

press release

Dutch Lady Milk Industries Berhad Set to Nourish 75,000 Primary Schoolchildren via School Milk Programme 2023

PUTRAJAYA, 5 September 2023: Dutch Lady Milk Industries Berhad (DLMI) today launched its School Milk Programme 2023 which is aimed at raising awareness on child malnutrition in the country and nourishing schoolchildren who skip breakfast due to socio-economic reasons. This facet will focus on Zone 8 comprising primary schools in Selangor, Wilayah Persekutuan Kuala Lumpur and Wilayah Persekutuan Putrajaya where 75,000 primary schoolchildren will enjoy quality Dutch Lady milk products on every school day.

The programme which was unveiled at SK Putrajaya Presint 16(2), is the commencement of a roadshow at eleven selected schools targeting 15,000 schoolchildren from September and October onwards.

DLMI's School Milk Programme will include interactive and fun activities to educate children and parents about the importance of dairy nutrition, a breakfast truck to directly nourish children and even nutritionists to educate people on the importance of healthy breakfast and dangers of child stunting.

DLMI, the largest dairy manufacturer in the country, has been a strong and dependable partner to the Ministry of Education (MOE) for the School Milk Programme. Since 2011, DLMI has distributed over 185 million packs of milk to 4.5 million students in the country, and by the end of this programme in 2024, DLMI would have distributed close to 14 million packs of milk to nourish 75,000 primary schoolchildren.

"Public-Private partnerships exemplified by this innovative programme are essential to create holistic, long-term solutions to address malnutrition issues in order to do the right thing for our children," DLMI Managing Director, Ramjeet Kaur Virik said, adding that children are the future of the nation.





She said programmes like this can build stronger awareness amongst teachers, parents and children as well as policy makers about the importance of dairy for children, encourage the breakfast habit with milk as well as better nutritional practices.

Ramjeet Kaur Virik added, "We hope the Government will continue 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. We will continue to be a strong partner and advocate".

The recent findings by the South East Asian Nutrition Surveys II (SEANUTS II) results commissioned by FrieslandCampina, DLMI's parent company, are worrisome. One in three children under the age of 12 does not consume breakfast daily; 84 percent of children do not get enough vitamin D while 70 percent of children have a calcium deficiency. The National Health and Morbidity Survey (NHMS) 2022 conducted by the National Institutes of Health under the Ministry of Health also found that the stunting rate amongst children under the age of 5 currently stands at 21.2 percent.

Ramjeet said malnutrition, once entrenched in children, can permanently alter a child's physical and cognitive growth which can cause serious social and economic problems in Malaysia, adding that milk is a crucial affordable nutrient which is so important in breakfast meals especially for children.

She said that with DLMI's world-class, Industry 4.0 manufacturing Halal hub in Bandar Enstek beginning operations in 2024, the company is well-positioned to continue supporting the Government in fulfilling the National Health agenda especially in the critical area of nourishing children whilst continuing to drive its purpose of Nourishing Our Planet and People in Every Stage of Life.

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, FrieslandCampina, 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 FrieslandCampina

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 FrieslandCampina provides hundreds of millions of people throughout the world with valuable nutrients from milk.

FrieslandCampina is fully owned by Zuivelcoöperatie FrieslandCampina U.A., with 15,137 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 2022, 9,927 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 30 countries and exports to more than 100 countries worldwide. At year-end 2022, FrieslandCampina employed an average of 21,715 workers (FTEs). For additional information, please visit our website: www.frieslandcampina.com.

Issued by Dutch Lady Milk Industries Berhad

Muhammad Abdul Hadi Abdullah
Corporate Affairs Director
Tel : 012-376 6497 Email: hadi.abdullah@frieslandcampina.com

Meera Selvaratnam
Communications Manager
Tel: 012-911 0733 Email: meera.selvaratnam@frieslandcampina.com

