

Track & Trace Global Dairy Chain From Grass to Glass 全程追蹤「由一根草至一杯奶」 環球供應鏈



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A common image of the Dutch countryside would likely consist of flat, green meadows filled with black-and-white cows and windmills. It is true, there were an impressive 1.6 million cows in the Netherlands in 2018, or roughly one-tenth of the country's human population. This is where Royal FrieslandCampina came from, one of the world's largest cooperative with roots dating back to 1871.

The Gift from God

Co-owned by 18,000 farmers, FrieslandCampina produced 10.7 billion kilograms of milk a year. In Hong Kong, FrieslandCampina owned a number of well-known dairy brands: FRISO, BLACK & WHITE, DUTCH LADY, Longevity and OPTIMEL, first three taking the no. 1 position in their own category, with the rich brand portfolio serving consumers across all ages.

"For over 140 years, FrieslandCampina focus only on one thing we know best - dairy products, that's why we are a time-honoured cooperative that I believe will last another century." explained Helena He, Managing Director of FrieslandCampina (Hong Kong) Ltd.

對於荷蘭郊區的印象普遍是一塊塊綠油油的廣闊平原，及大群在風車前閒步草原的黑白乳牛。事實上，荷蘭確實擁有1.6百萬頭乳牛(2018年數據)，約全國人口的十分之一，這亦是其中一個全球最大的合作社 - 荷蘭皇家菲仕蘭的發源地，其歷史可以追溯到1871年。

上天的禮物

菲仕蘭由超過18,000名奶農共同擁有，每年出產一百零七億公斤牛奶。在香港，菲仕蘭有多個知名品牌：荷蘭美素佳兒、黑白、子母、壽星公及康營樂，其中頭三個品牌都穩居其市場首位，全面涵蓋不同年齡的消費者。

菲仕蘭(香港)有限公司董事總經理賀亞軍表示：「菲仕蘭發展140多年迄今，一直專注我們最擅長的乳製品專業，我相信這家合作社的傳奇將會延續到下世紀。」

“I still remembered the first day I joined FrieslandCampina Hong Kong, I was in the Netherlands joining the media tour as a celebration of the company's 80th anniversary of Hong Kong. I was deeply impressed by our dairy member farmers who were driven by the belief that 'Milk is the Gift from Nature', and they feel very proud to share this nutritional gift with the world to nourish the lives of millions of consumers every day.

「我還記得加入菲仕蘭香港的第一天工作，就是在荷蘭接待香港的傳媒導覽團，這是香港子公司成立80週年的活動之一。當地自家農場的奶農讓我留下深刻印象，因他們深信牛奶是大自然的饋贈，對於每天都能與全球過百萬消費者分享這份營養價值極高的禮物、滋養人們健康生活引以為傲。」



Shepherding the Premium Quality via Stringent Process

Motivated by a strong purpose, FrieslandCampina's operation is also guided by the comprehensive FOQUS food safety and quality management and monitoring system. "We maintain a robust system starting from the source. Every cow in our farms is tagged with a RFID ear tag and borne with smart collar / ankle bracelet, to record and keep track of their information, activity and health data. Every member dairy farmer is certified, while FrieslandCampina regularly conducts farm audits and cow health checks. Moreover, all professional milk truck drivers are trained and certified. They always check the temperature, odour and colour of milk prior collection to assure milk quality; they also take a milk sample, with GPS tracking system, for laboratory analysis. From grass the glass, every step of the full dairy chain is under strict surveillance to guarantee nothing goes wrong."

"We also make sure the milk is kept at 0-4°C and 70 km from farm to factory, so that every delivery has to be within 1.5 hours. That is one of the reasons why FrieslandCampina's milk always sustain a top-of-line nutritional value," Helena described the food chain safety and traceability practices in details.

Breeding Trust from Safety and Traceability

With such stringent measures, FrieslandCampina was crowned the Diamond Enterprise Winner in GS1 HK's Quality Food Traceability Scheme in 2017, the first year of their participation. As technology advances, the company is also digitalising the track-and-trace process by launching the new FRISO 'TrackEasy' initiative. Consumers can scan a QR code under FRISO formula products' tins, and view the full journey of the formula milk from their Holland own farms, going through stages of milk collection, packaging, key quality checks at different stages of production, till the in-market port arrival of the products. A 360-degree real life image of the farm, weather, air quality index, temperature, no. of cows etc. - can also be revealed in real-time for consumers.



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嚴謹流程 守護優良品質

菲仕蘭香港不但肩負強烈的使命感，亦堅守嚴格的標準和守則去指導其經營模式。「我們採用完善的FOQUS食品安全及品質管理及監察系統，從源頭開始監控整個環球供應鏈，以維持產品的高品質。農場裡的所有乳牛耳上都掛上RFID標籤，並會配帶電子頸圈或腳環，以記錄及追蹤其資料、活動及健康情況。每一名奶農成員都需經過認證，菲仕蘭亦會定期進行到農場進行審查，及安排獸醫進行乳牛健康檢查。運奶車司機也需要接受專業訓練及認證，每次收集牛奶前，他們都會仔細檢查牛奶的溫度、顏色和氣味，確保符合標準；並會採集牛奶獨立樣本，附上GPS（全球定位系統）再送到實驗室進行檢測，嚴格追溯『由一根草至一杯奶』每個步驟，確保萬無一失。」

「將新鮮牛奶由自家農場運送至製奶工房途中，我們更會確保鮮奶保持在攝氏0至4度，而農場與工房必須相距在70公里之內，令運送能在1.5小時內完成。這就是荷蘭皇家菲仕蘭成功保持牛奶營養價值的原因之一。」賀亞軍對公司的食品安全及追蹤追溯措施如數家珍。



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Bullish Outlook of the Dairy Market

When asked about business opportunities, Helena believes Hong Kong is still a blue ocean. "Hong Kong is a strategic and sophisticated market for us. According to our survey, dairy intake of over 90% of HK parents and their children is lower than Department of Health's recommendation. We will continue to nourish the lives of Hong Kong people across all ages – pregnant mums, toddlers, kids, families, mass consumers, senior adults, with our diverse product portfolio."

To advocate the idea of "Drink. Move. Be Strong" – meaning balanced nutrition, sufficient dairy intake (1-2 glasses of milk a day), regular exercise (60-minute exercise a day), FrieslandCampina leverages its dairy and nutrition expertise to organize the 'Hong Kong World Milk Day' every year. Meanwhile, DUTCH LADY's Breakfast Campaign encourages parents to have breakfast together with their children every day, spending parent-child quality time.

To cater to the needs of the different consumers, the company launched FRISO PRESTIGE, an ultra-premium line. "With precious nutrients from the first layer of milk, the product preserves natural nutrients in milk. It's also a low-sugar formula which 93% of mums agree FRISO PRESTIGE taste light. It is a result of our listening to the customers."

以安全和可追溯性 孕育信任

憑藉嚴謹的標準和舉措，菲仕蘭香港於2017年首年參加GS1 HK的《優質食品源頭追蹤計劃》便即榮獲鑽石級企業的最高殊榮，成績斐然。隨著科技發展，公司將追蹤追溯過程數碼化，旗下品牌荷蘭美素佳兒推出全新「TrackEasy奶源追溯系統」。消費者只要掃描其配方奶粉產品罐底的二維碼 (QR Code)，便可全程追蹤至奶粉生產源頭，包括荷蘭自家農場資訊、採奶、包裝入罐、檢測、出口等各個階段的日期和其他細節。消費者亦可實時掌握其荷蘭自家農場的360度全景視圖，就連天氣、空氣質素指數、溫度、乳牛數量等都能瞭如指掌。

乳製品市場的牛市展望

當被問及乳製品市場商機時，賀亞軍認為香港仍具備極大發展空間。「香港對我們來說是一個極具戰略意義和成熟的市場。根據我們調查，超過90%的香港家長及其子女奶類攝取量未達衛生署建議的標準。我們會繼續以多元的產品，為不同年齡人士提供優質及營養豐富的乳製品 - 懷孕媽媽、幼兒、兒童、家庭、大眾消費者及長者。」

菲仕蘭香港更運用其營養專業，舉辦「香港世界牛奶日」向本地兒童及家庭提倡「Drink. Move. Be Strong」，推廣均衡營養、攝取足夠奶類（每天喝一至兩杯牛奶），和恆常運動（每天進行60分鐘運動）的健康生活模式，以保持身體健康。另外，旗下牌子母亦推出「朝朝飲子母·滿滿家庭樂」宣傳，鼓勵家長每日與子女一起享用早餐，享受優質親子時光。

為滿足市場上不同消費者的需求，公司於2017年推出皇家美素佳兒FRISO PRESTIGE尊貴系列。「產品萃取自『第一層奶源精華』，保留牛奶的純天然營養，不經人工轉化。配方更屬低糖，93%媽媽認同皇家美素佳兒味道清淡，這就是我們聆聽顧客要求的結果。」

“Every drop marks the hardwork 「滴滴」皆辛苦

Running a dairy farm is a big commitment, our dairy farmers are usually supported by only 1-2 helper and need to wake up at 4-5am, to take care of the cows, the ryegrass, the milking process, the machines, etc. You will learn to appreciate their efforts when you know their lives, and their aspiration to preserving the mother nature," Helena showed much respect to the Dutch farmers. "The farmers would go so far to name their cow names, and treated them like their family, I believe that's why the milk has such high-quality, filled with sweetness and love.

「經營農場是一個重大承諾，自家農場的奶農通常只有1至2名助手，每天要清晨4至5點起床，以照料乳牛、種植及打理黑麥草地、打理機器、進行擠奶等。當你了解他們的生活，以及他們保護大自然的堅持，你自然會從心敬佩他們的努力。」賀亞軍對荷蘭奶農展現出崇高敬意。「奶農們甚至會為他們的乳牛改名，對它們猶如家人一般。我相信這就是高質牛奶的來源，充滿幸福甜蜜的秘方。」

Helena He 賀亞軍

