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Greenfields Eyeing Bullish Business Growth In Malaysia

From Zairina Zainudin

SURABAYA, INDONESIA, Aug 24 (Bernama) -- Greenfields Milk, a leading dairy producer in Southeast Asia, is eyeing the bullish business growth in Malaysia and aims to double total sales to two million liters of milk worth RM18 million by end-2015.

The fresh milk brand, which entered the market started in October last year, has so far recorded a 1 liter or RM8 million in sales value with four products available in the market -- Fresh Milk, Choco Malt, Whipping Cream and 200 gram Mozzarella cheese.

Sally Lum, Head of Marketing for Austasia Dairy Group, distributor for Greenfields Milk, said the growth would be driven by the increasing demand for dairy products, changing lifestyle, better education on dairies, as well as, better and more modern retail operations.

She said the product's quality itself, location wise, new variant products, coupled with better technology in chilling and transporting goods would also support the growth target.

"We believe in taking the faster and fresher route with no detours or room for additives. Our milk is single pasteurized and sealed fresh at our farm.

"This means less time is spent on travelling with more nutrients retained.

"That's how we keep it honestly fresh," she told journalists on visit to Greenfields' fully-integrated dairy farm and facility in Malang.

Founded in 1999, Greenfields Milk fresh milk supply is derived from a single source supplier that guarantees consistency in taste and performance while high in nutrients and low bacteria count.

Besides fresh milk, Greenfields also exports cheese, soy products, spreadable fats and yogurt.

Meanwhile, Lum said an additional 1,200 Holstein Heifers cows were imported from Australia as a move to help double Greenfields' annual milk production in the next two years.



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"This is in tandem with the growing appetite for dairy in Southeast Asia with Malaysia leading the way among the six ASEAN countries (Indonesia, Malaysia, Philippines, Thailand, Vietnam and Singapore), recording a 51 liters per annum consumption rate of dairy per person," she added.

The 50-hectares farm in Malang currently has 6,000 pre-bred Holstein cows, producing more than 27 million liters of milk, annually, which are packed and distributed to Singapore, Malaysia, Indonesia, Philippines, Myanmar, Brunei, Cambodia, and Hong Kong.

A plan to build a second integrated farm in the same radius is currently underway with 8,000 new Holstein cows to be imported from Australia.

The new 180-hectare farm, expected to be completed by late 2016, would likely double Greenfields' total milk production to 54 million liters per annum.

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