

# press release

## **Dutch Lady Malaysia marks World Milk Day 2016 by spreading the goodness of milk**

*Leading dairy company calls for Malaysians to drink more milk to address low intake of calcium*

**PETALING JAYA, 31 May 2016** – Every 1<sup>st</sup> June, the world celebrates World Milk Day to recognise the important role milk plays in our daily lives. This year, leading dairy company Dutch Lady Malaysia aims to spread the goodness of milk by giving away Malaysia's No.1 ready-to-drink milk\*, Dutch Lady PureFarm milk.

To celebrate World Milk Day 2016, Dutch Lady Malaysia is giving away Dutch Lady PureFarm milk packs to fans of Dutch Lady Malaysia's Facebook page. Beginning 26 May, consumers can submit personalised messages to their loved ones, and Dutch Lady Malaysia will deliver these messages in a special milk box.

Furthermore, in collaboration with IM4U, a youth volunteer-based NGO, milk packs are also given to passersby around the Kuala Lumpur city centre, an orphanage and not forgetting the Malaysian media.

**Saw Chooi Lee, Managing Director of Dutch Lady Malaysia** said "Malaysians are not drinking enough milk to reap its nutritious benefits even though it is one of the richest sources of calcium and easily accessible. In our mission to help Malaysians move forward in life with trusted dairy nutrition, we find it fitting to spread the goodness of milk and encourage both adults and children to drink more milk. Incorporating two glasses of milk per day into our diet is the solution to address the issue of low calcium intake and its long-term health consequences."

Based on two local research - the South East Asian Nutrition Survey (SEANUTS) and the Malaysian Adults Nutrition Survey (MANS) 2014, Malaysian children and adults are not getting enough calcium from their daily diet. 49 per cent of Malaysian children studied in SEANUTS had calcium insufficiency\*\*; and according to MANS, the average intake of calcium among grown-ups is below 50 per cent of the Malaysian Recommended Nutrient Intake\*\*\*.

According to MANS 2014, on average, adults in Malaysia drank less than a glass of milk in an entire week, which is way below the Malaysian Dietary Guideline's recommendation of 1 to 3 servings per day.

Besides calcium, which aids in the development of strong bones and teeth<sup>1</sup>, Dutch Lady PureFarm milk is also enriched with essential nutrients like protein (essential for growth and development<sup>2</sup>), Vitamin A (essential for the functioning of the eyes<sup>3</sup>), Vitamin B2 (needed for the release of energy from carbohydrates, fats and proteins<sup>4</sup>) and Vitamin D3 (helps in the absorption and utilisation of calcium and phosphorus<sup>5</sup>). Essential nutrients are nutrients required by the body to function normally. However, these essential nutrients cannot be naturally-produced by the body, so we need to obtain them from our diet.

For more information, visit Dutch Lady Malaysia's Facebook page (<https://www.facebook.com/spread.the.goodness.of.milk>).

**Reference:**

- \* Based on Retail Audit for 12 months ending December 2015 in Total Peninsular Malaysia (Copyright © 2015, The Nielsen Company (M) Sdn Bhd).
  - \*\* Nutritional status and dietary intakes of children aged 6 months to 12 years: findings of the Nutrition Survey of Malaysian Children (SEANUTS Malaysia), British Journal of Nutrition (2013), 110, S21-S35.
  - \*\*\* Current nutrient intake among Malaysia, Adult: Finding from MANS 2014, THE MEDICAL JOURNAL OF MALAYSIA, VOL. 70 SUPPLEMENT 1 SEPTEMBER 2015, pp 12.
- 1 - 5: MOH (2010). Guide to Nutrition Labelling and Claims (as at December 2010). Food Safety and Quality Division, Ministry of Health Malaysia, Putrajaya.



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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, the South East Asian Nutrition Surveys (SEANUTS) study was commissioned to study the nutritional status and insufficiency thereof found to be present in South East Asian children up to 12 years old.

**About Royal FrieslandCampina** Every day, Royal FrieslandCampina provides millions of consumers all over the world with food that is rich in valuable nutrients. With annual revenue of 11.4 billion euros, Royal FrieslandCampina is one of the world's five largest dairy companies, supplying consumer and professional products, as well as ingredients and half-finished products to the food industry and the pharmaceutical sector around the world. Royal FrieslandCampina has offices in 28 countries and almost 22,000 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 19,244 member dairy farmers in the Netherlands, Germany and Belgium—making it one of the world's largest dairy cooperatives.

For more information please visit: [www.frieslandcampina.com](http://www.frieslandcampina.com).

**Issued by Dutch Lady Milk Industries Berhad**

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