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# Greenfields牛奶 爪哇高山产奶 3天运抵本地

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**都** 市人想喝牛奶，只须到超市或便利店走走。然而，有没有想过，超市架子上林林总总的牛奶种类与牌子，到底来自哪里？所谓的鲜奶，到底有多新鲜？

很多人都以为Maggi源自日本，Greenfields来自澳洲，其实，包装盒显眼的，都是东南亚地区的产品。购买东南亚国家的牛奶，由于运输路程更近，饮用时也更新鲜。

Greenfields牛奶最近邀请媒体前往爪哇岛东部的生产基地实地考察，深入了解从养牛、挤奶、牛奶处理与包装的整个制作过程。

**牛的生长环境**  
Greenfields乳牛场设在爪哇西雅（Malang）的Gunung Kawi高山，海拔1200米。白天平均气温24°C至28°C，夜晚18°C至14°C。正是适合乳牛生长的良好气候。由于没有四季之分，一年四季都能确保同样的产量与品质。

Greenfields坐拥山上的25公顷牧场，包括：养牛场和牛奶工厂。是亚洲唯一集合养牛、生产和包装牛奶的乳牛场。

牛场里饲养了大约6000头乳牛，共有525名员工。一天24小时轮班运作，确保当天挤出来的牛奶，当天就可以包装出货，以最新鲜的状态送到消费者手中。

这里采用的是澳洲乳牛品种，如今都在印尼的牛场里繁殖培育。小牛生下来18个月后会受孕，平均23个月大时生下小牛，然后开始产奶。每头乳牛1天进入挤奶房3次，1天平均可以生产30公升牛奶。

养牛过程中，每一个细节都需讲究。食用的饲料有特别配方，采用营养丰富的King Grass与谷类，牛棚里铺设柔软垫垫，每天清理牛粪。

**牛奶的生产及包装过程**  
挤牛奶的整个过程都机械化运作。乳牛排队进入挤奶房，通过机器吸管进行挤奶，3至5分钟即可完成。挤出来的牛奶马上冷却至4°C，然后经过导管直接流到加工厂，进行高温杀菌和消毒处理，然后在自家的工厂内当天包装。当天送到泗水（Surabaya）港口，车程需约2个小时。牛奶上船以后，大约3、5天内就能抵达新加坡。

很多人以为远来的牛奶更优质。实际上，如果运输时间太长，牛奶抵达目的地时，曾经过二度杀菌，会杀害一些有益细菌。

一般消费者很少意识到，不同牛奶的纯正程度与新鲜程度，可以有巨大的差别。

**不同地方的人，对鲜奶的要求不同**

Greenfields行销主管Jan Gerr Vistisen指出，不同的国家城市、生活习惯、成长背景，影响了消费者对牛奶的认知与选择。

- ◆**泰国**：上餐厅点咖啡时，拿出来的多半是炼奶。喝奶长大的下一代，饮用鲜奶时也会喜欢添加奶粉的味道。
- ◆**香港**：有些人会选择加入高钙或其他成分的牛奶。
- ◆**台湾**：对牛奶的要求严格，只有经过二度杀菌的牛奶，可以称为鲜奶。
- ◆**新加坡**：二度杀菌依然可以称为鲜奶。

**什么是“还原奶”和“再制奶”？**

市面上的牛奶产品种类繁多。有鲜奶、奶粉、再制奶/还原奶、高钙或其他强化牛奶、UHT牛奶、全脂与低脂牛奶等。什么是“还原奶”和“再制奶”呢？

- ◆**还原奶**：不是所有的牛奶都是从乳牛挤出来之后，直接包装。盒子上如果注明为“reconstituted milk”，表示是“还原奶”，它可能是用奶粉加水冲成牛奶后，进行包装，或者是以浓缩奶（foam milk concentrate）制成。
- ◆**再制奶**：标着“recombined milk”，意思是“再制奶”。可能是用奶粉和奶油等，加进混合而成。虽然当作牛奶产品来售卖，一些产品也可加入各种添加剂，以节省成本，或使牛奶喝起来更美味。







乳牛场里共有6000头乳牛，它们有固定的饲料与作息时间表。

位于高山上的Greenfields乳牛场。

Greenfields牛奶运至工厂内直接包装后出口。

## **Article Translation (Article in Chinese)**

### **Greenfields Milk is produced in the highlands of Java and reaches Singapore in three days**

Make a trip to the supermarket or convenience store and you'll see that milk is readily available off the shelves. However, faced with so many brands and varieties of milk, have you ever wondered where they are produced and thought about the freshness of these products?

Many assume that Meiji products are from Japan and Greenfields products are from Australia, but the products within these packets are all produced in Southeast Asia.

In fact, buying dairy products from our neighboring countries ensures freshness as shipping time is reduced.

Greenfields Milk recently invited various media outlets for a visit to its production facility located in the East of Java to observe and understand the entire farming, milking, processing and packaging processes.

#### **Farming environment**

Greenfields Dairy Farm is located in Malang, Java, up in the mountain of Gunung Kawi which is 1200 metres above the sea level with temperatures ranging from 13 Celsius at night to 25 Celsius in the day. These temperatures are ideal for the growth of these dairy cows and because of the lack of seasonal changes, the quality and quantity of milk produced remains stable.

The dairy farm itself spans across 25 hectares and it includes a farm and milk factory. It is the only dairy farm in Southeast Asia which keeps its own cows, processes and packages its milk in the same facility.

With 6000 cows in the farm, there are 525 employers working round the clock in the farm to ensure that the freshly squeezed milk can be packaged and shipped out on the day itself. This way, its products will reach the consumers in the fastest time.

Greenfields farm use Australian born cows which were bred in Indonesia. They will start to produce milk 23 months after birth and on the average, every cow will be milked three times a day, producing an average of 30 litres per day.

The process of breeding these cows are very detailed and taken into consideration. The feed fed to the cows are especially mixed with rich King Grass and wheat. The floors of the cow pens are lined up comfortably and faeces are cleared once every day.

#### **The processing and packaging of milk**

The process of milking takes approximately three to four minutes using high-technology machinery. The milk collected is chilled immediately to four degree Celsius and sent to the processing facility for ultra-high temperature treatment and killing of harmful bacteria. Right after the process, milk is then sent for packaging and sent to Surabaya harbor within two and a half hours. The milk reaches Singapore within two to three days.

Many people believe that milk from Australia is premium. However, in reality, the longer the shipping period, the greater the necessity to undergo double pasteurisation to ensure freshness. The average consumer has very little knowledge about this area – the freshness and the purity of milk depends greatly on the duration of shipping.

The head of Greenfields marketing and sales Jan Gert Vistisen pointed out that being from different countries, backgrounds, and lifestyles affects the consumer's behaviour and choices of milk.

For example in Thailand, the restaurants use condensed milk more often as many Thais grew up drinking powdered milk. They would prefer the taste of powdered milk more than often compared to milk that contains high calcium and other nutritional values.

In Hong Kong, the consumers are very particular about the quality of milk and the milk can only be labeled 'fresh' if they have been pasteurised once. Whereas in Singapore, double pasteurised milk is still known as fresh milk.

### **So what is the difference between reconstituted milk and re-combined milk?**

Reconstituted milk is not necessarily milked from the cow itself. Extra work may have been added before packaging in order to increase the frozen milk concentrate.

On the other hand, recombined milk constitutes milk powder and milk solids with an addition of water. These are still sold as fresh milk products and some products may even include other additives in order to enhance the taste.