



Dairy is Beauty | Dairy is Money | Dairy for Life

A circular graphic with a green crown at the top. Inside the circle, a woman in a yellow and white striped shirt stands next to a black and white cow. The text "CDPP" is written in yellow and green in the center of the circle.

CDPP

DAIRY PRINCESS ~ Program ~





Dairy Princess Program

The Dairy Princess who serve in their respective areas (counties) act as goodwill ambassadors for the dairy industry, representing their county's dairy farmers. They make public appearance across their county or within the Republic of Kenya to educate people about the care and dedication that dairy farmers take in producing wholesome nutritious dairy milk and products for all to enjoy. The crown and banner worn by a dairy princess make it easy for the public to identify who she is and what she does. Other duties that Dairy Princess will do are to serve as spokeswomen for the lead dairy industry on its milk story and its products. The opportunities to speak for the dairy industry are endless with speaking engagements with farmers and with farm audiences alike. They will talk on radio, write newspaper articles and prepare dairy recipes. They will answer questions of school children and reminisce with senior citizens about dairy farming days gone by. They will talk with consumers at the point of purchase in stores and malls. Dairy promotions have endless areas that can be tapped to spread the word.

Indeed, the Dairy Princess epitomizes personal beauty, the beauty of dairy and brains. Although requirements have been broadened, dairy princesses today are chosen according to qualifications similar to those used for beauty pageant. Prospective participants who qualify to compete for dairy princess may also have served as a junior dairy promoter/alternate for at least one year. They or their parents must be stakeholders in the dairy industry or in agribusiness that serves it. They must be single and be between the ages of 18 and 25 and must possess the knowledge, poise and speaking ability necessary to carry out the many duties as spokesperson. After receiving their crowns as county dairy princesses, these young women prepare for their roles as county dairy spokespersons and the county contest. In July all princesses, their alternates, runners up and members of various county promotion committees attend a two and a half day training seminar in Nairobi. There, they participate in intensive instructions on the dairy industry and nutrition of dairy products as well as public speaking, media interviews, social poise and personal appearance. This coming year 2016, 26 county dairy princesses will be selected in the first ever Dairy Beauty pageant. Each princess will be individually interviewed and participate in other informal meetings with the judges. They will each present their dairy presentations, speeches and scrapbooks and sit for the dairy promotion knowledge quiz. In addition some will participate in the radio spot and poster display contests, two optional contests added to the pageant in 2016.

Each year one princess and two alternates are selected to serve the county dairy industry at the county level until the following September. This year the dairy princess class is joined by 26 county alternate dairy princesses and nearly 300 junior promoters. Serving as a dairy princess is a year filled with hard work and opportunities abounding in friendships, experiences and knowledge. It is a rewarding year for each princess with the help and support of DairyPesa® dairy farmers and dairy industry stakeholders in Kenya. Please review, fill and sign the Dairy Princess/spokesperson agreement. You may download the agreement forms below and return it via e-mail dairyprincess@dairypesa.com or mail it to address

The Program Coordinator

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