

A white ceramic cup filled with dark coffee sits on a matching saucer. The coffee is steaming, with wisps of white vapor rising from the surface. Several whole coffee beans are scattered on the saucer and the dark, polished wooden surface below. The background is a solid black, making the white cup and the dark coffee stand out.

What is Dairy Club?

The Dairy Club is an association which aims to gather people working in dairy industry at one platform and turn animal into gold!!!

## Why this body was formed?

Keeping in view increasing demand of milk, meat and value added products in local and international market Alltech Pakistan and University of Veterinary and Animal Sciences (UVAS) Lahore launched a Dairy Club in 2011 which is comprised of key role players of the industry.





What activities have we been doing yet?

- Organizing regular monthly meeting
- Sharing information
- Networking
- Promotion of dairy industry
- Highlight case studies
- Diseases
- Challenges
- Managemental and trade problems of dairy industry.

**What have we cooked is mixture of actions!**



Apr. 2011  
May. 2011  
Jun. 2011  
Jul. 2011  
Aug. 2011  
Sep. 2011  
Oct. 2011  
Nov. 2011  
Dec. 2011  
Jan. 2012  
Feb. 2012  
Mar. 2012

One year of  
**SUCCESS**

## ***Our Achievements:***

- Current number of members exceeded to 62.
- Developed Dairy Club Website
- Mixture of actions that add value to dairy sector
- Present solutions towards multifaceted problems of feed, genetics, diseases, animal congenial environmental issues, farm economics, improve quality and many more for enhanced productivity and improved animal health and performance
- Analysis of global dairy and beef issues
- Valued presentations by experts
- Involved media and media professionals for the projection of dairy business



## ***Our Vision for 2012***

- Enhance Liaisons
- Newsletter post meeting
- Organise Dairy lecture tour
- Introduce Video Conference trend
- Feed formulation workshops
- Dairy club face book and twitter accounts would be developed.
- Design Dairy club logo
- Dairy human resource addition on website



***Suggestions & Feedback :***

For making it effective please note our corner is always open for you to help us!



# Today's Agenda

- **Cake cutting ceremony**
- **Open discussions on improvement**
- **Presentation by Dr. Japie Conradie on Fodder Management**

