



MEDIA RELEASE
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Dutch Lady Malaysia launches campaign to help address low calcium intake among Malaysians

Milk Mornings campaign aims to encourage families to take milk at breakfast

Selangor, 16 March 2016 – Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is giving Malaysians more reasons to take milk at breakfast as the company helps address the low intake of calcium amongst Malaysian adults and children with the launch of its latest campaign called Dutch Lady PureFarm *Milk Mornings*.

The Dutch Lady PureFarm *Milk Mornings* campaign that featured its Dutch Lady PureFarm brand – the no. 1 brand for ready-to-drink milk in Malaysia* encourages families to drink milk in the morning or creatively incorporate it in their breakfast to help them meet their daily calcium requirement.

Speaking at the launch, **Jo-Anne Jayasiri, Marketing Manager at Dutch Lady Malaysia** said breakfast is the most important meal of the day as it provides energy for the day's activities and jump-start our daily nutrition intake.

"Milk provides essential nutrients that our body cannot generate. As such, it is an ideal beverage and ingredient for breakfast to help families meet their daily calcium requirement," she added.

"There is no better way to kick start our morning than with milk. After about eight to 12 hours from our last meal, a glass of milk along with other food will fuel empty stomach. The beverage is rich with the nutrients and energy that the body needs to regulate itself after waking up and prepare it to absorb more goodness from our meals," said **Professor Dr. Poh Bee Koon of Faculty of Health Science at Universiti Kebangsaan Malaysia** who also lent her expertise at the event.

Prof. Poh also highlighted local research that indicates Malaysians' low intake of calcium, including the South East Asian Nutrition Survey (SEANUTS) in which she was the Principal Investigator and the Malaysian Adults Nutrition Survey (MANS) that was concluded in 2014.

"49 percent of Malaysian children studied in SEANUTS have calcium insufficiency**; and according to MANS, the average intake of calcium among grown-ups is below 50 percent of the Malaysian Recommended Nutrient Intake***," she added.





As Malaysians are not drinking enough milk to reap its nutritious benefits, Prof. Poh advised that just two to three servings of milk a day can help to meet one's nutritional requirement.

As milk is one of the richest sources of calcium and is easily accessible, incorporating milk into Malaysians' daily diet is the obvious solution to the issue of low calcium intake and its long-term health consequences.

The company hopes the campaign will encourage Malaysian families to increase their consumption of milk, starting with one serving during breakfast in line with Dutch Lady PureFarm's vision to build strong families physically through milk's bone-enriching calcium, and emotionally as a family that starts the day together.

Actor Aaron Aziz and his entrepreneur wife, **Diyana Halik** who were at the event are well-aware of the benefits of a healthy breakfast. The celebrity duo insists on their children to have breakfast with milk before heading off to school.

"As parents and celebrities, we feel that it is our responsibility to spread the awareness, so that more parents will look into what their family eat, especially during breakfasts and try to drink or incorporate calcium-packed milk in their daily first meals," said the actor.

"Fortunately, my three children do not have issues drinking milk. But to make sure they don't miss out on essential nutrients like calcium, I give them packs of Dutch Lady PureFarm 200 ml milk, so that they can drink milk conveniently at home or on their way to school. And that one pack in the morning already gives them one serving for the day," Diyana quipped.

From April onwards customers can get their hands on wholesome, calcium-packed breakfast ideas by logging on to Dutch Lady Malaysia Facebook at www.facebook.com/spread.the.goodness.of.milk or our website www.dutchlady.com.my.

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.

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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.

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