advice on the day-to-day management operations such as book keeping is also provided for groups that may require them.

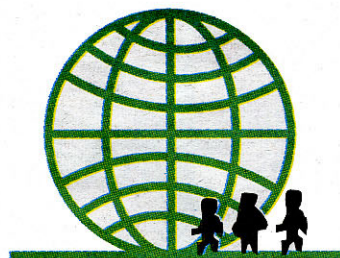
In partnership with the Kenya Dairy Board (KDB), Land O'Lakes conducts training courses targeting milk bar operators. The courses cover milk handling and hygiene in addition to introducing small-scale processing of cultured milk products and business management.

In partnership with the International Livestock Research Institute (ILRI) and other stakeholders, Land O'Lakes is also working on a pilot activity to identify appropriate milk handling and transportation methods for informal milk traders. Appropriate methods identified by the pilot work, will in future be incorporated in training modules focusing on quality control standards and milk handling for the informal traders. Land O'Lakes also uses a demand-driven, private sector approach to support milk bulking and cooling. Key thrusts of the approach focus on enhancing existing capacity utilisation.

Dairy Extension Services These are activities aimed at enhancing smallholder dairy farmers' productivity. Key areas in which the Land O'Lakes field team offers training are: feed conservation, formulation and utilisation, breeding and herd management, calf rearing, business management, milk handling and sanitation.

As any farmer knows, to harvest a successful crop, you must carefully prepare the soil, sow only the finest seeds, then cultivate and nurture the plants throughout the growing season.

For more than 20 years, Land O'Lakes International Development Division has been helping people around the world prepare the ground and plant the seeds for a bright future, a future filled with peace, prosperity and food security.



Land O'Lakes
International
Development

Land O' Lakes, Inc.

Building a strong, vibrant and sustainable dairy industry

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