

# FRIESLANDCAMPINA

## Dairy innovations with FrieslandCampina

Every day Royal FrieslandCampina provides millions of consumers all over the world with food that is rich in valuable nutrients. With an annual revenue of 11.6 billion euros, FrieslandCampina is one of the world's largest dairy companies with a cooperative tradition going back almost 150 years, and their products find their way to more than 100 countries.

FrieslandCampina supplies consumer products, such as milk, yogurt, cheese, infant nutrition and desserts, products for the professional market, such as cream and butter products, ingredients and semi-finished products for producers of infant nutrition, the food industry and the pharmaceutical sector.

In Asia, FrieslandCampina has a long and established heritage. Underscoring its commitment to consumers in the region, FrieslandCampina established an office in Singapore in 2011. The corporate office is strategically located close to local operations in China, Hong Kong, Indonesia, Malaysia, the Philippines, Thailand and Vietnam.

Today, FrieslandCampina has a presence in 11 countries around Asia, dating back to 1920 when its products were first exported from the Netherlands to Indonesia. Throughout Asia, its brands such as Black and White, Dutch Lady and Foremost have endeared themselves to local consumers.

### INNOVATING IN SINGAPORE

Innovation is an important part of FrieslandCampina's strategy. The strategy is aimed at sustainable growth as well as added value. Their innovation, in turn, is focused on dairy ingredients and the categories dairy-based beverages, nutrition for children and branded cheese.

FrieslandCampina focuses its innovation on producing healthy, nutritious, well-balanced and tasty food, in which the dietary advantages of milk in particular are made optimum use of and the costs and emission of CO<sub>2</sub> are minimised.

One of the key pieces of FrieslandCampina's innovation is the FrieslandCampina Development Centre in Singapore which focuses on the development of dairy-based beverages and infant and toddler nutrition, tailored specifically for consumers in Asia.

The Development Centre operates as an extension of FrieslandCampina's Innovation Centre in Wageningen (the Netherlands). This allows the company to tap into Singapore's integrated ecosystem of capabilities such as market research, branding and marketing. And of course food & nutrition research expertise which helps in the development of products that cater to the nutritional needs of diverse consumers.

The centre underscores FrieslandCampina's commitment to Asian consumers. It is their ambition to offer people essential nutrients with natural dairy products. The development centre, located in the Singapore Science Park, houses FrieslandCampina's nutritional expertise and product development for its Consumer Products business group.

### OPEN INNOVATIONS

One of the fundamental ways in which FrieslandCampina innovates is by being open. FrieslandCampina



has a great deal of knowledgeable about milk and its derivative products, and they are proud of their innovations. But they are fully aware that there are also people and businesses with complementary capabilities outside of FrieslandCampina who can support and accelerate their innovation processes. This is why they are seeking active cooperation with third parties, because they believe open innovation can lead to great things.

Most recently, FrieslandCampina launched FRISO TrackEasy, an industry-first smart packaging innovation that enables mums to experience the journey of FRISO's formula milk at their fingertips, starting from their Holland-owned farms. The innovation leverages FrieslandCampina's full-chain control to provide mums with tin-specific information around FRISO's dairy farming, milk collection, production process, quality auditing, packaging and export. This offers mums a greater transparency of formula milk products, empowering them to make well-informed decisions for their children.

By scanning a QR code on the tins of FRISO Gold, FRISO Prestige or FRISOMUM formula milk, mums can now journey through FRISO's milk farming and production processes.

### TRACEABILITY INNOVATIONS

FRISO TrackEasy was introduced in Hong Kong as the first market in August 2019, followed by Mainland China in September 2019, with Singapore and other markets to follow. The global initiative seeks to lead the trend of greater transparency in the baby food industry worldwide.

According to a survey conducted by Nielsen, 93% of mums in Mainland China and Hong Kong find that current information on product packaging is insufficient, and they often need to search for more. The Chinese government has put substantial effort into improving their Food Safety systems in general and for infant formula in particular. From a global perspective it can be seen that more and more countries, including Singapore, increasing the attention to traceability.

FrieslandCampina is on a mission to bring safe and sustainable products to their consumers. With the TrackEasy solution, they do just that. Consumers can scan the products using their phone and experience the grass-to-glass journey of the exact product in hand. They can check authenticity, learn more about the product and origin, whilst eliminating concerns regarding fraudulent products in-market.

Through open innovation, FrieslandCampina aims to bring better products for all across the region!

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