

Media : New Straits Times

Date : 22 Oct 2018

Promoting Healthy Living Through “Campur, Campur, Siap!” Campaign

According to the National Health and Morbidity Survey (NHMS) 2017, 23 in 25 adolescents in Malaysia ate inadequate vegetables daily. This is due to Malaysians inappropriate eating habits which do not place high importance on vegetables intake.

Adhere to “The Ajinomoto Group Creating Shared Value (ASV) towards addressing social needs, “CAMPUR, CAMPUR, SIAP!” campaign launched by Ajinomoto (Malaysia) Berhad (AMB), which aims to inculcate the habit of consuming more vegetables for better health through balanced diet.

The 3-month campaign is held from August until October. During the campaign, simple, fast, nutritious and delicious veggie recipe, namely “Sayur Labu Campur” is shared, especially, with young housewives in order for them to prepare healthy food for their family. “Sayur Labu Campur” is a creative veggie recipe consisting of different vegetables including broccoli, cauliflower and our special add-on pumpkin with chicken. All of these vegetables are rich in nutrients, particularly pumpkin that is high in fibre (good for digestive system) and beta-carotene (good for immune system). This recipe is suitable for busy housewives as it is so easy and convenient to prepare.

Other than the recipe sharing session, housewives have the opportunity to

experience cooking demonstration that was conducted by popular Malaysian actress Yana Samsudin who demonstrated the simple process in preparing the nutritious “Sayur Labu Campur”, the key recipe for “CAMPUR, CAMPUR, SIAP!” campaign.

Live broadcast of Yana’s “Sayur Labu Campur” cooking demonstration can be viewed on Facebook Ajinomoto Malaysia account and MYAJINOMOTO Youtube channel. Housewives who are interested may learn the effective cooking method to serve veggie dishes which encourage their family to consume more vegetables in a creative way.

Moreover, cooking video of “Sayur Labu Campur” and vegetables selection tips by Chef Fikree can also be found on MYAJINOMOTO Youtube channel as well as Facebook Ajinomoto Malaysia account and Sedapedia account.

In conjunction with “CAMPUR, CAMPUR, SIAP!” campaign, AMB will organise a mobile truck tour from Sept 8 to Oct 19 around Klang Valley, covering office areas, housing areas and neighbourhood supermarkets. Fellow

citizens are welcomed to approach any of these AMB mobile trucks as everyone stands a chance to win prizes by posting photos using #CatchAjiTruck caption. In addition, interesting activities such as cooking demonstration and delicious “Sayur Labu Campur” tasting session will be conducted too. Participants also get an opportunity to purchase “Promotional Pack” which comes with a complimentary apron.

Through this thoughtfully conducted “CAMPUR, CAMPUR, SIAP!” campaign, hopefully it serves as a stepping stone for Malaysians to begin practising a balance diet with sufficient vegetables intake in their daily life.

“The Ajinomoto Group Creating Shared Value (ASV): Efforts linked to the creation of economic value and growth by contributing to the resolution of social issues such as global sustainability, food resources and healthy living through the businesses of the Ajinomoto Group since its establishment.