

Scaling Our Impact

Having proven our **repeatable model** in Tanzania during the pilot phase, the DNA team is prepared to deploy our Strategic Framework in Kenya and other geographies in East Africa to achieve **impact at scale**



East Africa is an ideal environment for DNA

High production potential with a large cattle herd of ~120M

Favorable climatic conditions for dairy production

High developmental need, which is recognized by local stakeholders with consumption of dairy at 20-50% pppy of WHO-recommended amount

Target impact in Kenya over next 5 years



Reach **2.5M** consumers in support of a **50% increase** in annual **dairy intake** through behavior change strategies and consumption & nutrition campaigns



Feed **8K** children daily to **reduce stunting and wasting** by setting up school milk promotion programs



Accelerate **15** farmer-allied dairy enterprises through the promotion of innovative, sustainable and farmer-allied business models



Support **25K** commercially-oriented farmers towards a target of **doubling income** by improving production techniques & technologies and strengthening market linkages

Target impact in 4 East African countries over next 5 years

- Reach **10M** consumers
- Feed **40K** children daily
- Accelerate **50** farmer-allied dairy enterprises
- Support **80K** commercially-oriented farmers