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FRIM gets hardwood

Forest Research Institute Malaysia was the site of a mass planting of 100 saplings thanks to volunteers. >11

Towards a greener FRIM

Nestle's ROCKers plant 100 hardwood saplings

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FOREST Research Institute Malaysia (FRIM) just got a whole lot greener, thanks to Nestle Malaysia's symbolic planting of 100 trees recently.

This initiative was also to show the company's commitment to preserving and sustaining the environment.

The tree-planting activity saw the participation of Nestle Malaysia's new managing director Alois Hofbauer as well as Nestle ROCKS members or who are more fondly known as Nestle ROCKers, which is the company's employee volunteer programme.

More than 50 Nestle ROCKers planted 100 heavy hardwood trees at FRIM's Field 43, an area that is in need of enrichment planting.

The trees were donated to FRIM and consist of three heavy hardwood species, *merbau*, *belian* and *cengal*, which are popular and durable trees that can protect small flora and fauna from natural disasters.

This was Hofbauer's first "Creating Shared Value" activity since he began his tenure in Malaysia.

"This project resembles what we are currently doing in Sabah, through Nestle Project RiLeaf, where we have already planted 100,000 trees in the Kinabatangan region," he said.

Nestle Project RiLeaf is a riparian

reforestation initiative undertaken by Nestle Malaysia to help sustain and regenerate one of the world's richest ecosystems – the Lower Kinabatangan River in Sabah – by creating a landscape where nature, people and agriculture (oil palm) can harmoniously co-exist in their need for water.

The project is in line with Nestle's business philosophy of "Creating Shared Values" which states that in order for the company to achieve long-term value for all of its stakeholders, Nestle has an obligation to create value for the society and communities that it operates in.

"With help from FRIM and their Forestry and Environment division director Dr Ismail Harun, we planted 100 trees here to create awareness among our young Nestle staff and show them how important it is to live in harmony with our natural environment," added Hofbauer.

In Malaysia, Nestle also has the Nestle Padi Club too, where members work with the local farming community to grow high quality rice.

Nestle buys the rice for their products produced in Malaysia.

"In Sabah, we work with the locals who provide the seedlings and we plant the trees. It's a cycle," said Hofbauer.

In terms of future projects, Nestle will be engaging in projects that involve the environment and water.



Proud achievement: Hofbauer (standing, sixth from left) and the Nestle ROCKS members at FRIM.



Grow strong: Two volunteers planting a sapling.



New plant:

Hofbauer (third from right) with staff (from left) Nor Amelia, Adibah Khalid and K. Prakash placing the signage for the tree planting. Looking on are FRIM Forestry and Environment division director Dr Ismail Harun (third from left) and FRIM assistant research officer Sadali Sajat.