

MILK CONSUMPTION

More awareness needed to promote local dairy industry



Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Hamzah Zainudin (back row, centre) with representatives of Etika Sdn Bhd and Angkatan Koperasi Kebangsaan Malaysia Bhd in a group photo after distributing Goodday Milk packets to students at a school in Meru, Klang, yesterday.

KUALA LUMPUR: The Domestic Trade, Cooperatives and Consumerism Ministry has stressed the importance of creating greater awareness for milk consumption and supporting its production in the country.

Its minister, Datuk Seri Hamzah Zainudin, said Malaysia's dairy production sector currently was a minor contributor, with local production of liquid milk covering only about five per cent of domestic needs.

Speaking at the inauguration of Etika Group of Companies' new dairy production facility, near here, he was confident the new facility would inject fresh impetus into Malaysia's local dairy industry.

Zainudin said it was critical for

private organisations and the government to collaborate and work together to boost the economy.

He said Etika's expansion would help it produce high-quality products for both local consumption and augment its export business, leading to growth of the Malaysian economy and better job opportunities.

"From the visit to Etika's dairy plant, I find that there is a lot of work done with local scientists to come up with products that are of high quality for both local and international consumption.

"The expansion of the plant will not only help in terms of increasing production, but also provides job opportunities to Malaysians."

Furthermore, he was im-

pressed that the majority of employees at the Etika plant were locals and believed that Malaysians could add immense value in contributing to the growth of the nation.

"It is important for the government and corporate sectors to work together to ensure success for the nation," he said, promising to focus on promoting the benefits of milk consumption and products such as Etika's Goodday Milk, both domestically and internationally.

To promote the health and wellness of children in Malaysia, Etika has partnered with Angkatan Koperasi Kebangsaan Malaysia Berhad to contribute Goodday Milk packets to thousands of schoolchildren in the coming weeks.