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Aim to encourage higher consumption of vegetables and to inculcate balanced, healthy eating habits among students, the programme has reached 16,000 secondary students from Negri Sembilan and Melaka through 80 sessions this year.

In conjunction with Nutrition Month Malaysia 2019 (NMM), AMB targeted its project on the initiative to expand to 900 primary school students and teachers from three primary schools in Klang Valley through the roadshows.

Throughout the programme, students were taught to master basic nutritional knowledge on vegetables and empowered them to be more responsible in choosing good, healthy food. The rewards for eating healthy

AJINOMOTO PROMOTES VEGETABLES INTAKE AMONG STUDENTS

Ajinomoto (Malaysia) Bhd (AMB) has been continuously educating school students on the benefits of adequate vegetables intake for more than a decade through Secondary School Projects to counteract social health issue as 94 percent of Malaysians do not take adequate vegetables, as recommended by the World Health Organisation.

and balanced diet would be beneficial for growth, immune system improvement and better digestion.

The main purpose of the programme is to create awareness among students on the benefits of nutrients and vegetable consumption. A joint effort between the NMM committee and AMB produced a colourful informative children

booklet titled "Saya Suka Sayur-sayuran". The booklet is useful in educating children to appreciate vegetables through interesting stories about its processes from farm to dining table, and its nutritious benefits.

Also, students were entertained with lively, interactive and fun-filled programmes, starting with energetic "Campur, Campur, Stap!" dance. The

students also had the opportunity to learn about umami, the fifth basic taste after sweet, sour, salty and bitter.

One of the highlights was the fun quiz to motivate students to gain nutritional knowledge in a fun way. Also, they are taught to apply "SukuSukuSeparuh" as introduced by the Health Ministry by distributing Healthy Plates to the students to practise a

balanced diet intake at home.

Ajinomoto as a company hopes that the activities would serve as a stepping stone for young Malaysians to start practising daily balanced diet with vegetable consumption.