

## **Greenfields Singapore Company Backgrounder**



### **About Greenfields**

Greenfields is your Asian dairy next door. We have produced the freshest milk in our own dairy in the beautiful highlands of Malang, Indonesia since 1997, and we have recently launched our own brand of Mozzarella cheese, made to a classic Italian recipe. We know that happy cows make great milk. Our farm is home to over 6,000 Holstein cows that are ethically treated and scientifically managed to produce an average of 20 million litres of fresh milk a year. Our fully-integrated dairy in Malang also ensures that Greenfields milk and mozzarella cheese is delivered, faster and fresher, right to your supermarket and your fridge. We distribute our produce all around South East Asia, including Indonesia, Hong Kong, Singapore and Malaysia, the Philippines, Myanmar and Cambodia. Greenfields is part of the major regional agricultural and food company, PT Japfa Comfeed Indonesia Tbk, headquartered in Jakarta, Indonesia.

### **Greenfields Milk Production Techniques**

Greenfields has been producing milk for the past 15 years. Its milk is produced in an integrated dairy up in the highlands of Malang, East Java. From the start, Greenfields Holstein's are kept fed on a mix of high quality grain – some of which is imported from Australia, while the rest is sourced from our own and local farms.

Three times a day, the cows are led in an orderly fashion into a milking area. Greenfields practices a minimal human contact policy to prevent any contamination of the milk. Instead, the workers use gentle water sprays to clean out the udders before attaching a pump to milk the cows. Each cow produces about 30 litres of milk a day and the milk is naturally rich and creamy. Ask anyone at Greenfields, and they will say that the secret behind this freshness is in keeping the cows happy!

To ensure that the milk is safe for consumption, it undergoes a process of pasteurisation where the milk is heated to a temperature of 72 degrees Celsius for 15 seconds. This quick process helps to get rid of nasty bacteria without compromising the taste of the milk. It is then cooled and packed within the same day. Greenfields' milk contains no additives, no hormones and no antibiotics. This means that the milk is 100% fresh milk.

## **Greenfields Mozzarella Cheese Production Techniques**

Greenfields mozzarella cheese is produced under the same roof of its integrated dairy. Fresh milk is collected from its herd of Holstein's and this milk is pasteurised. Thereafter, culture is added to the pasteurised milk, and it is then churned to separate out the solid curds from the whey. The curd is then sliced into strips, which are stretched by machine. This stretching helps to produce a delicate consistency- a process known as *pasta filata*.

After the strips are stretched, they are placed into a cheese mould to form large blocks of mozzarella. The blocks, which are cut into either 200g or 1kg weights, are soaked in chilled water and left in brine. The cheese is then vacuum-packed on the spot and brought to a cool room to sit for 2 weeks. This helps the cheese to stabilize, to reach its optimum melting and stretching ability.

Greenfields mozzarella cheese is the perfect accompaniment to your pizzas and pastas, while also delicious when consumed on its own!

For more information, please refer to [www.greenfieldsmilk.com](http://www.greenfieldsmilk.com)

Greenfields is also on Facebook at <https://www.facebook.com/GreenfieldsMilkSG>