

## **Dutch Lady Malaysia pioneers largest and most in-depth nutrition study on Malaysian children**

*Collaboration with Universiti Kebangsaan Malaysia aims to improve health and nutrition standards in children aged 12 and below*

**Kuala Lumpur, 30 June** – The largest in-depth nutrition study in the region is being undertaken by Malaysia’s dairy leader Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia). Conducted in collaboration with Universiti Kebangsaan Malaysia’s (UKM) Department of Nutrition and Dietetics, the research aims to identify crucial daily nutritional needs in children and fill in knowledge gaps as identified in the country’s National Plan of Action for Nutrition in Malaysia (NPANM) II.

This study is also part of a larger Southeast Asia nutrition survey led by Royal FrieslandCampina, Dutch Lady Malaysia’s parent company. Similar studies and research are being conducted in Indonesia, Thailand and Vietnam. In Malaysia, approximately 4,000 children under 12 years old are being measured and monitored.

Speaking at a press conference today, Dutch Lady Malaysia’s Senior Nutritionist Loo Mei Fong said, “Dutch Lady Malaysia prides itself in being champions in understanding the nutritional well-being of Malaysians. Currently, there is an absence of up-to-date, in-depth information on the state of nutrition in Malaysian children. As such, we have chosen to work with Universiti Kebangsaan Malaysia to ensure that the nation-wide nutrition study is scientifically accurate.





In light of this and our corporate mission of helping Malaysians move forward in life with trusted dairy nutrition, we embarked on this first-of-its-kind research that will help identify nutritional needs among children for the future generations of all ethnicities in Malaysia". All data gathered from the nutrition study will be processed and analysed by scientists from UKM. DLM's team of research and development experts will also actively support and work closely with UKM to analyse findings of the study, which commenced since May 2009.

"We are honoured to work with Dutch Lady Malaysia on the largest in-depth study ever conducted in Malaysia and the region. The extensive scale of the study will allow parents, governments and nutrition professionals to gain a deeper understanding into the needs and patterns of children's nutrition. Furthermore, the survey will aid in fulfilling current knowledge gaps indicated in the National Plan of Action for Nutrition in Malaysia II and identified by the Ministry of Health's Nutrition Research Priorities 2011 to 2015. We believe that the study will certainly offer valuable insights and be the catalyst to the formation of well-informed programmes boosting health and nutrition for future generations," said Associate Professor Poh Bee Koon, Head of UKM's Department of Nutrition and Dietetics, who is leading the team of researchers.

Results from the in-depth study will be made available during the first quarter of 2012 and will be used to enhance nutrition for Malaysia via the formulation of DLM's products to suit specific local needs.

"At Dutch Lady Malaysia, we commit ourselves to helping Malaysians realise their potential through quality dairy nutrition from young. Milk has extraordinary nutritional value and forms a vital part of a healthy diet. We want to inform and empower consumers in making better nutritional choices, so as to encourage people to make healthy diet choices every day. At the same time, we understand that there is no one-size-fits-all approach when it comes to nutrition. Each market has specific nutritional needs and this study will allow us to better understand and serve the Malaysian community," added Loo Mei Fong.



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### **About Dutch Lady Malaysia**

Incorporated in 1963, Dutch Lady Milk Industries Berhad is the leading dairy company in Malaysia. Today, Dutch Lady Malaysia manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following in brands like Dutch Lady and Friso.

Its holding company is Royal FrieslandCampina N.V., a Dutch multinational corporation and the largest dairy cooperative in the world with an annual turnover of more than nine billion Euros. Employing 22,000 staff worldwide in about 100 different locations, the Royal FrieslandCampina has more than 30 established brands in its stable.

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