



MARKET

Fresh Dairy is a fast growing, warm, welcoming and comforting bold brand that stands for natural goodness and seeks to promote happy and healthy living. It provides wellness of family life with a range of products such as milk, yoghurt, butter, ghee and milk powder. Fresh Dairy products are delivered straight from the farm and are full of nutrition, taste and good health.

Fresh Dairy supports agro-economy by procuring from local farmers, uplifting their standards of living and investing back in their communities. It caters to a cross section of consumers and is ideal for the mass market. The brand is a testament to the company's commitment to producing and providing dairy products that are completely natural, safe and nutritious to their customers. The setting up of a well-structured distribution channel has aided in market penetration.

The operation started in 2006 and the brand has evolved to become one of the largest milk processed brands in Uganda. In the 2012 financial year, Fresh Dairy's total turnover amounted to 100 million US Dollars, with a market share of around 68% in Yoghurt, 65% in Long Life milk (UHT) and 55% in milk.

Fresh Dairy, as a brand, also endeavours to cover 20% of the 'high-end' market with high value, image products; whilst 80% of the products target the bottom of the pyramid market for consumers who look for quality, pocket friendly and ideas. The brand plans to expand out of greater Kampala and also concentrate on production of more functional foods, fruit yoghurt and customer knish products. The Brand

is currently being exported to twenty countries in Asia, Africa and Middle East, and also plan to export South of Africa.

certifications UNBS, NEMKO, NEMKO FOOD SAFETY MANAGEMENT SYSTEM which are:-

- ISO 9000:2001,
- ISO 22000:2005,
- QMS (ISO 9001:2000),
- (ISO 22000:2005),
- Uganda Halal Certification - twelve categories.

The plant has increased its processing capacity to 200,000 litres milk per day from a mere 10,000 litres of milk in 2006 and they have been awarded the Superbrand certification.

HISTORY

Fresh Dairy was acquired in 2006 from the government of Uganda. As part of its growth Sameer Agriculture and Livestock Ltd have built its success by investing almost half a billion on innovations, research and development, marketing, plant and machinery and talent. The company once only supplied fresh milk.

In order to provide the market with products that meet changing consumer preferences, tastes and needs that reflect Africa's changing trends they now produce fresh milk, Long Life milk, flavoured milk and have a fully automated Yoghurt Plant, Portion Packs - TFA200ml.

Over the years the brand has evolved over a period of time in the quality and quantity of production of the milk and

also packaging of small packs to make it affordable.

This success has been due to large investments in new packaging designs and repositioning of the brand, as well as different market approach in selling, advertising, public relations and merchandising strategy through



ACHIEVEMENTS

Through expansion and upgrading of their facilities the brand has managed to achieve a lot, for example:-

- URI awards, People's Choice Awards.

The Brand has also received a number of



market research. They support more than 20,000 farmers in Uganda through their various initiatives such as workshops, farmer trainings and mass meetings, particularly in the areas of entrepreneurship development, productivity management and animal health management. The key issues that the brand faced in 2006 were poor infrastructure affecting the transportation of milk to the centres, and claims of underpayment from the farmers. However, all the above issues were addressed and corrected making Fresh Dairy the real success that it is today.

PRODUCTS

Fresh Dairy provides high quality safe products and contributes to an improvement in nutritional standards of Ugandans.

The range of natural, wholesome and healthy products is loaded with highly nutritious content, backed by processes and technology that seal the nutrition and freshness.

Milk: Fresh Dairy milk brings with it a sense of freshness, with its all natural quality products it comes in three packaging forms- pasteurised in poly pouch, UHT long life and extended shelf life packs.

Yoghurt : This is made from the best quality milk. Fresh Dairy offers a range of flavoured yogurts with essential nutrients making it perfect on the go-snack. Thick and creamy and comes in various exciting flavours - Fruit Yoghurt, Drinking and thick Yoghurt. All these are available in cups,



bottles and tetra rex. Fresh Dairy have created and launched 5kg Yoghurt for bulk buyers.

Butter: Fresh Dairy butter is always tasty and nutritious. This comes in salted and unsalted variants consumed with bread and snacks and used as a source of fat in many households.

Ghee: Fresh Dairy ghee is rich in milk fat. It is a source of fat in other food preparation.

RECENT DEVELOPMENTS

The brand recently launched products like Sachet Milk Powder, Tin Can powder and also opened two new branches, in Mbarara and Mbale District. The Brand also signed cooperation agreements with the Dairy Development Authority on June Dairy Month, Uganda Inflight Services, Non- Governmental organisations and partnerships to support schools with material.

A case in point is the recent donation of 22 computers to Mwereerwe Vocational Training centre in Luweero District. Fresh Dairy is constantly involved in supporting the country's economy supporting agro development.

PROMOTION

The Brand promotes itself through:-

Outdoor media:

- billboards
- wall branding

Print Media:

- Bukedde
- NewVision
- Daily Monitor
- Agri-Business magazine

Broadcast Media:

- UBC
- BUKEDDE TV specific programmes such as Africa Cup

of Nations and Kids Shows.

The brand has special promotional events for the "Get Your Dairy" that were successful. The brand also carries out Door to Door activities, Seeding and Sampling activities.

Fresh Dairy milk brings a sense of Freshness with all its natural quality products to produce dairy products that are completely natural, safe and nutritious to their customers.

The Brand ensures the consistency of its product and maintains a quality management system that conforms to the requirements of Uganda National Bureau of Standards (UNBS). The brand aims to achieve the highest standards of performance through supply of quality products.

BRAND VALUES

Fresh Dairy milk brings a sense of Freshness with all its natural quality products. The company embraces loyalty, fairness and compliancy to all existing rules and regulations of doing business.



Things you didn't know about Fresh Dairy

The rich heritage of Fresh Dairy in Uganda's Dairy sector since 1967 makes it the oldest brand in Uganda's milk industry.

Fresh Dairy is among the top milk processors in Uganda.

Fresh Dairy is part of the Sameer Group of companies.

Fresh Dairy produces superior milk sourced from over 50,000 farmers across Uganda.

