



MADDO DAIRIES LTD

Your Life Companion

Masaka, Catholic Diocese, Uganda | Tel: +256 772 415233 | sales@maddodairies.com | www.maddodairies.com

COMPANY PROFILE

Transforming Dairy Farming, Empowering Communities

ABOUT MADDO DAIRIES

Our Story

About Maddo Dairies

Maddo Dairies Limited is a Ugandan-owned dairy processing and distribution company established to create sustainable market opportunities for smallholder dairy farmers while delivering high-quality and nutritious dairy products to consumers. The company traces its roots to community development initiatives championed through Caritas in the Greater Masaka Region, where efforts to improve household incomes, food security, and rural livelihoods highlighted the transformative potential of dairy farming.

Today, Maddo Dairies works with a network of approximately 2,888 household dairy farmers across the cattle corridor and surrounding communities. Through organized milk collection systems, farmer support programs, quality assurance mechanisms, and fair market access, Maddo Dairies has built a reliable supply chain that connects rural producers directly to consumers, institutions, and commercial markets.

Our mission is to transform dairy farming from a subsistence activity into a profitable and sustainable enterprise that improves household incomes, creates employment, and contributes to Uganda's economic growth while providing safe, nutritious, and affordable dairy products.

Social and Community Impact

Maddo Dairies is more than a dairy processor — it is a social enterprise with a mission to uplift families out of poverty through dairy farming, nutrition, and sustainable livelihoods.

Founded on the principles of community development championed through Caritas in the Greater Masaka Region, Maddo Dairies works with over 2,888 smallholder farming households to create opportunities for income generation, food security, and improved quality of life.

Our model encourages farming families to balance income and nutrition. On average, farmers supply about 60% of their milk production to Maddo Dairies for cash income while retaining approximately 40% for household consumption and local community markets. This approach helps families earn a living while ensuring that children and households benefit from the nutritional value of milk.

Creating Lasting Community Impact

Maddo Dairies contributes to community transformation through:

- Improving incomes for more than 2,888 farming households.
- Providing a reliable and sustainable market for milk producers.



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- Creating employment opportunities in milk collection, transportation, processing, marketing, and distribution.
- Supporting youth and women through economic empowerment initiatives.
- Providing farmer training, extension services, and dairy management skills.
- Improving nutrition for children, families, and vulnerable communities through access to quality dairy products.
- Supporting school nutrition programs by linking dairy farmers and schools through structured milk supply arrangements.
- Promoting environmentally responsible and sustainable dairy farming practices.

The "Gift a Cow, Change a Life" Program

As part of our community development mission, Maddo Dairies promotes the "Gift a Cow, Change a Life" Program, inspired by the belief that a single dairy cow can transform a household.

Through partnerships with communities, churches, schools, development agencies, and well-wishers, dairy cows are provided to vulnerable families to help them establish sustainable sources of income and nutrition. As these households grow their herds, they are encouraged to support other families, creating a cycle of opportunity, dignity, and prosperity across communities.

Building Healthy Generations

Maddo Dairies believes that every child deserves access to nutritious dairy products. Through partnerships with schools, dioceses, educational institutions, and community organizations, we support school milk programs that improve nutrition, concentration, health, and learning outcomes.

Every liter of milk processed by Maddo Dairies contributes to stronger families, healthier children, and more prosperous communities.

By strengthening the dairy value chain from the farmer to the consumer, Maddo Dairies is helping build a future where agriculture creates wealth, nutrition improves lives, and communities thrive together.

Why Maddo Dairies is Different

Maddo Dairies is more than a dairy company. It is a social enterprise born from the Catholic Church's commitment to community development, poverty reduction, and sustainable livelihoods.

Inspired by the vision of the Catholic Church in the Greater Masaka Region and supported through the social development initiatives of Caritas, Maddo Dairies was established to create a sustainable market for smallholder dairy farmers while improving nutrition and household incomes. The initiative enjoys the moral support and stewardship of the Catholic Diocese of Masaka under the leadership of the Bishop of Masaka, while operating as an independent commercial enterprise governed by a professional Board of Directors and experienced management team.

Unlike many dairy processors that focus solely on milk procurement and product sales, Maddo Dairies was created with a broader mission — to transform lives throughout the dairy value chain. Every liter of milk purchased



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contributes to improving household incomes, supporting children's nutrition, creating employment, and strengthening rural communities.

Today, Maddo Dairies works directly with more than 2,888 smallholder dairy farming households across the region. These families form the foundation of a sustainable supply chain that enables farmers to earn regular income while retaining milk for household nutrition and local community consumption.

Community Impact at Scale

The Catholic Diocese of Masaka serves a large and vibrant population through an extensive network of parishes, schools, health facilities, and social development programs. Through this network, Maddo Dairies is uniquely positioned to combine commercial efficiency with social impact.

Our dairy ecosystem supports:

- More than 2,888 dairy farming households.
- Thousands of family members benefiting from improved household incomes.
- Youth and women participating in dairy production and related enterprises.
- Employment opportunities across milk collection, transportation, processing, sales, and distribution.
- Nutrition programs serving schools, families, and communities.
- Sustainable agricultural practices that protect the environment and strengthen long-term productivity.

From Farmers to Schools

One of Maddo Dairies' unique strengths is its direct connection to educational institutions. Through strategic partnerships and distribution arrangements, including collaboration with organizations such as Maalichain Trade LLP and other established distributors and dealers, Maddo Dairies supplies milk and yoghurt to more than 91 schools on a weekly basis as part of school feeding and nutrition programs.

This model ensures that nutritious dairy products reach learners while creating a dependable market for local farmers. The result is a complete value chain that links farmers, schools, families, distributors, and consumers in a mutually beneficial ecosystem.

A Trusted Distribution Network

Maddo Dairies leverages a growing network of distributors, dealers, institutions, supermarkets, schools, and community organizations to ensure that its products reach consumers efficiently and consistently across Uganda.

By combining farmer partnerships, modern processing systems, institutional markets, and trusted distribution channels, Maddo Dairies delivers quality dairy products while maximizing value for producers and consumers alike.

A Purpose Beyond Profit

When consumers choose Maddo Dairies, they are choosing more than fresh milk, yoghurt, or dairy products. They are supporting a model that empowers farmers, promotes child nutrition, creates jobs, strengthens communities, and contributes to sustainable economic development.



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This unique blend of faith-inspired social responsibility, professional business management, community ownership, and commercial excellence makes Maddo Dairies a truly distinctive Ugandan dairy brand — one that exists not only to generate profit, but to create lasting impact for generations to come.

VISION, MISSION & CORE VALUES

Vision

To become Uganda's most trusted dairy brand.

Mission

To provide safe, nutritious, and affordable dairy products.

Core Values

- Quality
- Integrity
- Innovation
- Sustainability
- Community

SCHOOL MILK PROGRAM

Health & Energy in Your School — Join the School Milk Program

Dear School Director / Head Teacher / School Nutritionist,

Warm greetings from Maalichains Trade LLP, the authorized regional dealer and distribution partner for Maddo Dairies Ltd, working together with associated distributors and sales agents across the region.

We are pleased to introduce the School Milk & Yoghurt Feeding Program on a termly basis, an initiative designed to improve learner nutrition, enhance concentration, and support better academic performance in schools.

In today's learning environment, proper nutrition is essential for effective learning and healthy development. Many learners experience low energy levels, poor concentration, and weakened immunity, which directly affect classroom participation and academic outcomes. Our School Milk Program provides a simple, affordable, and sustainable solution through regular access to nutritious milk and yoghurt products.

Why the School Milk Program Matters

By integrating milk or yoghurt into your school feeding routine, your institution will:

- Improve learners' concentration and classroom participation
- Boost immunity and promote overall health



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- Increase energy levels for improved academic performance
- Encourage healthy lifelong eating habits among learners
- Strengthen your school's feeding and welfare programs

Simple & Flexible Implementation

The program is designed for easy integration within your school calendar and feeding schedule:

- Frequency: Once per week
- Duration: 10–12 sessions per school term
- Product Options: Milk or yoghurt based on school preference
- Affordable Pricing: Structured to support both schools and parents

Our team manages all logistics to ensure hygienic, reliable, and timely delivery directly to your school.

More Than Nutrition — A Community Impact

By participating in this program, your school contributes to a wider mission of supporting local dairy farmers, promoting value addition, and strengthening rural household incomes. The initiative positively impacts over 5,000 farming households within our communities.

Product Offering & Wholesale Pricing

All products are processed and supplied under strict quality and hygiene standards by Maddo Dairies Ltd.

Product	Wholesale Price
200 ml Pasteurized Milk / Yoghurt Pack	UGX 800 per unit
400 ml Pasteurized Milk / Yoghurt Pack	UGX 1,700 per unit
250 ml Cupped Yoghurt (Vanilla / Strawberry / Chocolate / Plain)	UGX 1,800 per unit
500 ml Cupped Yoghurt (Vanilla / Strawberry / Chocolate / Plain)	UGX 3,000 per unit

Note: Wholesale pricing applies to institutional orders aligned with program participation thresholds.

Let's Partner for Healthier Learners

We warmly invite your school to participate in this impactful program and join a growing network of institutions prioritizing learner health, welfare, and academic excellence.

Our team is available to support your institution with:

- Program setup and customization
- Pricing guidance and planning
- Seamless onboarding and scheduling

Kindly contact us to schedule a brief engagement and secure your school's participation for Term II — 2026.

"Healthy Learners, Strong Schools, Thriving Communities."

Yours faithfully,

Healthy Learners Initiative



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Features

- School yoghurt supply.
- School milk supply.
- Nutrition education.
- Institutional partnerships.

CORPORATE & BULK SUPPLY

Target:

- Schools.
- Hotels.
- Hospitals.
- Restaurants.
- Supermarkets.
- Factories.

Get in Touch

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