

Headline	NESTLE ROCKers go green 100 trees planted at Field 43, FRIM		
MediaTitle	New Sabah Times English (KK)		
Date	23 Apr 2013	Color	Black/white
Section	NST PLUS	Circulation	23,655
Page No	3	Readership	
Language	English	ArticleSize	257 cm ²
Journalist	N/A	AdValue	RM 498
Frequency	Daily	PR Value	RM 1,495



NESTLE ROCKers go green

100 trees planted at Field 43, FRIM



The Nestlé Malaysia team at FRIM for the recent enrichment planting activity.

NESTLÉ MALAYSIA'S commitment to preserving and sustaining the environment was made evident with the recent symbolic planting of 100 trees at the Forest Research Institute Malaysia (FRIM).

The tree planting activity saw the participation of the new Nestlé Malaysia Managing Director, Mr. Alois Hofbauer, as well as the Nestlé ROCKS members or more fondly known as Nestlé ROCKers, which is the Company's employee volunteer programme.

The Nestlé ROCKers planted 100 heavy hardwood trees at FRIM's Field 43, an area that is in dire need of

enrichment planting. The trees were donated to FRIM and consist of three heavy hardwood species namely Merbau, Cengal and Belian, which are popular and durable trees that can protect small flora and fauna from natural disasters.

"This is my first Creating Shared Value activity since I began my tenure here in Malaysia, and I am delighted to be here together with our Nestlé family members. This tree planting activity resembles what we are currently doing in Sabah through Nestlé Project RiLeaf, where we have already planted 100,000 trees in the Kinabatangan region," said Mr. Hofbauer.

Nestlé Project RiLeaf is a riparian reforestation initiative undertaken by Nestlé 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 (palm oil) can harmoniously co-exist in their need for water.

The project 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 all of its stakeholders, Nestlé has an obligation to create value for the society and communities that it operates in.