

March 23, 2021

PRESS RELEASE

DODONI: Long-term sustainable growth of the milk market – over 0.5 billion Euros from privatization to date

DODONI's tangible support to more than 5,500 milk producers during the dairy period 2019-2020, resulted in a record-breaking annual quantity of received milk.

Unlike any other year, the company received a total of 77.5 thousand tons of goat, sheep and cow milk, breaking every record, while recording an increase of 14% compared to the preceding year

This increase comes as a result of the implementation of pioneering scientific projects which DODONI provides on a 24-hour basis to its collaborating producers.

Namely, the project “DODONI 200”, a project that provides free assistance to selected livestock units, paid off to the fullest. An increase of 12% in the amount of milk was recorded, as well as a similar significant increase in quality characteristics.

Thus, the company is pleased to announce the expansion and upgrade of this project to “DODONI 400”, doubling the number of the units participating in the project. The project aims to expand further in order to cover the maximum possible number of producers in the coming years

The project – which was initially launched as a pilot in 2015 with only 30 participating units – is composed of a scientific team of experienced veterinarians and zootechnicians who offer their services to the units and who managed to increase their number to 200 and achieve measurable results, such as an 18% increase in milk production as well as an increase in the quality characteristics, thus contributing to the change of the pricing scale by achieving a higher selling price of the raw materials.

Based on these results, we are already going through the dairy period 2020-2021 with the best omens. In the last seven years, DODONI has allocated more than 500 million Euros for milk supply, of which 395 million Euros have been allocated to the primary production of the Epirus region.

All the while, and for the past seven years, the company runs an advanced payment program of 4 million Euros per year, as well as it provides investment funds to producers who want to expand their farms. This way DODONI significantly enhances the income of its collaborating producers.

It is worth noting that DODONI continues to collect milk from all producers, including the smallest ones, such as non-professional breeders and producers whose supply to the company does not exceed 150-200 liters of milk per month. These producers are being ignored by competing dairies outside Epirus. Thanks to this specific policy, DODONI helps these people to significantly supplement their income, playing this way a very important social role in the region.

At the same time, DODONI constantly invests resources and specialized human resources in an effort to improve each livestock unit that it collaborates with.

A high-quality feed program that supports the nutrition and welfare of livestock has further being developed and will continue next season as well, giving priority to producers from Epirus.

The company chose to remain faithful to its values and traditions as well as properly safeguard its P.D.O products, a choice of high importance, especially during a time when the domestic market is constantly affected by mass imports of fresh or condensed milk

By maintaining the policy of advance payments and having the largest milk zone in Greece, DODONI, for over 50 years now, produces products of exceptional quality by choosing the best raw materials and only 100% Greek milk.

Since the sales of the DODONI Feta have been increased, both in Greece and abroad, the company actively invests in the long-term development of this leading Greek exportable product. The production volumes have been increasing and the producers-partners are growing alongside the company.

According to the company's Deputy Chief Executive Officer Mr. Michalis Panagiotakis:

"We all need to carefully consider, where does our milk go? In the making of branded P.D.O. Greek Feta cheese products or in the partial exploitation of the feta's P.D.O. status by industries that export private label P.D.O. Feta-like products on behalf of large retail chains? Should we sell off and devalue our product or should we protect it and give it the value it deserves?"

The preservation of the P.D.O status of feta and our other products, as well as the unquestionable support of the Greek producers, is a one way street for the viability of Greek livestock, the survival and further development of the agricultural economy, but also for the development of the dairy industry. DODONI remains faithful to its values and principles. We will continue, for many more years, to produce branded Greek products, we will honor our birthplace and Epirus and we will keep on supporting the primary sector"

###

A few words about DODONI

DODONI S.A. was founded in 1963. Having 58 years of tradition and history behind it, the Ioannina-based company produces authentic, purely Greek dairy and cheese products using 100% Greek cow's, goat's and sheep's milk collected daily from a broad-based network of 5,500 Greek producers located mainly in the Epirus region. With more than 10,000 points of sale on the domestic market and exports to more than 50 countries worldwide, DODONI offers 9 categories of dairy and cheese products and makes 100 different products known for their flavor, quality and 100% Greek identity. For more information, please visit the following web pages: www.dodoni.eu, <https://www.facebook.com/Dodoni.SA>, <https://www.instagram.com/dodoni.eu/>

Contact Details:

V+O Communication: Zafeira Atsidi, e-mail: za@vando.gr, phone number: 210 7249000
Dodoni S.A: Giannis Keisiglou, Press Officer, e-mail: press@dodoni.eu, phone number: 26510 89700