

Dairy Products' Freshness Guaranteed by FGV



Range of products by FGV Dairy Farm

KUALA LUMPUR, 24 APRIL 2020: FGV Holdings Berhad (FGV) widens its venture into the local food industry by producing Bright Cow brand dairy products through its subsidiary FGV Dairy Farm Sdn Bhd (FGV Dairy Farm).

FGV Dairy Farm can process 800MT of fresh milk per month including from a 10-acre farm owned by the company located in Linggi, Port Dickson, Negeri Sembilan. The close location of the farm to the focused consumer areas in Kuala Lumpur, Selangor and Putrajaya provides the freshness of the dairy products enabling them to reach the market destinations within 24 hours.

To meet the growing demand for fresh milk and dairy products, FGV Dairy Farm imported 122 Jersey Friesian and Holstein Friesian dairy cows from New South Wales, Australia in March.

This top Australian dairy breed gives an edge for FGV Dairy Farm dairy products in terms of freshness, quality, taste and nutritional value.

FGV Group Chief Executive Officer Dato' Haris Fadzilah Hassan said Bright Cow is a strong brand that has been around for a long time. FGV Dairy Farm's dairy products can add value to the company, which is actively implementing its integrated agricultural development plans.

"We are currently in the process of expanding, with the construction of an integrated factory for the production of fresh milk-based products at the Linggi farm, which is expected to be completed within six months.

"When ready, FGV Dairy Farm will contribute to the national food supply security's agenda by supplying 10 million litres of fresh milk annually. Freshness guaranteed to consumers, as milk produced in the morning can be enjoyed on the same day," explains Haris Fadzilah.

In conjunction with Ramadan, FGV Dairy Farm is running a 'Brighten Up Your Ramadan with Bright Cow' campaign on Bright Cow's social media site with weekly recipes and prizes, contests creating slogans and open picture contest or product launches.

In line with the Movement Control Order, Bright Cow took the initiative to provide a delivery service direct to consumers' homes in the Klang Valley six days a week from Monday to Saturday. For home delivery services, customers can visit the Bright Cow social media site or call its Delivery Agent on 011-6206 7294.

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