

# PARTNER FACT SHEET



## Projected Impact



Grow the company's milk-production network from 850 cow herders to 2,000 cow herders during the 2-year project.



Collect 5,000 tons of fresh milk for local consumption, generating \$4.5 million in sales.



Create 155 new jobs at La Laiterie du Berger; 80 percent for youth and 15 percent women.



*A supplier for La Laiterie du Berger collects fresh milk during her morning rounds. Photo credit: La Laiterie du Berger*

## About La Laiterie du Berger

La Laiterie du Berger (LDB) collects fresh, locally sourced milk from cow herders in the Richard Toll area of northern Senegal to develop dairy products. As a part of its mission, LDB aims to help transition herders from subsistence farming to revenue-oriented farming and to create market opportunities for both herders and suppliers.

## Co-Investment Partnership

Through its COVID-19 rapid response program, the USAID-funded West Africa Trade & Investment Hub (Trade Hub) awarded a \$518,878 co-investment grant to La Laiterie du Berger to expand the company's production capacity. The grant will allow the company to collect, process, and sell natural, locally sourced milk produced by 2,000 new herders. By collecting additional quantities of locally sourced milk, La Laiterie du Berger will generate more sales and create jobs for both herders and within the company itself. The co-investment partnership will also support the renewal of LDB's B Corp certification and establish a monitoring and evaluation system capable of capturing the total impact of LDB's activities to more than 15,000 shop owners throughout Senegal. La Laiterie du Berger is co-investing \$3.4 million in support of the partnership.

## Partnership Opportunities

There is ample opportunity for investors to support La Laiterie du Berger to increase the availability of locally sourced milk in Senegal. Currently, nearly 90 percent of the country's marketed milk is imported, typically in the form of powdered milk. Whereas 30 percent of the Senegalese population are dairy farmers and produce enough fresh milk to meet local consumption needs. Through additional private sector investments, the company can continue to support local herders, grow an already profitable business, and help ensure food security in Senegal.

To learn more about investment and partnership opportunities with high-potential companies in West Africa, visit the Trade Hub's Virtual DealRoom at [asokinsight.com/deals/watih/investor](https://asokinsight.com/deals/watih/investor)



[Westafricatradehub.com](https://westafricatradehub.com)



[co-investment@westafricatih.com](mailto:co-investment@westafricatih.com)

