



MEDIA RELEASE

DUTCH LADY MALAYSIA'S FARMER2FARMER PROGRAMME RETURNS

Efforts to improve volume and quality of local dairy output continues with the Dairy Development Programme

Petaling Jaya, 5 May 2015 – Leading local dairy producer Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) has embarked on the Farmer2Farmer programme (F2F) for the second time, in collaboration with the Department of Veterinary Services (DVS) and the Embassy of the Netherlands.

First launched in 2013, the F2F is a part of Dutch Lady Malaysia's Dairy Development Programme, aimed at enhancing the local dairy industry through improving the quality and volume of milk produced locally, thereby developing local farmers' skills and improving their livelihoods.

The F2F focuses on good farm management and administration (sustainability and profitability), good milking/handling practices, effective feed and nutritional programme for cattle, monitoring methods, good breeding and fertility programme, with a particular focus on hygiene management and reducing the total plate count (bacteria count) in local milk.

As a part of the F2F programme, three Royal FrieslandCampina (RFC) co-operative Dutch farmers will spend two weeks in local farms in the states of Negeri Sembilan, Melaka, Seremban and Perak, sharing best practices and exchanging knowledge with local farmers on ways to improve their farming skills.

This year, F2F involved 21 DVS officers and 90 local farmers, who supply fresh milk to Dutch Lady Malaysia. Local fresh milk is used to produce Dutch Lady pasteurised, sterilised and UHT fresh milk products. Dutch Lady Malaysia is the largest purchaser of local fresh milk in Malaysia.

"During the first F2F in 2013, we saw local farmers learn tips, such as increasing milk production of cows through a change in feed, reducing humidity in farms and ways to care of the cattle's hooves," said SP Ching, DDP Manager at Dutch Lady Malaysia. As a result of the F2F, local production of milk experienced an increase of 64% in 2014 volume over 2013 for the farmers participated.

"This is a rare and unique opportunity for local farmers to be exposed to other farmers, not least from RFC in the Netherlands, whose Dutch dairy farming tradition dates back more than 140 years. We are glad to collaborate with Dutch Lady Malaysia again to bring F2F back as we have seen clear improvements in our local dairy output since the first F2F in 2013," said Dr Emelia Aini binti Kamaruzzaman, Assistant Sr. Director at the Department of Veterinary Services.





Malaysia's current dairy industry contributes to only 5% of the country's needs. The Malaysian government aims to increase that to 8% by 2020.

"Being back for the second time in the F2F, I'm happy to see local farmers have taken onboard and adopted the techniques we shared with them in F2F 2013" said Dutch farmer Minne Holtrop, age 59.

"The country's dairy farming industry is about 40 years old, with many being family-owned, possibly run by either the second or third generations together with hired workers. To help raise efficiency and management practices, DVS works closely with the farmers help raise productivity, increase their business competencies as well as improve milk yield and quality for better earning opportunities," underlined Dr Emelia.

The DDP is funded by Dutch Lady Malaysia, with partial subsidy from parent company RFC.

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About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is a leading dairy company in Malaysia. It is owned by one of the largest dairy cooperative companies in the world, Royal FrieslandCampina NV, a Dutch multinational dairy company. Dutch Lady Malaysia was the first milk company to be listed on Bursa Malaysia in 1968 and the first to introduce Formulated Milk Powder for Children in Malaysia in 1988.

Dutch Lady Malaysia, awarded as the Company of the Year 2014 by The Edge Billion Ringgit Club 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 Gold. Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Surveys (SEANUTS) study in 2009, involving four countries – Malaysia, Indonesia, Vietnam and Thailand. SEANUTS is the largest and most extensive nutrition and health study ever done in South-East Asia, wherein 16,744 children up to 12 years old were surveyed over a four-year period.

More information can be found on www.dutchlady.com.my.

About the Dairy Development Programme

Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) started the Dairy Development Programme (DDP) in 2008, in collaboration with the Department of Veterinary Services (DVS) and supported by the Netherlands Embassy in Malaysia. It began with an aim to improve the productivity of local dairy farmers and the quality and quantity of local fresh milk. As the largest purchaser of local fresh milk in Malaysia, Dutch Lady Malaysia, through the DDP, has facilitated the sharing of international business and technical expertise to local farmers and other stakeholders involved in the dairy industry, thereby helping local farmers improve their farming techniques and business operations. As a result, farmers who participated in the DDP reported increased production of milk in both quality and volume while ensuring sustainability of local milk supply. About Farmer2Farmer (F2F) Programme.

About Farmer2Farmer Programme

Farmer2Farmer is a collaboration programme between FrieslandCampina N.V., Dutch Lady Milk Industries Berhad is fully endorsed by the Department of Veterinary Services. It is part of the Dairy Development Programme (DDP) which was developed in 2008 under the umbrella of Netherlands Embassy. Ever since, the programme that was designed to help local farmers had successfully resulted in a higher production of milk in both quality and volume as well as helped to ensure sustainability of milk supply to us.

The first F2F training in Malaysia is conducted in 2013 at Melaka & Perak farms with the intention of sharing information to improve the quality and increase the volume of locally produced fresh milk. Three farmers from the Netherlands were brought to Malaysia to meet selected farmers who were successful in dairy farming.

Moving society forward by giving back

Dutch Lady Malaysia believes in establishing and maintaining good relationship with our consumers, customers, shareholders, suppliers, business partners, organisations and communities in which we operate. We fully acknowledge and remain committed to conduct our business responsibly whilst contributing to society.





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