

# press release

## **Ministry of Education and Dutch Lady encourage better learning environments, safe and healthier living among students through Anugerah 3K**

*Annual national school programme announced winners for 2016*

**KUALA LUMPUR, 16 November 2016** – Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) in partnership with the Ministry of Education (MoE) today announced the winners of the prestigious *Anugerah 3K & Projek Khas 3C* 2016.

The annual national school awards programme which is open to participation from all schools nationwide aims to educate and recognise the efforts for better hygiene, health and safety in primary and secondary schools.

The innovative move of launching the programme's new web portal [www.anugerah3k3c.com.my](http://www.anugerah3k3c.com.my) in May this year was a huge success with 32 entries shortlisted. For the first time, the web portal served as a one-stop centre for entry submissions, updates, and educational materials which catered to the convenience for all users.

The champion, first runner-up as well as the second runner-up bagged cash prizes worth RM5,000, RM4,000, and RM3,000 respectively and each received a certificate of excellence.

The *Anugerah 3K* winners for 2016 are:

### **Primary School Category**

Champion : SJKT Merlimau, Melaka  
First Runner-up : SJKC Chung Hua Pujut, Sarawak  
Second Runner-up: SK Penggu, Kelantan

### **Secondary School Category**

Champion : SMK Convent Jalan Peel, Kuala Lumpur  
First Runner-up : SMK Desa Jaya, Pahang  
Second Runner-up: SMK Tun Abang Haju Openg, Sarawak



On top of better learning environments, Dutch Lady Malaysia continues to encourage healthy lifestyle habits among students through the *Projek Khas 3C (Cabaran, Cergas, Ceria)*.

The initiative, which is inspired by the company's Drink.Move.BeStrong health awareness campaign, highlights the importance of milk in a healthy diet and being physically active for a stronger and healthier generation. Winners for this special project category walked away with a set of sports equipment worth prize of RM1,000 each.

The *Projek Khas 3C* winners are:

### **Best 3K & Nutrition Education**

Primary School : SK Iskandar Perdana, Perak

Secondary School : SMJK Convent Datuk Keramat, Penang

### **Best Nutrition Practices**

Primary School : SK Tanjung Batu Keramat, Sabah

Secondary School : SMK Desa Jaya, Pahang

### **Best Fitness Activity**

Primary School : SJKT Merlimau, Malacca

Secondary School : SMK Tun Abang Haji Openg, Sarawak

In addition, the **State Officer Award** was presented to the **Sarawak** state in recognition of outstanding efforts in promoting 3K Awards within the state.

**YB Dato' P. Kamalanathan, Deputy Education Minister I** said, "Congratulations and a job well done to Dutch Lady for raising awareness among students on the importance of healthy nutrition and exercise for healthy living. These aspects ensure a good and holistic learning environment that will lead to better attendance. Higher attendance leads to greater success for students not only in academic pursuits but in character growth. These activities provide positive impact in improving the quality of learning in Malaysia for the students. It is good to increase and sustain collaborations between the government and the private sector so more beneficial initiatives can be implemented in the future."





**Saw Chooi Lee, Dutch Lady Malaysia Managing Director,** said, "The programme has brought about evident and positive changes among students. The results demonstrated the efforts and creativity that we are all proud of. As a leading dairy manufacturer, we aim to address the awareness of non-communicable diseases (NCDs) by working with all stakeholders such as thorough government collaborations and by supporting consumers in making informed dietary choices."

A study was conducted by Universiti Putra Malaysia to evaluate the programme's effectiveness and impact. The results indicated that the programme had positive impact in generating awareness and cultivating habits that are in line with its goals.

Participating schools scored higher in the areas of school environment and student awareness on hygiene, health and safety compared to schools that did not participate in the programme. The study concluded with the recommendation for the programme to continue as it has direct influence over the students' learning and academic achievement.

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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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