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Greenfields Naturally real

Greenfields speaks of its product and the dairy market in Asia.

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Greenfields' 100% fresh milk produced in their integrated dairy in Malang, Indonesia.

Ensuring good and safe quality product

Since Asia does not have a dairy tradition, there is very little dairy production in Asia. Until now, most of the products have been imported. For instance, in Indonesia, only 35% of the dairy consumption comes from local production. In Malaysia, it is 4%. In the Philippines, it is 1% and in Hong Kong and Singapore – it is 0%. There is a huge gap between what is being produced and what is being consumed. And most of what is being consumed is being imported either from Australia, New Zealand, US or Europe. That is why Greenfields call themselves - your Asian dairy next door, because they don't have to bring their products from far afield. And since Greenfields is here in Asia, getting fresh milk into Singapore, Hong Kong, Manila will only take within 3 to 5 days. This has a big impact on the freshness of the product because it is milk. The challenge is in bringing enough fresh products in Asia to the consumers. Looking at the forecast, growth of consumption keeps increasing from 4% to 6% per annum in these countries and milk production is going to increase even less or at best at the same level, wherefore the gap is going to remain there. Greenfields sees this as an opportunity to bring real fresh, safe products to consumers in Asia.

Supply and sustainability

Looking at the current marketplace in Asia, it is clear that the existing and biggest consumption of cheese is actually mozzarella from the pizza

business because pizza has become popular. Greenfields decided to start with mozzarella and that is what they have done for a year now and came up with a recent addition: bocconcini. Greenfields product is just not any cheese because it comes from high quality milk and when combined with the experience of well-known cheese maker in creating an authentic Italian mozzarella cheese, Greenfields have a mozzarella cheese that is as authentic and as good as anything from Italy. However, it is a lot fresher and closer.

In terms of supply and sustainability, it is important to understand about dairy production in Asia; aside from the tradition, it is the climate. A dairy cow prefers zero temperature to be at its best and most productive. Greenfields' location is unique because it is in the mountains in East Java. The temperature is about 23 to 26 degrees day time and 15 to 16 degrees night time and that gives a lot less heat stress on the cows and therefore, higher productivity. The farm of Greenfields is an integrated dairy which means that the cows, the milking and the processing all happens in one place which is a very rare thing and it is the only such large scale operator in Asia. This system ensures the integrity of the milk.

100% fresh and real

For 15 years, Greenfields have been producing very high quality 100% fresh milk. Their mantra is: We put nothing in our milk. It is just pure milk and it is how milk is supposed to be. This is true to one of the company policies which is integrity and that means that there is no fooling around or cutting corners.

Consumers these days may get more choices and may find it difficult to choose. As a final message to consumers: Always go for what is the real thing - something that has not been tampered, mixed or otherwise processed. We would all have better, longer lives and slimmer waistlines if we choose to eat real products. **FBA**