

press release

Dutch Lady Malaysia celebrates World Milk Day

10,000 milk packs to be distributed to nourish our future generation during Ramadan

Subang Jaya, 31 May 2018 – In the spirit of spreading the goodness of milk, Dutch Lady Malaysia celebrated World Milk Day this year by giving out 10,000 packs of milk to primary school children. The celebration was held at Sekolah Kebangsaan Dato' Onn Jaafar in Subang Jaya today, where Dutch Lady milk trucks were flagged off to deliver the nutritious beverage to schools.

Speaking at the flag off ceremony, Mr. Tarang Gupta, Managing Director of Dutch Lady Malaysia said 2018 marks the dairy company's 55th anniversary of providing Malaysians with quality nutrition.

"For the last 55 years, our mission has always been to nourish a nation. During this time, generations of Malaysians have grown up on Dutch Lady milk and they have chosen our brand for their own children as well. This gives us even greater motivation to fuel the nation with better nutrition which milk can offer," Mr Gupta said.

Mr Gupta further added that World Milk Day is a very important celebration for Dutch Lady Malaysia as it celebrates the important contributions of the dairy sector to sustainability, economic development, livelihoods and nutrition. But more importantly, it celebrates the importance of milk as part of a healthy and balanced diet.

"We celebrate World Milk Day to spread the goodness of milk to our consumers and for future generations to come in Malaysia," Tarang further added.

As it is currently the Ramadan season, Tarang highlighted the relevance of milk during the holy fasting month.

"Milk and dates us an ideal food pairing for *sahur* during Ramadan. It provides school children with balanced nutrition to last through the day and prevent them from overindulging for *sahur* in the mornings," he said.



The celebration kicked off in high gear at the Sekolah Kebangsaan Dato' Onn Jaafar, where the eye-catching bright blue Dutch Lady milk trucks were flagged off to begin their journey to the primary schools to deliver the 10,000 packs of nutritious milk.

Also present at the ceremony to witness this momentous occasion was Mr. Cyril Christopher Singgam, Head of Strategic Planning Sector, Ministry of Education joined by the headmasters of the three Wawasan schools in Subang Jaya, SK Dato' Jaafar Onn, SK (C) Tun Tan Cheng Lock and SK (T) Tun Sambanthan.

Besides nourishing the nation, Dutch Lady Malaysia has long worked together with the Ministry of Education to inculcate the healthy habit of drinking milk among school children. According to Mr Gupta, the company became aware of the need for this when Dutch Lady undertook an independent survey a few years ago, called the South East Asian Nutrition Survey (SEANUTS), which revealed:

- a high percentage of our children in Malaysia has vitamin D insufficiency despite the amount of sunlight we get in our country;
- our children have low levels of physical activity;
- 30 to 40 percent of our children are not getting the right nutrition, with one in five of them are overweight or obese.

"This has also brought to our attention, the rising concerns of non-communicable diseases (NCDs) in the world such as obesity, diabetes, hypertension and cancer, which has made our mission even more important to educate teachers, parents, and children on the importance of getting proper nutrition," he said.

"As such, we have been working hand in hand with the Ministry of Education, over the years, to invest in initiatives such as *Jr NBA*, *Anugerah 3K* through our *Drink.Move.BeStrong* campaign to educate teachers, school children that milk has the vital nutrients to help one achieve more in their everyday life.

Under the DMBS campaign, we have run various activities, such as nutritional talks and fun outdoor exercises in schools. We started the programme in 2015 reaching out to 48,000 students and as of today we have achieved over 350,000 student participations for its activities. In fact, we are targeting to reach over 1 million school children by 2020 in Malaysia," he added.

These activities educate school children on the importance of eating a balanced diet that includes milk and doing physical sports daily, to push them to adopt healthier lifestyles – and to address the growing concerns of obesity and malnutrition in children in Malaysia.



“As we celebrate World Milk Day and spread the goodness of milk to our future generation, our hope is for them to remember to cultivate the habit of drinking two glasses of milk and spending at least an hour on physical activities every day with their family and friends,” Mr Gupta concluded.

For more information about Dutch Lady Malaysia’s World Milk Day celebration, visit www.dutchlady.com.my.

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.

Issued by Dutch Lady Milk Industries Berhad

Shamsidar Yahya Nassim

Tel: 03-7953 2600

Email: shamsidar.n@frieslandcampina.com

Through Bridges PR & Events Sdn Bhd

Ng Yuet Meng / Charu

Tel: 03-7982 1750/ 51

Email: yuetmeng@bridgespr.com.my / charu@bridgespr.com.my