

## **Ambewela Fresh Milk**

Synonymous with freshness and quality, it is no secret that Ambewela products have grown to be the trusted source of dairy nutrition in Sri Lankan households over the years. Ambewela milk, which comes from some of the luscious pasturelands of Sri Lanka's greenest hills, ensures that the milk they produce retains its freshness and quality throughout the entire production process; from grass to udder to pack and beyond. Thereby providing nothing but the most nutritious dairy products to their consumers.

Lanka Milk Foods (CWE) PLC, the mother company of Ambewela, has been a forerunner in the dairy industry of the island for over three decades. The company's product range, which varies from fresh milk to powdered milk to cheese and yoghurt, has at all times ensured superior value and quality to remain as one of Sri Lanka's most loved brands. The products have evolved with consumers over the years to offer invigorating taste experiences.

Since its inception in 2004, the Ambewela dairy range has placed much emphasis on the freshness and quality of their products. They have envisaged to provide premium quality products to Sri Lankan families and to contribute to the upliftment of the local dairy industry.

To ensure that this drive reaches fruition, the dairy giant begins at a grass root level. The Ambewela dairy farms located in Ambewela and Pattipola (New Zealand) farm comprises of 1185 acres of grassland nestled in the cool and healthy climate of the hill country. The farms are located at an elevation of 6,000 feet from the sea level and have an environment that is most suitable for upbringing healthy cows and growing nutritious green pastures. They consist of over 2000 milch cows who graze freely on healthy pasturelands and who are reared with utmost care and comfort. The animals are well looked after by a dedicated team of internationally trained professionals. The health of each milk cow is constantly monitored and the relevant details are made available from a central data base. Where an animal is detected to have the slightest ailment or injury, they are removed from milking and treated immediately.

However, a cool climate, luscious pastureland and healthy cows alone do not qualify a dairy operation in the 21<sup>st</sup> century to meet international standards. It is very important that milk is rapidly cooled, stored, transported and packed in ways that assures the freshness and quality. If the milk is not properly cooled bacteria can double its counts in a short time span such as 15 minutes.

For this reason the dairy producer has the best experts and equipment in place to ensure that cycle between deriving milk from the source and transporting the yield to complete the production process happens swiftly and smoothly. Not only that, at Ambewela this process is regularly monitored and assessed.

To ensure the highest level of freshness in the production chain, the milk derived from the udders of the cows goes straight into the processing plants. Because the source of the milk is known, it is also possible to guarantee quality. Also, the stringent quality checks at the intake point and at packaging reaffirm this. In an extremely rare instance where the lab report indicates results that are even slightly off mark, the entire batch of milk gets rejected. This is to ensure that the consumers get nothing but the freshest, safest and most nutritious value for their money.

Also, to guarantee quality, Ambewela opts to treat milk at 140 degrees centigrade for just 4 seconds (Ultra High Temperature or UHT), instead of sterilization which destroys nutrients and leaves a burnt taste. Additionally, the milk is completely unadulterated, with absolutely no foreign substances added to it nor any elements derived from it. This further guarantees the quality of the milk which reaches the end consumer. All this, along with superior packaging that ensures a bacteria-free product, allows a shelf life of 6 months for Ambewela fresh milk in room temperature. This gives the leverage over conventional pasteurized milk where refrigeration in the delivery chain is compulsory.

It is safe to say that be in selecting seeds or cattle, ingredients to manufacture concentrates, housing for the cows, semen for artificial insemination, milking apparatuses, transportation, storage or other facilities to manufacture milk products, Ambewela has spared no pains to obtain the best scientific advice and state of the art equipment. Further, that investment has been complemented by a fine-tuned system of maintenance and improvement.

The Ambewela plant is also the pioneer ISO certified UHT (Ultra High Temperature) milk processing plant in Sri Lanka.

Over the years, Ambewela has grown from strength to strength, increasing its produce annually and gaining the trust of an increasing number of households across the country with the freshness and quality of its product.

Speaking on their expansion, General Manager of the Ambewela Farm Complex explained that current production level is almost five times compared to 2001. "At Ambewela farms, the average yield per cow is approximately 25 liters per day which is close to best international standards. This stands in stark contrast to the national average of 1.5 liters per cow per day. This is a testimony to the level productivity and efficiency at our farms. Going forward, we plan we plan to increase further the average supply per cow per day and I believe it's safe to say that we are well on the way towards achieving this target," he said.

Adding to this, the CEO of the Ambewela Farm Complex opined that the growth of the company can also be attributed to its strong and clear vision. "From our very inception, the company has been committed to uplifting the dairy industry of Sri Lanka and our focus has been to support

the dairy industry expansion at a national level. We understand the national requirement and want to contribute to the drive to promote local products to fill the dearth instead of importing from abroad,” he said.

“Currently fresh milk supply in Sri Lanka caters to merely 35% of the country’s demand. This gives us tremendous potential for growth and we are actively pursuing this,” he further added.

Starting in 2009, the brand has gone on to expand its portfolio of products to include other forms of liquid milk such as UHT non-fat milk, UHT flavored milk, malt chocolate based food drink, these products as Ambewela Fresh Milk does not contain any preservatives or artificial flavors. Further expanding the portfolio the company also has entered to the cultured milk market segment which includes a full range of cheese products of international quality, Set yoghurt and drinking yoghurt.

The picturesque surroundings of Ambewela are certainly breathtaking and offers an instant feeling of ‘freshness’ to all those who visit. These beautiful surroundings are also complemented by a production process that erases its visitors about quality. When one walks into the production plant in Ambewela one is instantly struck by the plants insistence on hygiene practices. Additionally, one cannot overlook the commitment to quality as evidenced by the state-of-the-art manufacturing equipment.

Ambewela understands that owing to the perishable nature of the commodity they work with they cannot loosen their guard or take a gamble when it comes to adhering to quality standards. This is why they are at all times committed to providing the freshness and quality the consumers and nation want and deserve; from grass to udder to bottle and beyond.