

# *NutiFood*<sup>®</sup>



# Welcome

- **Who we are**
- **What is the problem in Vietnam**
- **What solution do we offer**

- **Established in 2000 by group of medical doctors**
- **2<sup>nd</sup> largest dairy company in Vietnam**
- **5000 employees**
- **3 state of the art factories.**
- **Revenue 350 Million \$US (2016)**



### Milk powder

- Capacity : 35,000 ton/ year.
- Pakaging: tin (400g, 900g, 1.5kg)  
box 400g & pouch 400g

### UHT milk

- Capacity: 250 Million litre/ year
- Pakaging: 110ml, 180ml, 1 litre

### Yoghurt

- Capacity: 25,000 ton/ year.
- Pakaging: cup 100g, 80g, 70g

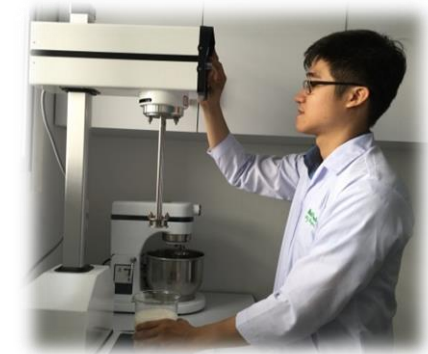


**R&D Team**

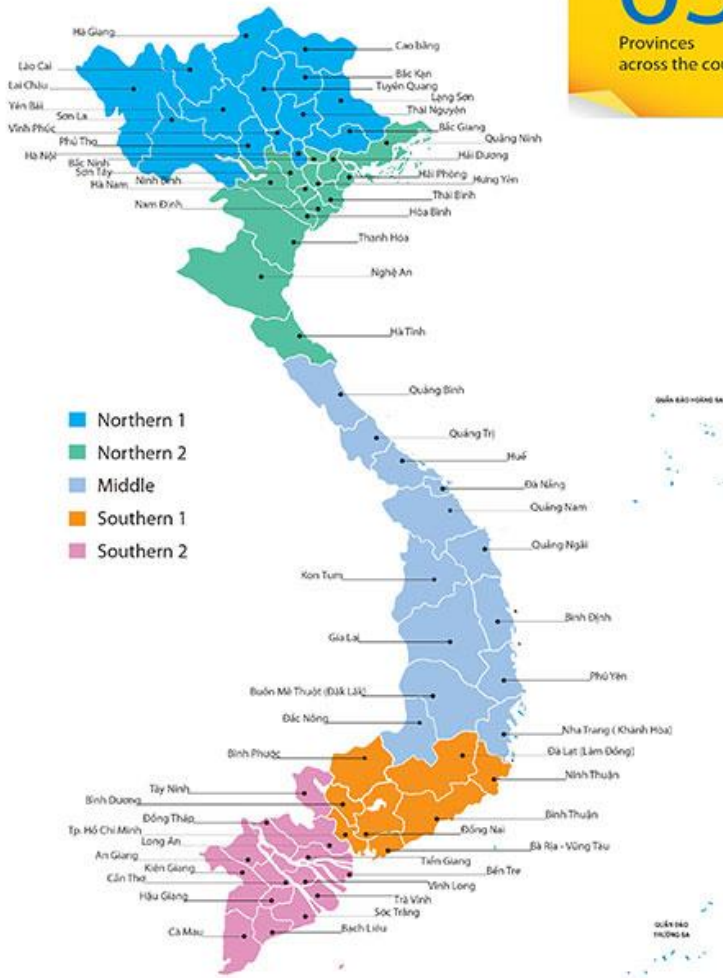
**Strong in product development**

**Understands nutritional needs of Vietnamese consumers**

**Capable of defining suitable organoleptic profiles**



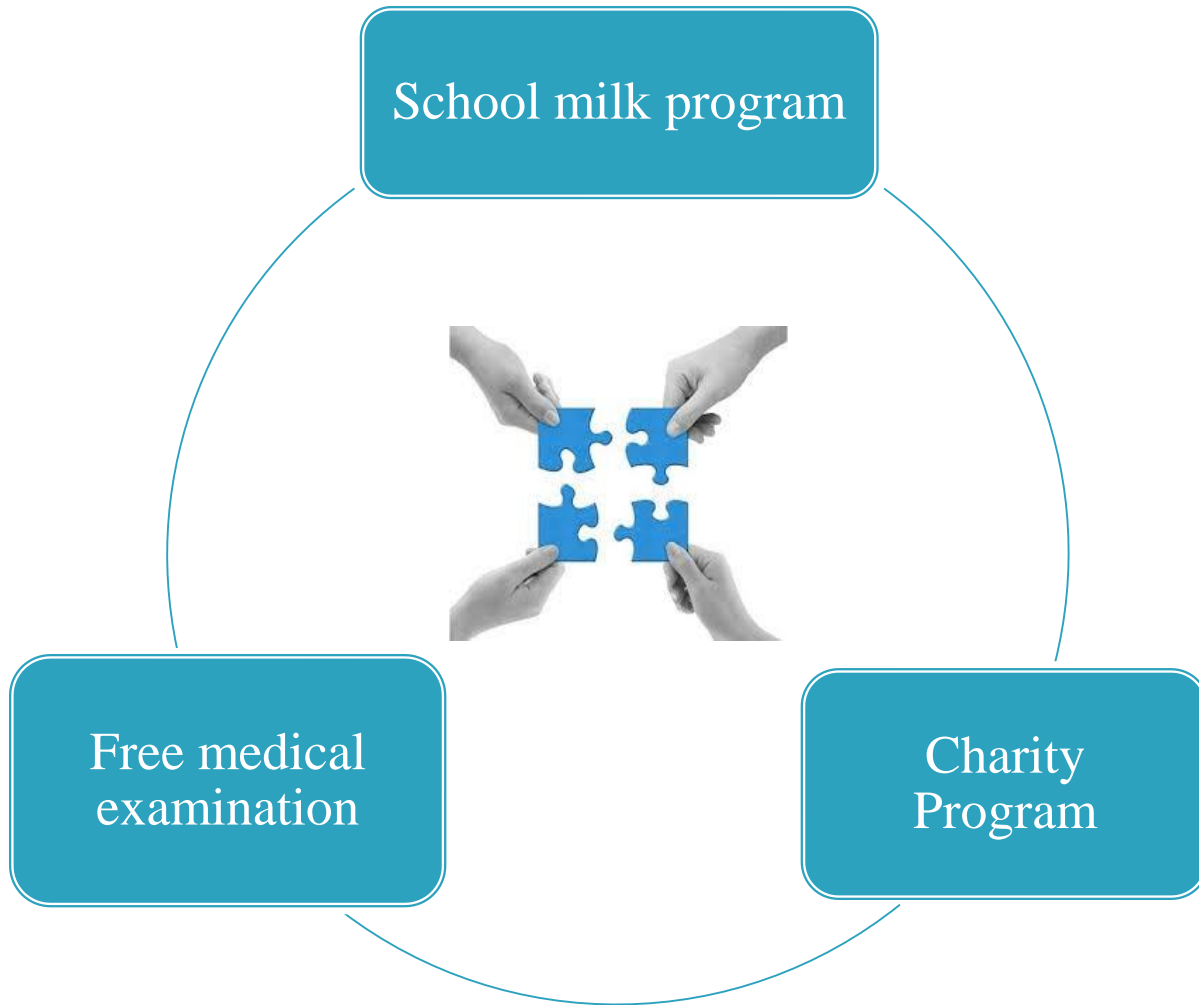
**63**  
Provinces  
across the country



## 4 major distribution channels:

- **Traditional trade:**
  - 250 distributors
  - 200,000 outlets
- **Modern trade: 800+ supermarket/CVS**
- **School channel: 4,000+ schools**
- **Hospital channel : 400+ hospitals**

**Total sale force: 3500 employees**



## School Milk program in Dong Nai province

- Non – profit project
- 1,400 schools
- 131,000 children





**Free medical examination**  
for the poor people, workers  
in industrial zones.



**Charity program for**


- Flood victims
- Children in remote areas
- Poor patients



## Malnutrition Status in Vietnam:

Before 2012: One out of every three children is stunted.

Now: One of every four children.

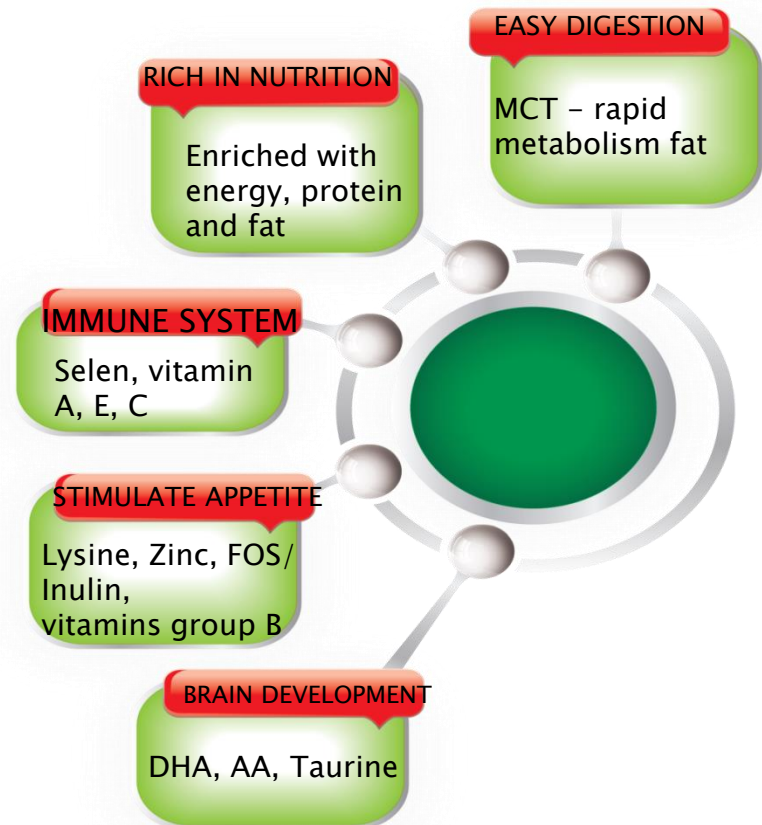


Efforts to reduce under-nutrition: Vietnam is a country which is making big efforts to address under-nutrition and has progressed significantly.



*Deputy Prime Minister Mr. Vu Duc Dam had a meeting with Scaling Up Nutrition (SUN) Movement Coordinator and Assistant UN Secretary-General Ms. Gerda Verburg to discuss progress in eliminating malnutrition by 2030.*

“Breastfeeding is the best way to provide infants with the nutrients they need” *From*  
<http://www.who.int/mediacentre/events/2016/world-breastfeeding-week/en/>



- The first commercial supplementary nutrition product in the market for malnourished children.
- Marketed in April 2012.

“Breastfeeding is the best way to provide infants with the nutrients they need” *From*  
<http://www.who.int/mediacentre/events/2016/world-breastfeeding-week/en/>

- Affordable consumer price – 30 cents/ 180ml.
- Milk powder and Ready-to-drink, Single-serve.
- RTD has nutrient content equivalent to that of milk
- Effective, good tasting product by a trusted brand name

**Helped improve malnutrition problem in  
Vietnam.**



## Published in:

- **Journal of Food and Nutrition sciences - Vietnam, volume 10, No.1, 2014.**
- **Journal of practical medicine - Vietnam, No.1 (915), 2014.**

### IMPROVEMENT IN NUTRITION STATUS BY DAIRY PRODUCTS FOR STUNTING CHILDREN 1-3 YEARS OLD

Associate Professor Nguyen Thi Lam, Ph.D. Dr. Truong Tuyet Mai, Dr. Nguyen Thi Luong Hanh  
National Institute of Nutrition

**Objective:** To assess the effects of dairy products for stunted children on the nutritional status of stunted children 1-3 years old. **Methods:** The intervention assessed before and after intervention. 120 stunted children were divided into 2 groups (intervention and control group), group intervention using dairy products for stunted children (95.1 grams / day). The anthropometric indicators were collected before, between and after the intervention to assess weight gain, length. **Results:** After 6 months of intervention, the use of milk products for children have stunted growth in height and weight (+1.44 kg and +3.83 cm) higher than the control group (+0.86 kg and +2.85 cm) with  $p < 0.05$ . The prevalence of stunting decreased 29.5% in the intervention group compared with controls decreased 10.2%. Effective intervention reached 19.3%. **Conclusion:** The children in the intervention group had used milk for stunted children 6 months continuous improvement of nutritional status better than the control group.

**Keywords:** malnutrition, stunting, milk for stunted malnourished children, children 1-3 years

### Summary

#### IMPROVING IN PREVALENCES OF ANEMIA, ZINC DEFICIENCY BY DAIRY PRODUCTS FOR STUNTING CHILDREN 1-3 YEARS OLD

Ph.D. Dr. Truong Tuyet Mai, Bachelor Vuong Thi Ho Ngoc  
National Institute of Nutrition

**Objective:** To assess the effects of dairy products for stunted children on indicators of anemia, zinc deficiency in stunted children 1-3 years old in Bac Giang. **Methods:** The study intervention was assessed before, between and after the 6 months of intervention. Total 120 of stunted children were divided into 2 groups (control and intervention groups), the intervention group used for dairy products (95.1 grams / day) for 6 months. Blood samples were collected at before, between and after of the intervention to assess concentrations of hemoglobin, serum ferritin, serum zinc, the rate of anemia, zinc deficiency. **Results:** After 6 months of intervention, group using milk product had the concentrations of hemoglobin, ferritin and zinc to be higher than those of the control group,  $p < 0.05$ . The prevalence of anemia, iron deficiency and zinc deficiency in the intervention group had a significant decrease compare to those of baseline time and control group. IGF-I and IgA levels of intervention group have tended to increase, and higher than the control group,  $p > 0.05$ . **Conclusion:** Using milk for stunted children for 6 continuous months contributed to improvement of anemia, iron deficiency, zinc deficiency.

**Keywords:** Milk, stunting, hemoglobin, ferritin, zinc.

## Methods:

**Design** : Intervention and control group

**Subject** : Stunted and malnourished from 12 to 47 months old

**Sample** : 2 groups; 62 children/group

**Period** : 6 consecutive months.

**Dosage** :

+ Intervention group: drink 3 packets/day; 32g/packet.

+ Control group: nutritional counseling alone.





## Results of clinical study (\*)

- Rate of stunting in treated group reduced by 29.5%
- Height & weight: increase 1.44 kg and 3.83 cm (in treated group)
- Trusted by 93.4% moms.

*(\*) Source of clinical study: "Effect from the use of GrowPlus upon nutrition, immunity, psychomotor development of stunt malnutrition 1-3-year-old children at Bac Giang province" – conducted by National Institute of Nutrition*

➤ **Category leader:**

No. 1 in Pediatric Specialty category in Vietnam  
(AC Nielsen's 2017) (\*)



➤ **Volume share 2016:**

**GrowPlus Liquid Milk: 38.4% (AC Nielsen's retail audit)**

**GrowPlus Powder Milk: 37.3% (AC Nielsen's retail audit)**

*(\*) Pediatric Specialty category includes specialty milk for children in case of malnutrition, picky eating, healthy weight gain, diarrhea, allergy, nausea, recovery from surgery.*





**THANK YOU!**

NutiFood

**NutiFood**<sup>®</sup>  
Giải pháp dinh dưỡng của chuyên gia