

PARTNERSHIP

Boost for M'sia dairy farming

UNIVERSITI Putra Malaysia (UPM) recently signed a memorandum of agreement (MoA) with The Holstein Milk Company (HMC) to establish a fully integrated dairy farming chain at its University Agriculture Park in Serdang.

With only 5 per cent of milk consumed in Malaysia produced locally, organisations like HCM plays a catalytic role in helping restructure the agriculture sector.

A 60-hectare establishment, the UPM-FarmFresh Industry Centre of Excellence (ICoE) dairy farm, will further boost the country's dairy production aspirations and deliver improved farming sustainability through research.

Agriculture Ministry's deputy secretary general for policy Datuk Mohd Sallehuddin Hassan was also there to witness the sign-

ing of MoA.

HCM's contribution of RM15 million will develop and transfer technology on dairy farming, as well as production of dairy and dairy-related products.

Its managing director, Loi Tuan Ee, said: "One of HCM'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.

"We believe the synergies and strengths of both parties will also support the government's establishment of a National Dairy Board envisioned for 2018," he added.

Farm Fresh, HCM's signature brand, produces about seven million litres of fresh milk per year and is projected to pro-

duce ten million next year.

With over 3,500 Australian Friesian Sahiwal (AFS) superior breed dairy cows and a tropical dairy cow farm production plant in Australia, HCM is the only integrated milk company that sells fresh milk. It has successfully captured over 38 per cent of market share of the fresh milk market category in Malaysia.

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

"The dairy market in Malaysia is estimated to be worth RM2.9 billion annually. The collaboration will bring great benefits to researchers, students, educators, as well as optimise the usage of UPM land and resources for the dairy farming industry," she added.

Apart from providing teaching and learning processes and facilitating the country's dairy industry, the dairy farm will be used as one of the main attractions under the EduPark initiative managed by UPM.

NURUL AZREEN OMAR



(From left) University Putra Malaysia deputy vice-chairman (Industry and Community Relations) Professor Dr Renuganth Varatharajoo, The Holstein Milk Company COO Azmi Zainal, Aini Ideris and Loi Tuan Ee.