

press release

Dutch Lady Milk Industries Berhad celebrates World School Milk Day 2022 to raise awareness about stunting and malnutrition

PETALING JAYA, October 13: Dutch Lady Milk Industries Berhad (DLMI), the leading dairy manufacturer in the country, hosted the World School Milk Day celebrations on October 13 in collaboration with the Ministry of Education (MoE) with the primary objective of raising awareness about the importance of child nutrition in the country.

At the World School Milk Day celebrations held at Sekolah Kebangsaan Seri Bintang Selatan in Kuala Lumpur, several fun and interactive activities took place such as a breakfast recipe competition to highlight the versatility of milk in a nutritious breakfast and the presence of a breakfast roving truck to raise the importance of breakfast amongst school children.

DLMI was represented by its Corporate Affairs Director, Muhammad Abdul Hadi Bin Abdullah and Marketing Director, Imun Lim.

DLMI Corporate Affairs Director, Hadi, said malnutrition impacts the core of a child's physical and cognitive growth which makes it a serious social and economic issue that can impact the potential of developing countries.

"The Government is highly encouraged to be more inclusive in its strategic planning to address stunting and malnutrition amongst children by inviting the private sector to create holistic, long-term solutions to address this national health agenda. DLMI is always ready to partner the Government to find meaningful, long-term solutions".





The recent announcement of the South East Asian Nutrition Surveys II (SEANUTS II) results commissioned by FrieslandCampina and conducted by Universiti Kebangsaan Malaysia in Peninsular Malaysia revealed worrying statistics which underperform the targets set by the Ministry of Health in the National Plan of Action for Nutrition of Malaysia (NPANM) III.

SEANUTS II revealed that:

- i) 84% and 70% of children do not meet the average needs of Vitamin D and calcium respectively.
- ii) One in three children does not consume breakfast daily
- iii) 40 percent of children under the age of four suffer from anemia which impacts cognitive development, physical growth and immunity
- iv) Low dairy consumption: One in four children consumes less than 100ml of dairy, fewer than five times a week

DLMI hopes that the World School Milk Day celebration will build stronger awareness amongst teachers, parents and children about the importance of dairy for children, encourage the right breakfast habit with milk as well as better nutritional practices. This is critical as children require Calcium and Vitamin D which are fortified in DLMI's dairy products.

Since 2011, DLMI has distributed 165 million packs of milk to 4.3 million students across the country. Under the 2022 School Milk Programme, DLMI actively nourishes primary school children who are part of the Rancangan Makanan Tambahan programme in Perak, Selangor, Wilayah Persekutuan Kuala Lumpur and Putrajaya by supplying quality Dutch Lady milk products on every school day.

It is estimated that by the end of this programme in 2023, DLMI would have supplied close to 22 million packs of milk products to nourish over 115,000 primary school children in Malaysia.

Hadi added, "DLMI is thankful for this opportunity to partner the Government to continue nourishing Malaysians with trusted, quality, Halal dairy products. It is because of the support of the Rakyat of Malaysia that we are able to remain steadfast in upholding our purpose of nourishing Malaysians in different stages of life by constantly innovating and reformulating our dairy products".





Dutch Lady was recently awarded the Most Chosen Brand and Brand of the Decade in the Dairy category in Kantar's Brand Footprint 2022. This makes Dutch Lady the No. 1 Most Chosen Brand in the Dairy category for 10 consecutive years. The awards are based on consumer choice; determined by household penetration and the number of interactions with the brand across the Dairy category in a year.

About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (DLMI) 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. DLMI 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.

Staying true to our purpose of Nourishing Our Planet and People in Every Stage of Life, DLMI manufactures and sells a wide range of quality dairy products for the home and export market. Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Surveys (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 up to 12 years old were surveyed over a four-year period. The follow-up SEANUTS II was conducted between 2019 – 2021 involving 14,000 children in the four countries. More information can be found at www.dutchlady.com.my

About Royal FrieslandCampina N.V.

FrieslandCampina is one of the largest dairy companies in the world with a cooperative tradition going back 150 years. The company processes the milk from dairy farms into a wide range of dairy products and ingredients. This way Royal FrieslandCampina provides hundreds of millions of people throughout the world with valuable nutrients from milk.

Royal FrieslandCampina N.V. is fully owned by Zuivelcoöperatie FrieslandCampina U.A., with 15,703 dairy farmers in the Netherlands, Belgium, and Germany as members. Through the cooperative, these member dairy farmers own and supervise the company. Together with member dairy farmers, FrieslandCampina manages the entire production chain: from grass to glass.

FrieslandCampina provides consumers with dairy products, such as milk, yoghurt, condensed milk, dairy-based beverages, cheese, butter, quark, and cream. The dairy company supplies specific nutrition to specific consumer groups, such as children, the elderly, and sportspeople. Professional customers, such as bakers, pastry chefs, chocolate confectioners, chefs, and caterers can rely on FrieslandCampina for a broad product range, including creams, butters, desserts, and fillings. In addition, the company supplies high-quality ingredients to international food producers and pharmaceutical companies.

In 2021, 10,564 member dairy farms in the Netherlands, Germany, and Belgium supplied almost 10 billion kilos of milk for processing into dairy products and ingredients. FrieslandCampina has branches in 32 countries and exports to more than 100 countries worldwide. At year-end 2021, FrieslandCampina employed an average of 22,961 workers (FTEs). For additional information, please visit our website: www.frieslandcampina.com.

Issued by Dutch Lady Milk Industries Berhad

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