

press release

Dutch Lady Brings Together Nutrition, Digital Learning and Community Support Through Its CSR Programmes Under the School Milk Programme

Program Menutrisi Sarawak integrates academic intervention, improved learning environments and community partnerships to help students thrive in and beyond the classroom.

SARAWAK, 24 June 2026: Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) launched several Corporate Social Responsibility (CSR) initiatives under the **Program Susu Sekolah** through **Program Menutrisi Sarawak** at Sekolah Menengah Kebangsaan (BM) Saratok.

The programme, held yesterday, was officiated by **Dato' Wan Hashim bin Wan Rahim, Secretary-General of the Ministry of Education (MOE)**, reflecting a shared commitment to strengthening student wellbeing and creating better educational opportunities for students, particularly those from underserved communities.

Program Menutrisi Sarawak reflects a broader evolution of Dutch Lady's CSR programmes under the School Milk Programme. By bringing together nutrition, digital learning and community support under a single platform, Dutch Lady aims to contribute more meaningfully to students' learning, wellbeing and future readiness. Rather than operating as standalone initiatives, these programmes are designed to complement one another, recognising that students perform best when they are supported not only through good nutrition, but also through academic guidance, digital access, conducive learning environments and strong community support. Collectively, these efforts form a more connected support ecosystem that places students at the centre.

The initiatives combine academic intervention, nutrition support, digital learning, improved learning environments, sustainability and personal development to help students build stronger foundations both in and beyond the classroom.





Aligned with the 7 Key Priorities (7 Teras Utama) of MOE, the programme reflects Dutch Lady's belief that meaningful student development requires more than a single intervention. Students perform best when supported by an ecosystem that includes good nutrition, academic guidance, positive learning environments, digital access, teachers, parents, communities and partner organisations working together towards a common goal.

Strengthening Student Support Through PMADL

At the heart of the programme is the **Program Murid Angkat Dutch Lady (PMADL)**, a structured intervention initiative that supports Form 5 students identified as being at risk of underperforming in their SPM examinations.

The programme first began in Putrajaya in 2024, where 20 students from SMK Putrajaya Presint 8(1) received academic coaching, motivational support, nutritious meals and Dutch Lady milk. The results demonstrated the impact of sustained intervention, with all 20 students achieving a 100% SPM pass rate.

Building on the success of the pilot, PMADL was continued at SMK Tun Abang Haji Openg, Kuching in 2025. Despite nearly 70% of participating students initially being at risk of failing, the programme once again delivered a 100% SPM pass rate, with students recording notable improvements in subjects such as Bahasa Melayu and Sejarah.

These encouraging outcomes reinforce the importance of sustained intervention and demonstrate that when students are supported through a combination of academic guidance, proper nutrition and positive learning environments, meaningful results can be achieved. The impact of PMADL extends beyond examination results. Fourteen students from the Putrajaya cohort have since secured places under the Program Dermasiswa, receiving financial support to continue their studies, while participating students in Sarawak are being guided towards scholarship opportunities and Technical and Vocational Education and Training (TVET) pathways.

Following the success of the first two cohorts, Dutch Lady is now bringing the PMADL model to SMK (BM) Saratok, extending structured academic, emotional and nutritional support to more students who need it most.

Building an Ecosystem for Students to Succeed

Recognising that student success is influenced by more than classroom teaching alone, Program Menutrisi Sarawak focuses on strengthening the wider ecosystem that supports each student, both in and beyond the classroom.





Through **Program Bilik DLEx (Digital Learning Experience)**, Dutch Lady is establishing a dedicated learning space at SMK (BM) Saratok to support PMADL classes, digital learning activities, nutrition education and student engagement programmes. The initiative builds on the successful implementation of DLEx at SMK Tun Abang Haji Openg, Kuching, where teachers observed greater student motivation and engagement following the classroom upgrade.

To further strengthen digital learning, Dutch Lady has also become the **first corporate organisation to provide nutrition education content on DELIMa**, MOE's digital learning platform. This marks an important milestone in bringing evidence-based nutrition education into mainstream classrooms and reinforces Dutch Lady's commitment to supporting digital learning in schools. It also enables students and teachers across Malaysia to access engaging, scalable and consistent learning content that supports healthy lifelong habits.

Through the **Program Pengurusan Kendiri – Pemakanan Sihat dan Nutrisi**, Dutch Lady is helping to digitalise nutrition education by introducing structured content that is creative, interactive and accessible to students and teachers. The content incorporates engaging learning approaches, including digital storytelling, interactive modules, creative classroom activities and gamification elements to make nutrition education more relevant and appealing to today's students.

By bringing nutrition education into DELIMa, Dutch Lady aims to help students better understand healthy eating habits, balanced nutrition and the important role nutrition plays in supporting learning, wellbeing and personal development. This initiative also reflects Dutch Lady's commitment to complementing classroom learning with digital tools that can reach more students in a consistent and scalable way.

Commenting on the programme, **Dato' Wan Hashim bin Wan Rahim, Secretary-General of the Ministry of Education** noted that the components highlighted in Program Menutrisi Sarawak align perfectly with the current needs of our education system.

He said, "Integrating nutrition education into the DELIMa platform, for instance, illustrates how today's educational approaches must leverage digital channels more effectively. Furthermore, upgrading learning spaces like the DLEx Room underscores the vital role a conducive school environment plays in supporting the overall student learning experience."





Nourishing Children Beyond the Classroom

Nutrition remains a fundamental component of the programme. Through **Program Mengkhasiatkan Kanak-Kanak**, Dutch Lady extends nutrition support to B40 students who are not selected as recipients under the regular School Milk Programme. The initiative recognises that some students continue to require additional support beyond existing assistance mechanisms, helping to ensure that vulnerable students are not left behind.

As part of this initiative, Dutch Lady sponsors **Dutch Lady Omega 3*6** milk for selected students, helping to ensure that more children from underserved households have continued access to nutritious milk. This effort complements the School Milk Programme by reaching students who may fall outside the official recipient list, but who still require additional nutrition support.

First introduced in 2025, the programme will continue across selected locations in Sarawak, including Daro, Mukah, Kuching, Lundu and Padawan, enabling more B40 students to benefit from sustained access to nutritious milk. By extending nutrition support beyond the School Milk Programme, Program Mengkhasiatkan Kanak-Kanak strengthens the wider support network surrounding students, where nutrition, education, digital learning, personal development and community support work together to help students thrive.

At the same time, Dutch Lady continues to strengthen the programme's sustainability pillar through its partnership with Trienekens (Sarawak) Sdn. Bhd. Under the **Program Kelestarian Alam Sekitar**, students are encouraged to practise responsible waste management through the collection and recycling of used milk cartons.

Speaking at the event, **Ezmir Hazizi Azhar, Corporate Affairs Director of Dutch Lady Malaysia**, said, "At Dutch Lady Malaysia, we believe every child deserves the opportunity to succeed regardless of their circumstances. Over the years, we have learned that meaningful student development requires more than academic support alone. Students perform best when they are supported by the right ecosystem; one that includes nutrition, guidance, positive learning environments, digital learning and opportunities to grow beyond the classroom."





"Program Menutrisi Sarawak reflects our belief that supporting children requires more than a single intervention. A glass of milk remains important, but on its own, it is not enough. Students thrive when nutrition is supported by academic guidance, digital access, conducive learning environments and a community that works together around them. This is the role we aspire to play - not only as a provider of quality and trusted dairy nutrition, but as a long-term partner that helps strengthen the ecosystem surrounding every student", he added.

Program Menutrisi Sarawak reflects Dutch Lady's continued commitment to its purpose of Nourishing Our Nation. By bringing together nutrition, education, digital innovation and community collaboration, the programme demonstrates how long-term public-private partnerships can strengthen the student support ecosystem and create lasting impact for students, schools and communities, while contributing towards a generation of healthier, more confident and future-ready students.

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About Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia)

Incorporated in 1963, Dutch Lady Malaysia is the country's leading dairy company and is owned by one of the largest dairy cooperatives in the world, FrieslandCampina, a Dutch multinational dairy company. We were 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, Dutch Lady Malaysia 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 a large international dairy company with a cooperative history dating back more than 150 years. The company processes milk into nutritious dairy products, such as milk, yoghurt, condensed milk, dairy-based beverages, cheese, butter, quark and cream. The dairy company supplies specific nutrition for 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 range of products, including creams, butters, desserts and fillings. The company also supplies high-quality ingredients to food producers and pharmaceutical companies. Dutch, Belgian and German dairy farmers jointly own the company through Zuivelcoöperatie FrieslandCampina U.A. For additional information: www.frieslandcampina.com.





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