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Ajinomoto staff and pupils at an event held at a school in the Klang Valley to promote vegetable consumption in conjunction with Nutrition Month Malaysia 2019.

# 'Lettuce' grow with a healthier diet

Company continues its mission in educating schoolchildren to up veggie intake

AJINOMOTO (M) Bhd (AMB) has been educating schoolchildren on the importance of consuming adequate amount of vegetables for more than a decade through secondary school projects.

Aiming to increase the consumption rate and inculcate balanced healthy eating habits among students, the project managed to reach 16,000 secondary school students from Negri Sembilan and Melaka in 80 sessions this year.

In conjunction with Nutrition

Month Malaysia 2019 (NMM), AMB also reached out to primary school pupils through engaging roadshows.

About 900 pupils and teachers from three primary schools in the Klang Valley benefited from the activities.

The main purpose of the initiative was to create awareness of the benefits of consuming nutritious vegetables.

The joint effort between the NMM committee and AMB saw the publication of a colourful and

informative booklet titled "Saya Suka Sayur-Sayuran" as a tool to educate children to appreciate vegetables through interesting stories about the process, from farm to dining table.

It was also hoped that the inspiring stories would spur the children to eat sufficient vegetables daily.

The pupils were kept entertained with a lively, interactive and fun-filled programme starting with the energetic "Campur, Campur, Siap!" dance.

They also had the opportunity to

learn about umami, the fifth basic taste after sweet, sour, salty and bitter.

The children were also engaged through a fun quiz so that they could gain nutritional knowledge.

The activity was then complemented with the application of the "Suku-Suku Separuh" healthy plate principle that was introduced by the Health Ministry in December 2016.

AMB distributed "healthy plates" to all the pupils as a handy tool to practise a balanced diet

intake at home.

Throughout the programme, the children learned about vegetables' nutritional values, so that they would choose wisely, knowing that a healthy and balanced diet leads to healthy growth, improvement of immune system and better digestion.

AMB hoped its school projects and roadshows would serve as a stepping stone for young Malaysians to begin practising a balanced diet with sufficient vegetable intake.