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Dairy

Dairy Board Targets Asian Liquid Milk Market 1999

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Report Highlights: The New Zealand Dairy Board has invested N.Z.\$48 million (U.S.\$25.9 million) in a Malaysian plant to reconstitute New Zealand milk powder into liquid milk. The liquid milk products will be sold in Malaysia and Singapore where annual sales are expected to reach N.Z.\$15 million (U.S.\$8.1 million). The Board has also launched Anlene Gold, a high calcium non-fat milkpowder designed for adults in Taiwan, Malaysia, Hong Kong, China and the Philippines.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Wellington [NZ1], NZ

Dairy Board To Target Asian Fluid Milk Market

The Dairy Board has invested N.Z.\$48 million (U.S.\$25.9 million) in a Malaysian processing plant to reconstitute New Zealand milk powder into liquid milk and expects annual net sales in excess of N.Z.\$15 million (U.S.\$8.1 million). The new liquid milk plant is near Kuala Lumpur in West Port, an industrialized area chosen for its road access to the port and other Malaysian cities. The plant, which began production in March 1999, will be able to produce approximately 15 million liters of liquid milk per year.

The move into the liquid milk market is the Board's answer to Asian consumer demands for convenience foods. The new liquid milk formulas will be sold in Malaysia and Singapore where the Board has launched Fernleaf UHT in plain and chocolate flavors, Anlene UHT, and Fernleaf and Anlene pasteurized milk. With Malaysians consuming just 2.7 liters of liquid milk each a year the Board sees huge potential for market growth. The strategy of using its existing milkpowder brands to get a foot hold in the liquid milk market is also being used by the Board in South American markets.

Note: Exchange rate: NZ\$:US\$:0.5414 (Average monthly exchange rates Jan-Jun 1999).

High Calcium Anlene Gold Launched in Asia

Anlene Gold, a high calcium non-fat milk powder aimed at the elderly, has been launched by the Dairy Board in Taiwan, Malaysia, Hong Kong, China and the Philippines. Anlene Gold milk powder is 20 percent higher in calcium than its parent product Anlene, developed in response to young women's concern about the brittle bone disease osteoporosis. Anlene Gold was developed when the United States recommended daily intake of calcium increased in 1997. The product is called Anlene Gold in Malaysia and the Philippines where the word "gold" is associated with quality. In China, Hong Kong and Taiwan, the product is labeled Anlene Evergreen because of the positive association the word "evergreen" has with health and seniority. Anlene Gold is part of the Board's Nutrition for Life marketing strategy.