

# COVID Response and Recovery

DNA supported the dissemination of consumer insights and training on COVID recovery reaching ~95% of Tanzania's dairy processing capacity



Agile and Adaptive

## Gathered insights



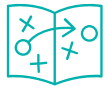
A survey conducted by DNA found consumption of dairy declined significantly from pre-COVID-19 levels and fewer respondents consume milk at least every week, with a decline of around 16%; changes mostly seen in vulnerable consumer groups, including low-income and rural households

## Shared actionable information



DNA shared insights on what's driving consumption changes with key industry and government stakeholders in a workshop setting

## Developed playbook



A COVID-19 recovery playbook was developed for processors in Tanzania has become an important reference for SMEs facing constraints due to the pandemic

## Trained the industry



DNA held four COVID-19 response and recovery trainings with a total of **sixty-four processors**, each sourcing from 150 smallholder farmer suppliers on average, to stabilize the dairy industry broadly

