

Headline	Nestle continues commitment to the environment with the planting of more than		
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Nestlé continues commitment to the environment with the planting of more than 100,000 trees

Greening our cities has long been a show of commitment to the environment by many organisations as part of their Corporate Social Responsibility activities. Nestlé Malaysia however, has taken its commitment to another level by planting more than 100,000 trees, within a year, along the Kinabatangan River in Sabah through Nestlé Project RiLeaf to help re-generate the ecosystem of the Kinabatangan region.

The planting of over 100,000 trees is a clear demonstration of Nestlé's continuing commitment to the country and one of its key initiatives in 2012 to commemorate the Company's 100th year anniversary in Malaysia.

Nestlé Project RiLeaf is a riparian reforestation initiative that aims to help sustain one of the world's richest ecosystems by creating a landscape where nature, people and agriculture (oil palm) can co-exist harmoniously in their need for water. The three-year initiative was launched in 2011 and leverages on Nestlé's commercial agriculture experience and expertise to speed up the riparian reforestation of 2,400has of land along the lower Kinabatangan River.

It is in line with Nestlé's business philosophy of Creating Shared Value, which states that in order for the Company to achieve long-term value for its shareholders, Nestlé also needs to create value for the society that it operates in. The focus is in three areas where Nestlé can make the greatest impact, which are; Nutrition, Water and Rural Development.

"We are proud of this achievement, as it shows that the RiLeaf project is on track to create the desired impact to

the surrounding environment in Kinabatangan and also because it symbolises our commitment to be by the side of Malaysians which is the theme of our 100 Years Celebration," said Peter R. Vogt, Managing Director of Nestlé Malaysia at the celebratory event held at Forest Research Institute Malaysia (FRIM), which was officiated by representative Yang Berhormat Datuk Zoa Azha bin Yusof Secretary General of the Ministry of Natural Resources and Environment on behalf of Yang Berhormat Dato' Sri Douglas Uggah Embas, Minister of Natural Resources and Environment.

"As a symbolic gesture to celebrate our achievement in Kinabatangan, Nestlé will be contributing 100 forest fruit trees, which will be planted at two of FRIM's fields in Kepong that are in dire need of enrichment planting. We were informed that by doing this, it is hoped it will help sustain wildlife within FRIM," Vogt added.

Through Nestlé Project RiLeaf, the Company also supports the capacity building of the local community, as it purchases forest seedlings from Komuniti Anak Pokok Kinabatangan (KAPOK), a local community-based seedling producer and acquires its services to manage the planting of the seedlings.

In 2013, Nestlé Project RiLeaf plans to plant again, a minimum of 100,000 trees along the Kinabatangan River, as well as to engage with the palm oil smallholders in that area. Through this engagement, Nestlé will be sharing its knowledge and expertise in eco-friendly planting methods through the minimisation of chemical fertilizers and "back-to-basics" Good Agricultural Practices, which will further rehabilitate the area.

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(L) Peter R. Vogt, Managing Director, Nestle (M) Berhad; Datuk Zaal Azha bin Yusof Secretary General of the Ministry of Natural Resources and Environment; Dato's Dr Abdul Latif Mohmod, Director-General of FRIM.