Rwanda Dairy Competitiveness Programme II
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Name of Program
Rwanda Dairy Competitive Program II (RDCPII)

Funded by
USAID
RDCP II Goal
The overarching goal and mission for RDCP II is to increase the competitiveness of Rwandan dairy products in regional markets to positively impact rural household incomes associated with dairy-related enterprises.

NDS Goal
A competitive dairy sector providing quality dairy products which are affordable, available and accessible to all Rwanda and other consumers in the region (Dairy Sector Working Group, July 2012).
Key Project Pillars

- Production
- Quality
- Consumption
- Policy advocacy
- Cross-cutting themes (Gender, Financial services access, BDS development and environmental stewardship)
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SOQ Program

Diagram showing the flow from dairy producers to MCC and then to large processors, raw milk sellers, and cottage processing (cheese, yoghurts). There are two effects: PUSH EFFECT (Production) and PULL EFFECT (Consumption). Production includes input support, feed plans, breeding plans, and herd health. Consumption includes quality training, equipment & kitting, incentives system, QMS, incentive-based pricing, and relations. The process involves primary producers, milk collection centers, milk processing plants, milk sellers (supermarkets, milk bars & kiosks), and end users.