



# press release

## **One glass every morning for a strong start**

***Study shows adding a glass of Dutch Lady PureFarm milk to Malaysians' favourite breakfasts help to meet recommended energy and nutrient intake of adults and children***

**Kuala Lumpur, 24 August 2017** – Are Malaysians' favourite breakfasts providing sufficient nutrients for the nation? This was the pertinent question Dutch Lady PureFarm, Malaysia's no. 1 milk<sup>1</sup> attempted to answer at its breakfast campaign launch this morning, following a feast of Malaysian breakfast favourites including *nasi lemak* and *mee goreng*.

Ashlee Ng, Marketing Director of Dutch Lady Malaysia highlighted the importance for Malaysian families to get sufficient essential nutrients from daily breakfast to help them start the day strong.








"Breakfast is the most important meal of the day as it is the first meal we eat after 8 to 12 hours from our last meal. Depriving our bodies of nutrients for as long as 12 hours means our brain lacks energy when we wake up. Our metabolism also needs food to kick-start itself into action," said Ng.

"As such, the breakfast we consume needs to provide sufficient essential nutrients to help us meet our daily nutrient intake as recommended by the Ministry of Health. It also needs to provide a balance of macro and micronutrients, including carbohydrates, proteins, vitamins and minerals," she added.

Professor Dr. Poh Bee Koon of Faculty of Health Sciences, Universiti Kebangsaan Malaysia, who led the SEANUTS Malaysia survey also reported that a third of Malaysian children do not consume breakfast on a daily basis,<sup>2</sup> which makes it all the more important that breakfast foods are selected wisely. Her team analysed seven popular breakfasts to see if they provide sufficient amounts of energy, protein, vitamins A, B2 and D, and calcium to meet 20 to 25%<sup>3</sup> of recommended energy and nutrient intake for both adults and children.

According to Professor Poh, the study took cues from *MyBreakfast Study of School Children*<sup>4</sup> to identify the most commonly consumed foods in the morning amongst Malaysian children, and the ingredients and portions of the breakfasts analysed were according to the Malaysian Dietary Guidelines. The seven commonly consumed Malaysian breakfasts analysed were *nasi lemak*, *mee goreng*, *nasi goreng*, *roti canai*, *roti telur* or French toast, sardines sandwich, and a combination of curry puff and two *kuih*.

“Analysis of these common Malaysian breakfasts shows they do not supply enough essential nutrients to meet 20 to 25% of daily recommended nutrient intake (RNI) for both adults and children. For adults, these breakfasts fall short of protein, vitamin D, calcium and energy which is important to help them start their day; and for children, they are lacking in vitamin D and calcium, which are essential for healthy bone growth and development” remarked Prof. Poh.

COMMON MALAYSIAN BREAKFAST		Energy (kcal)	Protein	Vitamin A	Vitamin B2	Vitamin D	Calcium
	Mee Goreng	X	✓ CHILDREN ONLY	X	X	X	X
	Nasi Lemak	X	✓ CHILDREN ONLY	✓ CHILDREN ONLY	X	X	X
	Nasi Goreng	✓ CHILDREN ONLY	✓ CHILDREN ONLY	✓ CHILDREN ONLY	X	X	X
	Roti Canai	X	✓ CHILDREN ONLY	X	✓	X	X
	Roti Telur (French Toast)	X	✓ CHILDREN ONLY	✓	✓	X	X
	Sardine Sandwich	X	✓ CHILDREN ONLY	X	X	X	X
	Curry Puff Kuih Apam Gula Hangus Kuih Ketayap	X	X	X	X	X	X

X	Does not meet 20 to 25% of daily RNI for adults and children
✓ CHILDREN ONLY	Meets 20 to 25% of daily RNI for children only
✓	Meets 20 to 25% of daily RNI for children and adult

The low levels of vitamin D and calcium is also reflected in two surveys that shows Malaysian adults and children are lacking these nutrients in their food intake. According to the South East Asian Nutrition Survey (SEANUTS), nearly 50% of children in Malaysia does not meet calcium and vitamin D needs;<sup>5</sup> and the Malaysian Adults Nutritional Survey 2014 indicates adults’ intake of major micronutrients such as calcium, iron, vitamins A and C, is less than two-thirds of the RNI by the Ministry of Health.<sup>6</sup> More worrying is the findings from the

SEANUTS survey which showed that Malaysian children drink on average only half a serving of milk a day, and that only a mere 5% of children actually meets the recommended 2 servings of milk daily, which could have helped them meet calcium and vitamin D needs.<sup>7</sup>

However, when these breakfasts were consumed together with a 250ml serving of fortified milk, the ideal 20 – 25% of daily nutrition intake could easily be met. Energy and all vitamins and mineral measured (vitamins A, B2, D and calcium) met the 20 – 25% daily RNI for adults and children.

COMMON MALAYSIAN BREAKFAST			Energy (kcal)	Protein	Vitamin A	Vitamin B2	Vitamin D	Calcium
	 Mee Goreng + fortified milk	✓	✓	✓	✓	✓	✓	
	 Nasi Lemak + fortified milk	✓	✓	✓	✓	✓	✓	
	 Nasi Goreng + fortified milk	✓	✓	✓	✓	✓	✓	
	 Roti Canai + fortified milk	✓	✓	✓	✓	✓	✓	
	 Roti Telur (French Toast) + fortified milk	✓	✓	✓	✓	✓	✓	
	 Sardine Sandwich + fortified milk	✓	✓	✓	✓	✓	✓	
	 Curry Puff Kuih Apam Gula Hangus Kuih Ketayap + fortified milk	✓	✓	✓	✓	✓	✓	

“As Malaysians, we usually take *nasi lemak*, *mee goreng* and *nasi goreng* especially in the morning. However, these breakfast choices are not providing us with enough macro and micro nutrients to start the day strong. To help Malaysian families meet their recommended nutrient intake for breakfasts, we are advocating to add a glass of Dutch Lady PureFarm milk every morning! The best part is Dutch Lady PureFarm milk comes in convenient packages that are ideal for hustling mornings,” said Ng.



Dutch Lady PureFarm milk contains the following essential nutrients to help give Malaysian families a strong start every morning:

- **Protein** helps to build and repair tissue<sup>8</sup> so that our muscles work in good condition;
- **Vitamin A** allows our eyes to function properly<sup>9</sup> and helps us stay focused and alert, both at school and at work;
- **Vitamin B2** supports the release of energy from carbohydrates, fats and proteins;<sup>10</sup>
- **Vitamin D** aids the absorption and utilisation of calcium and phosphorus;<sup>11</sup> and
- **Calcium** is the key for the growth and development of strong bones and teeth for children,<sup>12</sup> and helps adults maintain a healthy bone mass<sup>13</sup> for an active lifestyle.

Mums, add a glass of Dutch Lady PureFarm milk to your family's breakfast and they will be ready to take on the day - one glass in the morning every day for a strong start!

For more information about how a glass of Dutch Lady PureFarm milk can help you meet your required nutrient intake, go to Dutch Lady Malaysia Facebook at [www.facebook.com/spread.the.goodness.of.milk](http://www.facebook.com/spread.the.goodness.of.milk) or [www.dutchlady.com.my](http://www.dutchlady.com.my).

#### References:

- 1 Retail Audit for 12 months ending July 2016 in Total Peninsular Malaysia (Copyright © 2016, The Nielsen Company (M) Sdn Bhd).
- 2 Chong KH, Wu SK, Noor Hafizah Y, Bragt MC, Poh BK, SEANUTS Malaysia Study Group. Eating Habits of Malaysian Children: Findings of the South East Asian Nutrition Surveys (SEANUTS). Asia Pacific Journal of Public Health. 2016 Jul; 28(5\_suppl):59S-73S.
- 3 Grovenor & Smolin, 2002.
- 4 MyBreakfastStudy of School Children: Findings, Implications & Solutions, Symposium Abstracts, 3 December 2015, Nutrition Society of Malaysia.
- 5 Nutritional status and dietary intakes of children aged 6 months to 12 years: findings of the Nutrition Survey of Malaysian Children (SEANUTS Malaysia), British Journal of Nutrition (2013), 110, S21-S35.
- 6 Current nutrient intake among Malaysia, Adult: Finding from MANS 2014, THE MEDICAL JOURNAL OF MALAYSIA, VOL. 70 SUPPLEMENT 1 SEPTEMBER 2015, pp 12.
- 7 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.
- 8-13 MOH (2010). Guide to Nutrition Labelling and Claims (as at December 2010). Food Safety and Quality Division, Ministry of Health Malaysia, Putrajaya.

**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](http://www.frieslandcampina.com).

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