

Corporate Social Responsibility

At Malayan Flour Mills Berhad (“MFM”), we acknowledge that corporate social responsibility (“CSR”) is essential to our current and future success as a business. Hence, we take our CSR seriously and have created strategies, governance structures, corporate policies and codes of conduct that help to embed corporate responsibility into our daily operations. This is demonstrated in the way we deal with our customers, employees and the wider community where we operate. These include good ethical behaviour, concern for employees, care for the environment and community involvement.

CSR for Marketplace

Trust is a critical foundation of a successful and sustainable business. We have worked diligently to foster trusting relationship among the Group and its customers, suppliers, business partners and dealers. In order to maintain high degree of trust with all our stakeholders, we are committed to ethical business approach through compliance with law, honoring business obligations and ensuring integrity in our business dealings.

The Group is dedicated to supplying safe, hygienic and high quality products which meet the requirements of its customers in a manner consistent with high environment and ethical standards through the strict adherence of HACCP (Hazard Analysis Critical Control Practice), GMP (Good Manufacturing Practice) and Good Hygiene Practice throughout the production process. This is our priority as our commitment to the stakeholders as well as for our branding and differentiation of products.

We practice strict bio-security, good animal husbandry and veterinary health programs in all our poultry farms. All the poultry products of Dindings Poultry Processing Sdn Bhd (“DPP”) are certified as Halal by Jakim with strict compliance with Malaysian Halal Standard MS1500:2004. The plant and all its products are inspected by Veterinary Officials from the Department of Veterinary Services, Malaysia and awarded with the VHM logo. The production processes are also ISO9001:2008 and ISO22000:2005 certified and quality control is monitored at every stage of the processing.

The Group also has a Code of Conduct in place which has been communicated to all employees with the objective of instilling the highest level of corporate governance in the Group.

We recognise that customers are the purpose for companies’ existence and understanding consumer’s expectations and behaviours are keys to differentiate a business from its competition. With this in mind, we strive to deliver high quality, sustainable and customer-focused services to our customers by way of constant liaising and engagement with our customers. We invest a great deal of time in developing relationships with our customers that are driven by creating solutions and working in partnership to ensure we deliver quality service on time. We work with and support them in developing sustainable solutions to meet their needs.

With the aim of providing support to the customers to grow their businesses and obtaining feedbacks from consumers, various initiatives and programmes were carried out during the year in a mutually beneficial way.

Customer/Consumer Relations

Product Demonstration

The MFM Pasir Gudang Sales Team conducted a product demonstration in one of the top ingredients shops at Kluang – Kim Wah Marketing on 8 April 2016. Baking recipes such as Pumpkin Fa Gao, Spinach Pan Mee and Wholemeal Cookies using MFM Cap Ros and Pink Sakura were shared with the participants. All participants had the opportunity to taste the food and positive responses were received. Through the product demonstration, the MFM Pasir Gudang Sales Team was able to increase their products knowledge and build good rapport with the consumers.



In conjunction with the newly launched retail pack of High Protein, Self-Raising and Superfine flours, MFM organised a soft launch and product demonstration at KDU University College on 26 August 2016. The product demonstration was conducted by a professional chef of KDU using MFM's newly launched flour products to bake pancakes, pastries and spaghetti.

The objectives of this event were to build the brand awareness of the new products, to share product information and exposure to the participants. Each participant was given a door gift comprising of High Protein Flour, Self-Raising flour and Superfine flour as our appreciation for their participation.



Roadshow

On 16 September 2016, MFM held a roadshow at Aeon Big Mid Valley. During the roadshow, product consultants prepared food sampling of white bread and wanton noodles using the newly launched MFM High Protein flour. Customers who purchased any 3 packs of MFM products were given the opportunity to play the wheel of fortune where attractive prizes were given away during the roadshow.



Corporate Social Responsibility (cont'd)

McDonald's Visit

DPP is honored to be recognised as one of McDonald's strategic partners since year 2002. McDonald's Malaysia's Managing Director, Encik Azmir Jaafar had visited DPP's Plant on 6 April 2016.

The main objective for this media plant visit was to showcase McDonald's high quality food supply chain as well as to showcase DPP's halal credentials, food safety policies and operational excellence to the public. This involved every step of the food supply chain from farm to table.



Distributors Convention

DPP had organised its Distributors' Convention in Taipei, Taiwan from 9 to 12 November 2016.

DPP's future strategic directions, marketing and branding activities were shared with its distinguished business partners. Mock cheque incentives were given on the day to the distributors as recognition of their efforts and achievement.

All the distributors benefited from the useful information shared with them and the incentives had motivated them to serve the customers better.



CSR for Community

MFM continues to create value for society and bring joy to people's lives through a broad range of community initiatives, charitable donations and support of non-profit agencies in the communities in which we operate.

Product Sponsoring

On 29 May 2016, MFM sponsored its flours for a cooking competition held by Majlis Bandaraya Ipoh at Taman Rekreasi, Gunung Lang. The contestants of the competition were using MFM Cap Ros and Self-Raising flour products. MFM Ipoh Sales Team had also conducted sales during the event and all the products were sold out.



Fund Raising

Annual Charity Food & Funfair - XTRA ONE eXtra FUN

On 25 November 2016, MFM participated in the fund raising campaign organised by Kiwanis Down Syndrome Foundation. During the event, cookies and flour were prepared by MFM for selling. All the funds raised were contributed to the Foundation to support the daily operation costs of the Down Syndrome patients.



Chung Hwa Middle School Bazaar

On 15 May 2016, DPP together with its distributors participated in the Chung Hwa Middle School Bazaar in Kuching.

There were overwhelming responses throughout the bazaar. All the proceeds from the sales of DPP's products were donated to the school building funds which will benefit thousands of students.



Corporate Social Responsibility (cont'd)

SRJK (C) Eng Ling, Lumut Food Fair and Fund Raising

SRJK (C) Eng Ling, Lumut organised a large-scale food fair and education fund raising on 31 December 2016. DPP participated and sponsored the food fair with its Ayam Dindings “Roasted Chicken”. We received overwhelming response through the sale of roasted chickens to the students. All the funds were donated to the school’s building funds.



Pusat Kebajikan Orang Cacat Manjung

DPP participated in a bazaar organised by the Pusat Kebajikan Orang Cacat Manjung (“PKOCM”) and provided support by sponsoring Ayam Dindings’s “Roasted Chicken”.

We received overwhelming response throughout the bazaar. All the funds collected were donated to PKOCM to cover their daily expenses and medical expenses.

Walk for Persons with Disabilities 2016

Hospital Sultan Ismail, Johor Bahru organised an event entitled “Walk for Persons with Disabilities (“PWD”) 2016” on 17 December 2016. The walk which was about 1.5 km around the hospital. Each participant walked along with PWD to experience the challenges faced by them when navigating around.

We are pleased to have participated in and sponsored the event with our Ayam Dindings products. All the funds collected were donated to Hospital Sultan Ismail.



Contributions for Education

Career Talk and Baking Class Demonstration at Montfort Boys Town

On 24 March 2016, a career talk was held at Montfort Boys Town, Selangor. The objective is to introduce MFM to the students and to offer career opportunities in our Fitter Apprenticeship Programme and Flour Product Consultant Development Programme.



On 15 September 2016, MFM held another career talk and baking class demonstration at Montfort Boys Town, Selangor. The objective of the career talk is to share with the students the various career opportunities available to them after they graduate. A total of 124 students from the Machining, Bakery & Pastry, Electrical and Automotive courses attended the career talk. After the career talk, MFM continued with the baking class demonstration for the Bakery & Pastry students. Our Flour Product Consultants demonstrated a few baking techniques and also shared their knowledge with the students on the functionality of the different types of flour.



SMK Methodist (ACS) Award Day

MFM was present at SMK Methodist (ACS) Award Day on 16 April 2016 to congratulate and support the students at the school. As part of MFM's effort to promote and support education amongst the young ones, MFM through its school adoption program with SMK Methodist (ACS), Sitiawan provided financial aid to ten (10) students from the school. On top of that, MFM further encouraged and motivated the students at the school by awarding the Top 3 Best Students in Form Four and Form Five with cash prizes.



Corporate Social Responsibility (cont'd)

SMK Methodist (ACS) Science Fair Day

On 29 April 2016, MFM supported SMK Methodist (ACS), Sitiawan Science Fair Day by setting up a booth and conducting a Baking Class Demonstration at the school. MFM took the opportunity to share with the students on Food Science while injecting a fun learning environment through the Baking Class Demonstration. Our Flour Product Consultants combined fun and learning by sharing baking knowledge while encouraging the students to participate during the baking class.



SMJK Nan Hwa Award Day

MFM was present at SMJK Nan Hwa Award Day on 29 April 2016. As part of MFM's effort to promote and support education amongst the young ones, MFM through its school adoption program with SMJK Nan Hwa provided financial aid to ten (10) students from the school. In addition, MFM further encouraged and motivated the students at the school by awarding the Top 3 Best Students in Form Four and Form Five with cash prizes. MFM also supported all-rounded students who are good academically and active in extra-curriculum activities by sponsoring the jerseys for the school's basketball and volleyball teams for their interschool competitions.



Career Talk at Schools in Sitiawan, Perak

On 5 September 2016, MFM held a career talk at SMJK Nan Hwa and SMK Methodist (ACS). The HR Team shared with the students about MFM and its group of companies, as well as the career opportunities available to the students after they have completed their SPM. The team had some quizzes with the students whereby the winners were awarded with MFM goodie bags.





Students Plant Tour

On 7 October 2016, MFM hosted a plant tour for a group of 40 students and teachers from SMK Methodist (ACS). The objective of the plant tour was to provide the students a real-life experience of the flour milling process and at the same time provide them exposure to the various career opportunities available in a Flour Mill. The students were welcomed with breakfast and an opening address by our Chief Miller. Thereafter, the students were given a safety briefing before proceeding to a comprehensive plant tour covering the Silo, Milling, Lab, Warehouse, Packaging and Engineering. The tour lasted for around 1½ hours and the students were treated with lunch before they departed back to their school.



Students Farm Tour

On 19 October 2016, MFM hosted a group of 40 students and teachers at our poultry farm in Batu Undan. Led by our Farm Operations Specialist, the students were given a safety briefing before proceeding to tour our poultry farm. They were introduced to the various aspects of poultry farming as well as various career opportunities available at the farm. The tour lasted for around 1½ hours and the students were treated with lunch before they departed back to their school.



Corporate Social Responsibility (cont'd)

Collaboration between MFM and University Tunku Abdul Rahman ("UTAR")

On 31 October 2016, a MFM contingent led by the Directors, Datuk Oh Chong Peng, Mr Teh Wee Chye and Encik Azhari Arshad together with the Senior Management Team visited the UTAR Kampar Campus as part of the collaboration initiative between MFM and UTAR. The objective of the meeting was to develop a collaborative partnership between MFM and UTAR in providing career opportunities as well as to explore potential research and development programmes related to MFM's business.



On 15 December 2016, the collaboration between MFM and UTAR took another step forward when MFM hosted the delegates from UTAR consisting of Deputy Deans, Faculty Representatives and Professors from various faculties at MFM Lumut Plant. The delegates were given a plant tour around our Flour and Feed Mill in order to provide an overview of our milling processes. Thereafter, there were series of discussions on potential recruitment activities, various potential research and development programmes as well as final year projects for UTAR students.



Baking Class for Students at Lumut Plant

On 2 November 2016, MFM hosted a baking class demonstrating to a group of 20 students and teachers from SMK Methodist (ACS). Our Flour Product Consultants demonstrated the various functionality of flour and its properties. To create a fun learning experience, our Flour Product Consultants also managed to get the students and teachers to participate in the baking activities and bake their own pastries.



School Holiday Apprenticeship Programme in Flour Milling & Poultry Farming

As part of the Strategic Educational Partnership with SMK Methodist (ACS) and SMJK Nan Hwa in Sitiawan, MFM and Dindings Poultry Development Centre Sdn Bhd (“DPDC”) successfully organised the 2nd School Holiday Apprenticeship Programme. There were a total of ten (10) students from SMK Methodist (ACS) Sitiawan who participated in the Flour Milling programme at the MFM Lumut plant and ten (10) students from SMJK Nan Hwa who participated in the Poultry Farming programme at the DPDC Batu Undan poultry farm from 28 November to 8 December 2016. The objectives of these programmes are to enable the students to gain real life working experiences and develop their interests in flour milling and poultry farming industry. Throughout the 9-day programme, the students in Flour Milling were exposed to various functions including raw materials intake, milling, packing, warehousing, engineering and laboratory while the students in Poultry Farming experienced the daily farm operations in our breeder and hatchery facilities. They ended the programme with group presentation on their learning experience in both Flour Milling and Poultry Farming. The key learning for the students are working as a team as well as experiential learning beyond the classroom.



Community Visits

Visit to Girls Praise Home

DPP had organised a visit to an orphanage home “Girls Praise Home” in Ipoh. We helped the orphanage to do a thorough housekeeping, as well as wall painting to improve the hygiene level. To lessen their burden on the daily expenses, we have bought them a lot of necessary products like Milo packs, mee hoon, shampoo, toilet rolls, dish washer, laundry powder etc. Meanwhile, attractive goodies bags were given to all the kids and a brand new laptop and sofa were bought for the orphanage.



“Majlis Berbuka Puasa” with Rumah Amal Haruman Kasih Ayer Tawar

DPP had organised a “Majlis Berbuka Puasa” to share love and joy with orphans, single mothers and needy people at Rumah Amal Haruman Kasih Ayer Tawar on 3 July 2016.

Corporate Social Responsibility (cont'd)

Visit to Penang Down Syndrome Association

DPP also visited the Penang Down Syndrome Association in Georgetown, Penang.

Penang Down Syndrome Association is an association which offers support and encouragement to parents and families of children with Down Syndrome and provide assistance and facilities to individuals with Down Syndrome to enable them to contribute to society.

DPP had sponsored its products to the Association during the visit.

At the end of the visit, the little angels had shown their appreciation by giving a big smile and saying "Thank you to Ayam Dindings, We love Ayam Dindings".

Community Service

On 16 October 2016, DPP organised a visit to a poor family of which the man is a diabetic patient and jobless with 7 kids aged between 2 to 15 years old living together with his parents and his wife is working as a cleaner.

With the Deepavali festival around the corner, we were there to help them to do a thorough housekeeping, decorated the house and gave them the necessities such as food, clothing and Deepavali preparation.



CSR for Workplace

MFM places great importance on its human capital and is focusing on attracting and retaining quality talent who best fit our job requirements through our development programmes which nurture and assist the employees to perform their work more efficiently and also to develop their competencies for the advancement of their career. This is of utmost importance for the succession planning of the Group as well as to ensure the sustainability of the business.

Fair and equitable employment terms as well as equal opportunities for career advancement are provided to the employees regardless of ethnicity, gender and age. The ratio of our male and female employees in MFM Group shows a healthy distribution of 59:41 with women comprising of 31% of the management positions.

We continue to provide hygienic, healthy and safe working environment for our employees as well as to attract the new recruits. In addition to minimising the incidence of work-related injury and illness, a safe and healthy work environment enhances the quality of products and services, consistency of production and staff retention and morale.

Facilitation of Hosting of Poultry Science Seminar between Universiti Putra Malaysia (“UPM”) and University of Arkansas (“UoA”), USA

The objective is to bring together these two eminent institutions of higher learning to have the common vision to share their knowledge and valuable experience in poultry science to advance the poultry industry in Malaysia. The seminar took place in conjunction with The World Poultry Science Association (Malaysian Branch) and The World Veterinary Poultry Association (Malaysian Branch) Seminar held on 16 February 2016 in UPM. Representative from UoA, Dr. Michael T. Kidd (Director of the Center of Excellence for Poultry Science) presented on *Amino Acids Nutrition for Broiler*, Dr. Nicholas B. Anthony (Professor, Center of Excellence for Poultry Science) presented on *Genetic Approach for Improving Broiler Productivity* while Dr. Thomas E. Bowen (Nutrition Specialist) presented on *Evaluation of Feed Ingredients for Animal Feeds*. Subsequent to the seminar in UPM, MFM hosted the three subject matter experts to a 3-day visit and workshops on best practices in poultry science in our poultry farms and hatcheries in Batu Undan and Segari. The event was attended by more than 50 employees from MFM Group.



Key Performance Indicators (“KPI”) Setting and Cascading Workshop

From April to November 2016, towards strengthening a performance driven culture, the Group Human Resource and Human Resource Business Partner from the plants and farms embarked on an exercise to establish, review and cascade individual Key Performance Indicators (KPIs) throughout the Group in Malaysia and Vietnam. A total of 22 sessions and over 500 employees were involved in the exercise. KPIs were established using the balanced scorecard methodology covering the Financial Perspective, Customer Perspective, Internal Business Process and Learning & Growth Perspective.



MFM Town Hall

On 19 May 2016, Group Human Resource organised the annual town hall session in Putrajaya Marriott Hotel with the participation of 200 management staff from both Malaysia & Vietnam. This town hall session provided a platform for the senior management to engage and communicate organisational goals and business strategies for the coming year, as well as the Company’s past year achievements with management staff. This year’s town hall also saw a sharing from Dr. Mahender Singh from Knex on supply chain as well as the learning journey presentation from the participants of the Flour & Feeds Miller Development Programme, Flour Product Consultants, Farm Operations Specialist and Graduate Veterinarian.



Corporate Social Responsibility (cont'd)

Durian Feast & Hari Raya Celebration

On 15 July 2016, coincides with Hari Raya and the “King” of fruits season of the year, employees in Head Office as well as invited employees from outside Klang Valley and Vietnam had a fun-filled fellowship as they revelled together for a sumptuous spread of the best durians and local food. The gourmet included the highly sought-after Musang King, XO, D24, Nasi Briyani, Ayam Masak Merah and Cendol.



Leadership & Managerial Development Programme Module 2

From January to November 2016, MFM senior management team and 62 identified talents continued their Leadership Development Programme and Managerial Development Programme journey with Module 2 that included amongst others emotional intelligence, critical thinking, effective presentation skills, managing team and negotiation techniques. Throughout the entire year, the senior management team embarked on a workplace project on top of mind recall, sales & marketing synergy and a case study on aquaculture business, whereas the 62 talents presented their workplace projects linking to Supply Chain that consists of 4 elements – force field analysis, risk management, project timeline management and costs benefit analysis. They also undergo a 6-month coaching programme to coach a group of identified coachees covering identification and achievement of business goals, team goals and personal goals.



Flour Miller & Feed Miller Development Programme

Throughout 2016, in building our talent pipeline for flour and feeds businesses, MFM Human Resource together with Flour Division (Malaysia) have recruited the 2nd batch of graduate engineers to be based in Pasir Gudang to undergo our Flour Miller Development Programme whilst the Poultry Integration Division (Feed Mills) recruited the 1st batch of fresh graduate engineers to take part in the Feed Miller Development Programme. The 1st batch of flour production engineers who were recruited in Year 2015 have completed Stage 1 out of 4 of the 7-year programme that includes a 2-month on-the-job training in both Mekong Flour Mills Ltd and Vimaflour Ltd (“Vimaflour”) in Vietnam that were held in November and December 2016. Quarterly engagement sessions are held between MFM senior management team with these young graduates to constantly motivate, challenge and provide the necessary guidance as well as keep track of their development progress for a successful career in MFM.



Flour Technical Exchange Conference at Vimaflour

From 26 to 27 August 2016, the Flour Division (Malaysia) and Flour Division (Vietnam) with their respective Human Resource Departments organised a 2-day technical exchange conference held at Vimaflour's Plant in Cai Lan, Ha Long, Vietnam. The objectives of the conference were to enable knowledge sharing, learning and strengthening of the bond between the technical personnel from these two countries. Amongst others, the 2-day conference covered various presentations comprising grain storage management, aspiration, milling process (dampening, machineries and new technologies), mill engineering, flour streaming and technicalities in baking. The conference was attended by more than 40 employees from both the Flour Divisions in Malaysia and Vietnam.



New Employees Onboarding Experience

Framework for new employees' onboarding experience help lay the foundation for a mutually rewarding relationship that will last. The objective of this framework is to help foster a positive experience for new employees, orientate new employees to MFM's vision and missions and identify their roles and responsibilities.

The onboarding program begins with engagement with new employees prior to joining the company with the purpose of keeping the candidates warm and welcomed. Upon the onboarding of new employees, a buddy will be assigned to share work information and processes with them. In addition, job expectations will be communicated clearly to the new employees to ensure they are clear with their key roles and responsibilities.

Subsequently, the new employees will be invited to attend a series of programs, which include Orientation Programme, Lumut & Sitiawan Plant Tour and last but not least a Breakfast Engagement Session with the Managing Director whereby the new employees have the opportunity to share their working experience, areas for improvement with the top management. Likewise, the top management will also share the Company's direction and new initiatives.

(1) Orientation Programme

The Orientation Programme is a 2-day programme where information on the Company's vision, missions and history, Human Resources policies and overview of business operations within MFM Group will be shared with new employees. There are a total of 74 new executive employees within MFM Group who have attended the Orientation Programme in year 2016.



Corporate Social Responsibility (cont'd)

(2) Lumut & Sitiawan Plant Tour

New employees will be given an opportunity to visit the flour mill in Lumut and poultry processing plant in Sitiawan. The purpose of this plant tour is to allow the new employees to have a better understanding of the production processes of Company's flour and poultry products.



(3) Breakfast Engagement Session with Managing Director

The Breakfast Engagement Session with Managing Director helps to cultivate a culture of 2-way open communication. Through this engagement session, new employees are able to interact and share their thoughts with the Managing Director, Mr. Teh Wee Chye. During the session, everyone is encouraged to share their overall experiences, things they like about the Group and suggestions for improvement.



Training Programme on Change for Greater Success

This training programme was first rolled out to the MFM Group on 29 and 30 March 2016. Since its first launch, a total of 16 sessions were conducted benefitting a total of 388 employees. This program is designed to help employees to overcome change where positive attitude leads to greater success. It focusses on changing the way we see things, the way we interpret things and the way we deal with people.



Training on Team Synergy

In line with MFM's Vision "To be a Leading Food Manufacturing Enterprise in the Region", we need a team that recognises the importance of shared vision, interdependence, cooperation, commitment, creative ideas and open communication.

Through this programme, everyone will learn the benefits of working in a team, and come to see teamwork as one of the most important aspects to success. When individuals come together their unique perspectives merge, new dynamics are formed and the team becomes an entity of its own, with a stronger and better perspective to approaching the task at hand. The three most important factors to creating an effective team is "Diversity + Creativity + Focus = Team Synergy".



Sales Professional Development Program

Sales Professional Development Program provides opportunities to integrate into the organisation with the competencies necessary to chart sales career growth within MFM Group. This year we have both the Flour Division (Malaysia) and DPP's Sales & Marketing to take part in this training program.

This is a 4-month program which comprise of seven (7) modules that provides comprehensive professional selling skills and knowledge to be a competent sales professional.



Corporate Social Responsibility (cont'd)

MFM Budget Meeting 2016

MFM Budget Meeting 2016 was held from 18 February to 20 February 2016 at Imperial Heritage Hotel, Malacca. The objectives of the meeting were to encourage leadership, planning and discussion with group members, and to enhance communications and teamwork. This meeting was well attended by approximately 53 sales and marketing personnel.

During the meeting, the MFM sales and marketing team reviewed the 2015 overall sales performance and 2016 strategy plan to achieve the 2016 sales budget followed by a presentation from the Customer Service Department team.



MFM Baking Workshop

On 11 June 2016, MFM Flour joined forces with 2 charity organisations, namely Simply Cookies and Hope Worldwide to conduct a Baking Workshop at Setiawalk. This event was opened for all employees and their kids. The objective of the event was to instill baking interests among employees and the future generation.



Annual Dinner

An Annual Dinner was held at the Grand Ballroom, InterContinental Hotel Kuala Lumpur on 21 October 2016 as a treat for the employees as well as to foster better ties and interaction amongst the employees. Activities such as live band performance, dance show, games, best dress awards and lucky draws were organised for the enjoyment of all the attendees.

A presentation ceremony was also held to honour the winners of the Innovation Award.



Innovation Award

Innovation Award Competition was introduced to instill innovative culture in the Group by encouraging employees to come up with new and fresh ideas in their workplace that would result in a continuous improvement in the Group.

The competition was opened to six plants of the Group. Twelve entries were submitted for the Best Innovation Award. The Best Innovation Award for year 2016 was won by MFM Lumut plant.

The winning project titled “Flour Streaming Optimisation” had fulfilled the five criterias of best innovation, i.e., creativity, business impact, teamwork, analysis of business benefits and implementation. With the implementation of this proposal, it is expected to improve quality and cost reduction of up to RM7.9 million per year for the Company.



Corporate Social Responsibility (cont'd)

CSR for Environment

We recognise the increasing importance of environmental issues and continue to observe the environment friendly practices in the daily operations of the Group such as energy saving practices for lighting and equipment, proper waste management, increased electronic communication and having paperless meetings.

At the manufacturing operations, various measures continue to be taken to ensure that pollution will be minimal. Air filter systems are installed at the flour and feed mills to capture about 99% of the dust emitted from the milling processes.

The poultry processing plant of DPP operates waste water treatment to treat the final discharge of waste water in compliance with the requirement set by the Department of Environment Malaysia (DOE Standard B).

The Group has completed the conversion of its open house broiler farms to tunnel-ventilated closed houses which have proven to be effective in addressing the flies and smell problems. The latest state-of-the-art closed house design at the breeder and broiler farms are of international standard and are more hygienic. As the closed houses are environmentally controlled, flies are minimal, with more than 95% reduction.

Tree planting

DPP had organised a joint effort with Persatuan Aktivis Sahabat Alam (“KUASA”) and students from University Sains Malaysia (“USM”) to implement the Bio-Diversity Conservation Project along the forest reserve at Segari, Manjung District. The main purpose of this project was to protect the coastal areas so that we could provide a conducive area for the turtles. The beach has gone through the erosion of waves and therefore we were there to assist on planting mangrove trees and other suitable species along the coastlines.

