

# Importance of right nutrition

Klang Valley dietary study shows nine out of 10 children lack balanced diet



**At the launch:** Dumex Mamil Range marketing manager Christiaan Uittenbosch, Brendish and Danone Dumex R&D director Leong Oi Po flanked by children during the launch of Dumex Mamil All N One.

**N**INE out of 10 children are lacking a balanced diet, which means they are not consuming the five key food groups in the right proportions.

Most do not consume enough fruits and vegetables and are deficient in micronutrients such as vitamins A, D and calcium and they also have excess in protein and fat intakes.

These are the findings from a recent dietary study conducted by Universiti Putra Malaysia and International Medical University, with the support of Danone Dumex (M) Sdn Bhd and the Dumex Sciences Institute on the nutritional status of Malaysian children aged between one and 10.

Conducted in the Klang Valley in 2012, the study looked at children in three age groups; one to three-years-old, four to six-years-old and seven to 10 years old, from three different socio-economic classes with a racial distribution in line with the national composition.

"The study shows that most Malaysian children are not consuming a diet that comprises the right amount of nutrients from all the five food groups, namely fruits and vegetables, carbohydrates, protein, dairy and fats," said Danone Dumex (M) Sdn Bhd managing director Toni Brendish.

"For this reason, there is an increased need for parents to ensure their child's daily intake comprises different food groups that provide the nutrients he or she needs so they can achieve the right amount of nutrition per day.

"In line with our vision to spearhead nutrition for healthier Malaysian children, we are committed to continuously innovate and upgrade our products to provide Malaysian children with the right nutrition for their growing-up years."

Brendish was speaking at the launch of Dumex's new Dumex Mamil All N One.