

BRAC Dairy was launched in 1998 to help marginal and homestead dairy farmers gain better access to the market and receive fair prices. A large number of our microfinance clients were investing in cattle, and in doing so were being exposed to risks owing to poor breeding, limited veterinary services, shortages in cow feed and the inaccessibility of the market.

Some of these challenges were addressed through social enterprises such as BRAC Artificial Insemination and BRAC Feed Mills, but the perishable nature of dairy products meant that it remained difficult for rural dairy farmers to reach large urban markets. BRAC Dairy works to offer market access to rural dairy farmers by buying milk from them at a fair price, and ensures a constant and steady demand and good return for the milk being produced by these rural entrepreneurs.



Photo credit: BRAC/Shehzad Noorani

BRAC Dairy worker collecting milk from dairy farmer

BRAC Dairy today

Today, BRAC Dairy not only secures fair prices for its rural dairy farmers, but has also expanded to offer cattle development and technical training, vaccination, feed cultivation facilities and other services. BRAC Dairy was the first dairy company in Bangladesh to have received ISO 22000 Certification, setting an example of vigilance at every stage of dairy production, processing, and distribution contributing to dairy products' safety record. Through its 101 chilling centres, BRAC Dairy collects milk from more than 50,000 registered farmers and sells them nationwide under the Aarong Dairy brand.

Quick stats

BRAC Dairy has a collection and processing capacity of around 250,000 litres of milk per day. Today, the enterprise accounts for 24 per cent of the national packaged dairy products market. Currently, this enterprise serves approximately 50,000 dairy farmers in the western region of Bangladesh with over 1,400 employees working under its umbrella.