



## MANDATE

Created by the National Dairy Development Act of 1995 (otherwise known as Republic Act #7884), the National Dairy Authority is mandated to ensure the accelerated development of the Philippine dairy industry through policy direction and program implementation. It is an agency attached to the Department of Agriculture.

## VISION

A profitable, competitive and sustainable growing dairy industry built on financially viable business performance throughout the value chain, providing a good quality of life for farmers and ensuring consumers safe and quality milk and milk products by 2020.

## MISSION

To provide leadership to the Philippine dairy industry in partnership with the private sector through the provision of well crafted policy, science-based technical expertise, sound business support and effective management of dairy programmes.

## COMMITMENTS TO OUR LEGITIMIZING AUTHORITIES

NDA acknowledges various publics as its legitimizing authorities. Our performance is measured by our delivery of commitments to them.

<b>DAIRY FARMERS</b>	<b>Maximum Profitability</b>
<b>CHILDREN</b>	Improved Nutrition
<b>FILIPINO CONSUMERS</b>	Good Value For Money Spent On Local Milk and Dairy Products
<b>PRIVATE MILK PROCESSORS</b>	Optimum Use of Local Milk Products
<b>NDA PERSONNEL</b>	Professional Growth and Incentives For Excellent Service
<b>NATIONAL GOVERNMENT</b>	Good Food For All At Affordable Prices
<b>LOCAL GOVERNMENT UNITS</b>	Livelihood Opportunities in the Delivery of Basic Services
<b>CIVIL SOCIETY</b>	Dairy As A Model of Asset Creation, Job Generation and Increased Income