

Tetra Pak Food for Development

School Feeding Programmes –
A Catalyst for Sustainable
Development

USDA & USAID International Food
Aid Conference – April 7, 2009



Tetra Pak – At a Glance

- **World leader in processing and packaging of liquid foods**
Supports local entrepreneurs to start local food production
- **Over 100 years of Dairy Development experience** (*Sister company DeLaval*)
- **Present in over 150 countries, at least 50 have school feeding programmes**
- **Work on the principle that**

“A package should save more than it costs”~ Dr. Ruben Rausing, Founder



The Tetra Pak Tradition

- More than 45 year of experience of supporting governments to implement school milk programmes
- Number of children 2008 50 mio
 - of which developing countries 2008 29 mio (+7 mio)
- Number of countries 50
- In 2007/2008 new programmes started in **Colombia, India, Haiti, Venezuela, Kenya, Morocco**



Integration via Public Private Partnership

A value chain approach to sustainable solutions



Dairy Farms

- Support for training of farmers
- Equipment financing



Dairy Plant

- Commercial financing of processing plants
- Management support and training



Distributors

- Support for market development



Consumers School Feeding

- Support for feeding programmes
- Consumer information



The Bangladesh Example

USDA & Land O'Lakes & Tetra Pak



Bangladesh School Nutrition program (BSNP)

- ▶ Started in 2002 in an area chosen for having lowest literacy & highest malnutrition in the country
- ▶ 120,000 children covered
- ▶ Strategic Partners:
 - US Department of Agriculture
 - Land O' Lakes
 - Ministry of Primary and Mass Education and NGO Bureau
 - Tetra Pak



Index of Success

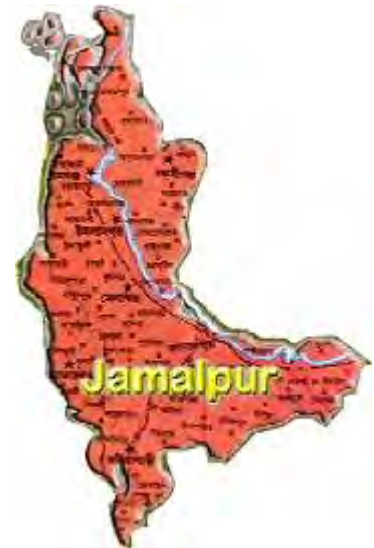
Impact on Social Well being

- ▶ Above 90% school attendance
- ▶ School enrollment grow by 34%
- ▶ Contributed to prevention of common micronutrient problems in children. (e.g., night blindness, beriberi, anemia, goiter etc.)



Impact on Dairy Sector

- ▶ Three dairy processors produce aseptically packaged UHT milk. From 0 to 14 million litres industry
- ▶ Direct jobs created for more than 500 people; as a result, 2500 members of their family have food security.
- ▶ Benefit for farmers with milk as cash crops. Increased milk intake by 20,000 litres / day



Present situation for dairy industry

- ▶ Only a small portion of all locally produced milk is collected and processed
- ▶ Lack of good quality raw milk is the only limitation to grow the commercial market
- ▶ Dairy processors are dependent on importation of milk powder



Proposal for scale up & speed up of milk collection

- ▶ Train small & medium sized farms – improve quality and increase quantity of locally produced milk
- ▶ Practical financing solutions via dairy processor – payment through deductions from milk check
- ▶ Train the trainers
- ▶ Possible technical solution – Village Milking Centres
- ▶ Drive demand through school milk programme



Vision for the Future!

The only way to reduce poverty is to create strong partnership between the public and private sector.

The integrated value chain model can be replicated over and over again and can improve the lives of millions of people all over the world.

With 'Global Partners' we can speed up and scale up development of local food production where Tetra Pak's long experience and wide local presence can be the catalyst!



Thank you for your attention!



www.tetrapak.com/ffdo

