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Greenfields to expand into Malaysian milk market

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SINGAPORE: Greenfields Milk, a leading dairy producer in Southeast Asia, plans to aggressively expand into the Malaysian market, in tandem with its growth in the region.

Jan Gert Vistisen, Head of Marketing and Sales for AustAsia Food, distributor for Greenfields Milk, said: "Greenfields holds a commanding market in Indonesia with its fresh milk, and we just launched our fresh milk in retail shops in Malaysia including in Kuala Lumpur.

"Today, Malaysia is still a new market for us. Singapore and Hong Kong are very important markets and in Indonesia, we have a leading market share in fresh milk, we have 30 to 35 per cent market share retail in Indonesia.

"We believe Malaysia is very, very promising because in Malaysia, the consumers consume about more than 50 litres per person, per year. In Indonesia, they only consume eight, in Singapore, they only consumer 32, so there's a big market in Malaysia," he told Bernama in an interview here recently.

Vistisen, who has 20 years' experience in the consumer goods industry in Asia, said Greenfields started to supply fresh milk to Gloria Jeans Coffee Bean in Malaysia in November last year, and also launched its fresh milk in Giant and Cold Storage supermarkets in Kuala Lumpur.

"Right now, we produce about two million litres a year, and I very much hope that within three to four years, we'd be doing at least 10 million litres," he said.

He said if Greenfields can build the markets in the near future to 10 million litres, "you'll probably be looking at us investing in a farm in Malaysia but we want to build the market first.

"We actually in the past brought farmers from Malaysia to our farms in Indonesia to train them in good farming methods so we have a very, very good relationship with the Department of Veterinary Services (DVS)," he said.

Vistisen said the projection for Malaysia is four per cent annual volume growth per year, with Indonesia growing at about 18 per cent to 20 per cent in volume and Singapore at about seven per cent.

Vistisen said he does not see any major investment in local farm production or milk production in Malaysia, adding Greenfields got approval from the Department of Islamic Development Malaysia and DVS in early November last year to export its cheese to Malaysia.

Founded in 1997 by Australian and Indonesian entrepreneurs, the company has been distributing milk and dairy products to some of the region's and world's leading food services businesses.

From a farm in Malang, East Java, it expanded into milk processing two years later, and now distributes its products in Indonesia, Malaysia, Singapore, Hong Kong and the Philippines.

-Bernama