



## 1<sup>st</sup> Newsletter Pro Milch Mali

17 August 2008

### Dear purchaser of a cow, dear donors and interested people

I would like to summarize the activities of the association Pro Milk Mali and DJOM KOSSAM during the last six month with this e-mail. At the same time I give you an outlook of subsequent intentions.

So far the association Pro Milk Mali has bought 47 cows and got donations of 1'550 CHF. Aguibou Sall and I registered DJOM KOSSAM as a groupement d'intérêt économique (GIE) in the commercial register of Mali at the beginning of May. The business plan of DJOM KOSSAM was awarded with a special prize at "Venture 2008", the Swiss business plan competition, on the 7th of May. The intended construction of a small-scale dairy was realized with donations, the venture prize money and personal investments within only three month. The agriculture minister of Mali Mrs Diallo Madeleine Ba inaugurated our small-scale dairy in Siby on the 17th of July. Subsequently DJOM KOSSAM was presented in the daily news of the Malian TV ORTM and the West African channel Africable as well as on the front page of the *essor*, the leading Malian newspaper.

At the same event the agriculture minister Mrs Diallo Madeleine Ba handed over the first two cows to benefiting farmers. She handed over the first cow named Sanna to a widow, on request of the donor. The second cow named Pekina is the personal Olympic mascot of Sven Riederer, Olympic triathlon bronze medal winner in Athens. On his webpage he writes that Pekina brings him now needed luck for the race (see [www.svenriederer.ch](http://www.svenriederer.ch), News from 13th and 9th August 2008). Sven Riederer starts on the 19th of August 4 o'clock Swiss time.

The purchasers of a cow will get more information about the cows in the following weeks. In Mali DJOM KOSSAM optimizes daily the organization of milk processing and is looking forward to planning the next steps towards a larger dairy by the end of this year. The association Pro Milk Mali works purposive at the valorization of the Malian milk. Therewith we not only help farmers to gain a regularly salary, but also provide new local jobs and serve consumers with healthy, indigenous dairy products. We are grateful for donations to further promote our intentions.

I'm looking forward to your comments and suggestions.  
Best regards,

Stephan Wullschleger  
President of Pro Milk Mali and co-founder of DJOM KOSSAM

[www.promilchmali.ch](http://www.promilchmali.ch)