



Esada News

From the Esada Secretariat

“During my travels in Africa and abroad, I have realised that the continent and all its opportunities have been grossly under-marketed when it comes to dairy,” said Dr Kipikirui Arap Lang’at, the new executive director of the Eastern and Southern African Dairy Association (Esada).

According to Lang’at, the second African Dairy Conference and Exhibition held from 25-27 May in Kampala, Uganda convened at a time of unprecedented change in the African dairy industry. “The event offered participants a one-stop shop for new investments, emerging technologies, unique services, life-changing partnerships and ideas,” he said.

Taking stock of the year, Lang’at said the only way African dairy is to “rise to the challenge” is through building on existing partnerships and forging new business relationships. In the same spirit of partnership, Lang’at said, Esada has in the past year signed Memorandums of Understanding (MoU’s) with the Indian Dairy Association (IDA), the International Dairy Federation (IDF) and the Commonwealth of Eastern and Southern Africa (Comesa) Secretariat, as well as expanded its membership to include South Africa, Zimbabwe and Ethiopia.

The Esada Conference gave dairy role players an opportunity to highlight their goldmines to the world. The event has also attracted diverse participants from all corners of Africa, including heads of dairy companies, leading input manufacturers and distributors,

service providers and governmental representatives. It offered all participants the unique opportunity to engage in valuable dialogue, he added.

Nyirenda takes over Esada Chair



Sandress Nyirenda (second from left), the new chairman of the Eastern and Southern African Dairy Association (Esada), with Animesh Banerjee, president of the Indian Dairy Association (IDA), Christian Robert, director-general of the International Dairy Federation (IDF) and John Anglin, outgoing chairman of Esada

Sandress Nyirenda, chairman of the Zambian Dairy Processors’ Association and marketing manager of Parmalat Zambia, has taken over the Esada chair from John Anglin, the managing director

of Paramount Dairies in Uganda. According to Nyirenda, he plans to build on what Anglin has accomplished during his term as chairman. There will be a renewed focus on strengthening and expanding Esada membership, he said.

Nyirenda was founder member of the Zambian Institute of Marketing in 1980. He has extensive sales and marketing experience spanning over thirty years, having worked for Dunlop, Cadbury Schweppes, Rothmans and Colgate Palmolive in Zambia, at both operational and management levels. Nyirenda served on the Rothmans board of Pallmall, as well as on the Esada board since the organisation's inception in 2004.

Comesa and Esada join hands



Esada and the Commonwealth of Eastern and Southern Africa (Comesa) signed a Memorandum of Understanding (MoU) at the second African Dairy Conference and Exhibition. Here John Anglin, outgoing chairman of Esada signs the document, while Bruce Mukanda from the Comesa Secretariat looks on

Dairy processing has the potential to link the dairy farmer with the modern consumer. However, there is a need for harmonised dairy standards in the region that are in line with international Codex Standards, said Bruce Mukanda, a member of the Commonwealth of Eastern and Southern Africa (Comesa) Secretariat. During the Esada Conference, a Memorandum of Understanding (MoU) was signed between Esada and Comesa to develop an effective regional framework for sanitary and phyto-sanitary methods.

At the signing of the historic MoU, Mukanda stipulated the importance of establishing value chains and linkages across Comesa. "Currently, Comesa includes 15 out of 20 countries in the region. In December 2008, we hope to launch the Comesa Customs Union, which will help promote freer movement of products," Mukanda said.

Comesa is beginning to exploit the enormous potential of 370 million people across 20 countries in the region. "Free trade across the region is already starting to produce fruits and enormous potential still waits to be unlocked. The establishment of regional associations is a starting block from where industry players can work with a common regional vision to position themselves within the international environment," he added.

The MoU formally acknowledges Esada as the official "voice and face of dairy" in the region's trade industry. Esada should engage institutions such as Comesa, to see where there is common ground, John Anglin, outgoing chairman of Esada said.

IDF and Esada strengthen relationships



Dr Christian Robert, director-general of the International Dairy Federation (IDF) (centre), with Dr Nathan Twinamasiko, executive director of the Ugandan Dairy Development Authority, John Anglin, outgoing chairman of Esada, Animesh Banerjee, president of the Indian Dairy Association (IDA), Gabindabbe Mukote, permanent secretary: Ugandan Agriculture and Dr Kipkirui Arap Lang'at, executive director: Esada

The International Dairy Federation (IDF) has sealed a temporary agreement with Esada to provide progressive access to IDF information systems. "To establish what role the IDF can play in Africa, one needs to look at networking. The IDF has 1 200 experts from around the world who are readily available to its members," Christian Robert, director-general of the International Dairy Federation said. **DMA**