

Agreement signed to boost research, dairy sector

THE Holstein Milk Company, via its subsidiary Farm Fresh, has signed a Memorandum of Agreement with Universiti Putra Malaysia (UPM) to jointly establish an industry centre of excellence (UPM-FarmFresh ICoE) to further boost the country's dairy production aspirations and deliver improved farming sustainability through research.

The ICoE - another example of private-public partnership - and which is expected to be ready by February 2018 will be spread out over 60ha of the University Agriculture Park in Serdang and aims to enhance the existing infrastructure of UPM Dairy Units, Teaching and Learning, Research and Showcase.

"We believe our synergies and strengths will enable both parties to efficiently develop this ICoE which will also support the government's establishment of a National Dairy Board envisioned for early 2018," said The Holstein Milk Company managing director Loi Tuan Ee.

"One of Holstein Milk Company's aim is to provide a direct link between science and practice to enable the livestock sector in Malaysia to become more innovative and to take advantage of new farming practices, technologies and cutting-edge research to deliver

greater value to the nation."

The research and innovation activities include genetic advances complemented by UPM's research capabilities, required to boost the dairy industry into a modern, viable and sustainable venture in the 21st century.

The RM15mil contribution by The Holstein Milk Company will also be used to develop and transfer technology on dairy farming, as well as production of dairy and dairy-related products.

The knowledge experience and the technology generated under UPM-FarmFresh ICoE Dairy Farm will be used equally between UPM and The Holstein Milk Company to ensure the sustainability of the Centre's operations.

UPM vice-chancellor Prof Datin Paduka Dr Aini Ideris said the ICoE will be an excellent teaching and learning centre and encourage UPM students to participate in modern dairy farming which can be very lucrative and offers a satisfying career.

The dairy market in Malaysia is estimated to be worth RM2.9bil annually

The signing was witnessed by Agriculture and Agro-based Industries Ministry deputy secretary-general, policy Datuk Mohd Sallehuddin Hassan.