

press release

DUTCH LADY MILK INDUSTRIES BERHAD TO NOURISH 20 PPR FAMILIES IN LEMBAH PANTAI

*Continues its mission to improve the health and nutritional status
of urban poor families in Kuala Lumpur*

Kuala Lumpur, 4 October 2019: Dutch Lady Milk Industries Berhad (DLMI) collaborates with Lembah Pantai member of parliament, Y.B. Ahmad Fahmi Bin Mohamed Fadzil to launch the "Program Cakna Susu". This collaboration signifies DLMI's support for Y.B. Fahmi's mission to address the issue of malnutrition of the urban poor in the Public Housing Projects (PPR Flats) in Lembah Pantai.

Twenty families from the Kampung Limau PPR flats have been identified by Y.B. Fahmi to receive packs of nutritious milk; 1 carton per month of DLMI's Rakyat Pack for 6 months to ensure that these families have access to dairy nutrition for their children.

According to the findings from the UNICEF Malaysia study on Urban Child Poverty and Deprivation (released in February 2018), 22 per cent of PPR children below the age of five are stunted, 15 per cent are underweight, 20 per cent wasting (acute malnutrition), while 23 per cent are overweight or obese. Stunting or impaired growth, stemming from poor nutrition and inadequate psychological stimulation, can dramatically affect a child's cognitive abilities in later life.

During his speech at the event, Managing Director, DLMI, Tarang Gupta said, "Milk is a single source of natural nutrition and is considered a '**complete food**' by the Food and Agriculture Organisation of the United Nations. Milk is a sustainable food source for the world that can help solve many issues, particularly malnutrition and obesity. It is a key healthy meal



component that contains crucial nutrients such as protein, calcium, iodine, vitamin B2 and B12, phosphorus and potassium. More importantly, we are all aware that nutrition plays a vital role in the growth and development of a child, especially in their growing-up years.”

“This is the reason why milk should be part of every Malaysian’s diet as it helps build muscle and ensures we have stronger bones and teeth,” Mr Gupta added.

Based on findings of the South East Asian Nutrition Survey (SEANUTS), it revealed that Malaysian children drink only half a serving of milk a day, which means only 5% of children actually meet the recommended 2 servings of milk a day.¹

Hence, DLMI has highlighted that more Malaysians should have access and the opportunity to drink milk. As Malaysia’s leading dairy company, DLMI wants to make drinking milk more exciting by offering more variety and value-for-money products that do not compromise on nutritional value such as the Rakyat Pack, unveiled at the launch of “*Program Cakna Susu*” to make milk more accessible to Malaysians.

Mr Gupta further added that programmes such as “*Program Cakna Susu*” provides DLMI with the ideal platform to continue its mission of nourishing Malaysians and in helping the Government to address the dual burden issue of undernutrition and overnutrition in Malaysia.

As the Government sets the wheels in motion for the Healthy Meal Programme in 2020, DLMI supports its move to encourage school children to start their day with a good healthy breakfast.

DLMI would be the position to offer assistance to the Government to provide milk for the Healthy Meal Programme in 2020.

¹ Koo HC, Poh BK, Lee ST, Chong KH, Bragt MC, Abd Talib R, SEANUTS Malaysia Study Group. Are Malaysian Children Achieving Dietary Guideline Recommendations, Asia Pacific Journal of Public Health, 2016 Jul; 28(5_suppl):8S-20S.





Mr Gupta highlighted that it would be difficult to get all your nutrient needs in one meal. For example, the commonly consumed Malaysian breakfasts, such as nasi lemak or sandwich do not provide sufficient nutrients we need in the morning as recommended by the Ministry of Health. In fact, they usually fall short of protein, vitamin D, calcium and energy.

"However, when breakfast is paired with a glass of milk, nutrient intake can be easily achieved together with your nasi lemak or meal of choice. We hope to continue partnering the Government and Y.B. Fahmi in their mission to achieve better health and nutritional status for Malaysians," Mr Gupta concluded.

The *Program Cakna Susu* was launched by Y.B. Fahmi Fadzil at Kampung Limau PPR flats in Pantai Dalam. This launch signifies the first of a series of awareness initiatives led by YB Fahmi partnering DLMI to address the malnutrition issue of the urban poor in Lembah Pantai and aim to expand to the rest of the PPR areas in Klang Valley.

The launch witnessed by Tuan Faizal bin Mahmud, Branch Manager, Kuala Lumpur City Hall (DBKL), Lembah Pantai Branch, Encik Kamal bin Abdul Aziz, Residents' Representative Council for Sub Zone 4, Encik Ahmad Bin Long, Residents' Representative of PPR Kampung Limau, representatives of Tabika Perpaduan PPR Kampung Limau and the 20 families receiving the 6-month milk contribution.

The Rakyat Pack is now available at your local provision/sundry shops at an affordable recommended retail price of RM1.00. For more information about Dutch Lady Milk Industries Berhad, please visit: www.dutchlady.com.my.

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Photo captions:



Picture 1: Unveiling Dutch Lady Milk Industries Berhad’s (DLMI) Rakyat Pack at the launch of Program Cakna Susu at Public Housing Projects (PPR) Kampung Limau, Lembah Pantai on 4 October 2019

From left: Tarang Gupta, Managing Director, Dutch Lady Milk Industries Berhad and YB Ahmad Fahmi Mohamed Fadzil, Member of Parliament, Lembah Pantai



Picture 2: YB Ahmad Fahmi Mohamed Fadzil and Tarang Gupta handing out the first cartons of Rakyat Pack to the 20 families identified to receive the 1 carton per month of nutritious milk for 6 months to ensure that these families have access to dairy nutrition for their children.



Picture 3: The Sundry shop owner, Encik Azman bin Kassim (far left) receiving the first two cartons of Rakyat Pack from YB Fahmi Fadzil and Tarang Gupta (left) to sell at his shop

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, 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. More information can be found at www.dutchlady.com.my.

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 11.6 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 34 countries and almost 24,000 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 18,261 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.