

Jasmine Food Corporation launches educational initiative on rice in Malaysia

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Jasmine Food Corporation Sdn. Bhd., a leader in Malaysia's rice industry, is delighted to announce the launch of an innovative educational initiative targeting high school students nationwide. The programme, titled "Healthy RiceStyle bersama Jasmine," seeks to inform young Malaysians about the pivotal role of rice in a balanced diet and promote the broader principles of healthy eating.

In alignment with its ongoing dedication to health and wellness, Jasmine is taking proactive action to ensure the next generation of Malaysians appreciates the nutritional value of rice and understands how it integrates into a well-rounded diet. The initiative encompasses a series of interactive workshops, school visits, and engaging educational materials. It aligns with the government's advocacy of The Malaysian Healthy Plate concept, underscoring the Suku Suku Separuh approach to meal planning.

Since May 2024, Jasmine has been actively partnering with schools across Malaysia to deliver talks and workshops that trace the journey of rice from farm to table. These sessions delve into the diverse types of rice, their health benefits, and the significance of rice in a balanced meal. Students are also educated on portion control, the importance of physical activity, and how to make healthier lifestyle choices in their everyday lives. The initiative is set to continue through December 2024.