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DUTCH LADY MALAYSIA CONDUCTS 'GRASS TO GLASS' MILK TOUR FOR EDUCATION MINISTRY OFFICIALS

Malaysia's leading dairy corporation, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia), took a group of Education Ministry officials led by Yang Berhormat, P. Kamalanathan, Deputy Minister of Education II, on an insightful 'Grass to Glass' educational milk tour, recently.

The two-day tour covered activities on a dairy farm as well as the UHT plant at the factory site in Petaling Jaya, Selangor. The 50-man contingent comprising State and Federal Education officers were presented with an extensive understanding of the local dairy industry, with Dutch Lady Malaysia as a key reference indicator, as it is one of the four suppliers to the *Program Susu Sekolah 1Malaysia* (PS1M).

Explained Rahul Colaco, Dutch Lady Malaysia's Managing Director, "The company, which celebrated its 50th anniversary last year, has always been a committed and responsible corporate player, working with various companies and programmes, upholding our mission to help all Malaysians to move forward in life with trusted dairy nutrition.

"Through the PS1M, we will continue to work together with the Government to ensure the school milk programme is a resounding success. We have world-class facilities, particularly in the areas of food safety and quality, which guarantee our reputable brands are nutritionally healthy for all consumers."

PS1M is a valuable Government programme that ensures students whose family income is below the poverty level receive a well-balanced diet, thereby increasing the quality of health of these students namely better physical growth, mental health and general well-being.

"Our parent company, Royal FrieslandCampina headquartered in the Netherlands, can attest to a rich heritage that spans more than 130 years of dairy experience, for we are part of one of the largest multinational dairy co-operatives in the world.



"Through PS1M, Dutch Lady Malaysia supplies milk twice a week to around 232,489 children attending 769 primary schools in Kelantan and Terengganu, during the school terms," informed Colaco.

At the Dutch Lady Malaysia's factory premises, Tuan Kamalanathan and officers were given an extensive tour of the UHT plant.

Deputy Minister Tuan Kamalanathan commended the various parties for organising the tour, bringing together key people instrumental in the school milk programme and particularly so for those from Kelantan and Terengganu.

He said, "In 2013, I am happy to note Dutch Lady Malaysia has ensured 100% delivery with no reported cases of clinical symptoms from school children in Kelantan and Terengganu. I witnessed the stringent safety and quality control adopted by Dutch Lady Malaysia in producing the UHT milk packs.

"Coupled with their first-class storage and warehouse facilities, this achievement is not surprising. Good handling, storage and distribution of milk are crucial in ensuring the success of any school milk programme," stressed the Deputy Minister.

The following day at the Agrobiz Farm, located at Selandar, Jasin, Melaka, the officers were pleasantly surprised to see for themselves a typical dairy farm, albeit right in the sweltering heat of tropical Malaysia. The 25-acre farm has about 60 Frisian-Thai milking cows which supply an average of 200 litres of fresh milk per day to the Melaka Dairy Farmers' Co-operative, which in turn supplies directly to Dutch Lady Malaysia.

Added Colaco, "Malaysia's dairy industry is about 40-years-old, with many being family-owned, managed by either the second or third generations together with hired workers. In recent years, it has grown by leaps and bounds, thanks to concerted efforts of the Department of Veterinary Services (DVS), the Ministry of Agriculture.

"Through our Dairy Development Programme partnership with DVS, which has been running since 2008, we have helped raise the milk quality and quantity, increase their business competency and overall farming standards of these dairy farms. There are about 200 farms based in Perak, Melaka, Pahang, Selangor and Johor, which are under the DDP.

"As a 50-year old Malaysian corporation whose commitment is to help all Malaysians move forward with trusted dairy nutrition, we are very happy to conduct this 'Grass to Glass' Educational Visit for an equally important contingent from the Education Ministry," concluded Colaco.

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About Dutch Lady Malaysia

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is the 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 Growing Up Milk in Malaysia in 1988. 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.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Survey (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 between the ages of six months and 12 years were surveyed over a four-year period.

Issued by Dutch Lady Milk Industries Berhad

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