Welcome
• Who we are

• What is the problem in Vietnam

• What solution do we offer
Established in 2000 by group of medical doctors

2nd 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.
- Packaging: tin (400g, 900g, 1.5kg), box 400g & pouch 400g

UHT milk
- Capacity: 250 Million litre/ year
- Packaging: 110ml, 180ml, 1 litre

Yoghurt
- Capacity: 25,000 ton/ year.
- Packaging: cup 100g, 80g, 70g
R&D Team

Strong in product development

Understands nutritional needs of Vietnamese consumers

Capable of defining suitable organoleptic profiles
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
Corporate Social Responsibility Program

School milk program

Free medical examination

Charity Program
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.
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/
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- 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:

**IMPROVEMENT IN NUTRITION STATUS BY DAIRY PRODUCTS FOR STUNTING CHILDREN 1.3 YEARS OLD**

Associate Professor Nguyen Thi Lan, Ph.D. Dr. Truong Tuyet Mai, Dr. Nguyen Thi Luong Hien  
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 PREVALENCE 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 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 compared 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
Giải pháp dinh dưỡng của chuyên gia