

Introduction of Pakistan Dairy Association

We wish to introduce the Pakistan Dairy Association (PDA), a duly registered and active organization, widely recognized both nationally and internationally, and well regarded by the Federal and Provincial Governments of Pakistan.

Pakistan Dairy Association is the representative body of forward looking dairy farmers and milk processors of the country. More than ninety percent of the packaged dairy products sold in Pakistan are produced by our members. Our member Farms strives hard to ensure the production of safe & healthy, adulteration free milk and Dairy Industry ensures to deliver the safe & regulatory compliant dairy products to the consumers. Moreover, PDA members are the only private sector companies assisting the dairy farmers to improve the quality and quantities of milk produced in the country and provide them access to the market through a structured supply chain.

Registration as Legal Entity

PDA is registered with Directorate General of Trade Organization (DGTO) working under Ministry of Commerce & Securities & Exchange Commission of Pakistan (SECP) as a non-profit organization with a shared passion to create dairy excellence by providing support and enabling environment which encourages safe and quality dairy products.

PDA Vision & Mission

Vision: To promote and provide safe milk to the families of our country so that we grow as a strong healthy nation

Mission: To provide safe & healthy milk to our society, support dairy processors and farmers, represent the public policy and regulatory interest of dairy industry.

Objectives of PDA

- Effective and continuous advocacy for development of dairy industry with relevant stakeholders and authorities.
 - Engage with all Stakeholders to obtain and evaluate viewpoints and develop collateral for proactive advocacy
- Capacity building within PDA members and across all stakeholders
 - Uplifting of dairy farming community
 - Capacity building \ training of associated PDA members and Regulatory Authorities
 - Awareness Sessions with Academia.
- Evolution of an independent quality control & assurance mechanism
 - Quality assurance for milk procurement and final products across all members as per applicable laws
- Counter negative perception and propaganda about processed milk
 - Promote the importance of safe and healthy dairy products
- Engage relevant authorities, donor agencies, NGO's to attract sector investments and funding for the benefit of dairy industry

PDA Memberships

The Association comprises 34 member companies engaged in the production, processing, and packaging of quality and nutritious dairy products for the people of Pakistan.

Membership Categories

There are two different categories of memberships.

- i. **Corporate Membership:** means a member of the Association which is either a body corporate or a multinational corporation with its head office or branch office in Pakistan or a sales-tax-registered manufacturing concern or a sales-tax-registered business concern having annual turn-over of Rs. 50 million or above and is engaged in dairy and related/allied products of dairy.
- ii. **Associate Memberships:** means a member of the Association which is not a body corporate or a multinational or a sales tax registered manufacturing concern or a sales-tax-registered business concern having annual turn-over of Rs. 50 million or above and is engaged in dairy and related/allied products of dairy.

Office Management:

The Pakistan Dairy Association is governed by an Executive Committee / Board of Directors comprising ten members drawn from both categories. These members are elected through a vote of the General Body. From among themselves, the Board elects a Chairman, a Senior Vice Chairman, and a Vice Chairman for tenure of two years.

At present, the Association is managed by the following:

- **Chairman:** Mr. Usman Zaheer Ahmed, CEO, Fauji Foods Limited
- **Senior Vice Chairman:** Mr. Sulaiman Sadiq Monnoo, CEO, Dairyland (Pvt.) Ltd.
- **Vice Chairman:** Mr. Kashan Hasan, CEO, FrieslandCampina Engro Pakistan Ltd.
- **Chief Executive Officer:** Dr. Shehzad Amin, who oversees all operational and administrative matters of the PDA office

Benefits of PDA Membership

Owing to the diligent efforts of the Pakistan Dairy Association (PDA), its member companies are granted concessional duty rates on the import of various machinery and spare parts specifically used in the dairy sector.

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