

Farm Fresh Berhad awarded by ACES as Asia's Best Performing Company

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Farm Fresh Berhad has been recognized as one of Asia's Best Performing Companies, at the Asia Corporate Excellence & Sustainability Awards 2021, organized by MORS Group. Farm Fresh is Malaysia's leading integrated and home-grown dairy company in a strong and fast-growing Malaysian dairy market. The company places great importance on sustainable and humane farming in its upstream dairy operations, coupled with fresh, pure and natural dairy ingredients with no usage of preservatives and colourings in its production process, whilst delivering innovative dairy products to its customers via a multi-channel distribution strategy which includes its successful and socially impactful home dealer network.



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The Company has a diverse product portfolio spanning multiple product categories including chilled milk, UHT milk, yogurt products and plant-based milk. Farm Fresh has been at the forefront of innovation and has pioneered the introduction of new products such as Kurma (palm date) milk, which has been met with unprecedented demand. It is also the first local company to introduce Kurma (dates) milk, lactose-free milk, A2-protein Organic Milk and has recently launched its Banana Milk.

The company aims to create shared wealth and value in its business activities and the communities within which it operates. Their farms in Malaysia are the first in Asia to receive the Certified Humane® Raised and Handled® certification, which means that the dairy products that come from their farm meets the precise, objective standards for the humane treatment of farm animals. Farm Fresh believes that the best fresh milk comes from happy cows.

Farm Fresh has also created positive community impact in the upstream and downstream segments of the dairy industry. The company has improved the livelihood of local farmers by paying fair price for their milk, ending decades of mistreatment of local dairy farmers who were underpaid for their milk, and has also transformed the lives of more than 2,500 families across Malaysia, by engaging them as micro-entrepreneurs through the home dealership program.

"The ACES award means greatly to us as the internationally recognized award is testament to the high standards that we have set for ourselves in terms of being a successful business both financially as well being a leader in promoting sustainable business practices. This award will further motivate us to do what's right and positive for our staff, community and environment," Mr. Loi Tuan Ee further added.