



JABATAN PERKHIDMATAN VETERINAR

LAPORAN PEMANTAUAN MEDIA

21 NOVEMBER 2025 (JUMAAT)

Biru-Putih-Hati Malaysia – One Health Event

MEDIA	RUANGAN	MUKA SURAT	TARIKH
Mini Me Insights	Press Release	Dalam Talian	21 Nov



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Résidence de France, Kuala Lumpur – 11 November 2025 – The Biru-Putih-Hati Malaysia – One Health Event was co-organized by Bleu-Blanc-Cœur International, in partnership with the French Embassy and Business France Malaysia (<https://www.businessfrance.fr/>), the trade and investment arm of the French Embassy.

The event brought together leaders from Malaysia and France to explore how agriculture and nutrition can drive healthier, more sustainable, and inclusive

food systems. Stakeholders included representatives from the Ministry of Health (MOH), Ministry of Agriculture, Department of Veterinary Services (DVS), universities, Rhone Ma Holdings Berhad, and key industry, retail, and media players.

A Shared Vision: “Healthy Farming, Healthy Food, Healthy People”

Mr. Jérémie Renaud, International Development Manager of Bleu-Blanc-Cœur, introduced Biru-Putih-Hati, the Malaysian chapter of the

global One Health initiative active in 18 countries. Founded in France 25 years ago, Bleu-Blanc-Cœur connects farmers, scientists, and consumers to deliver food that improves human health, animal welfare, and environmental impact.

“Biru-Putih-Hati is not just a label; it’s a bridge between science and everyday Malaysian food,” said Mr. Renaud.

National Perspectives

Ms. Rusidah Selamat (MOH), Director of Nutrition Division, presented Malaysia’s National Nutrition Policy 3.0, emphasizing a multi-sectoral approach to combat malnutrition and promote healthier diets. Dr. Nik Khairol Reza bin Md Yasin, Public Health Medicine Consultant, highlighted public health priorities and disease prevention. Dr. Satvinder Kaur (UCSI University, author of Malaysia’s Dietary Guidelines 2020–2030) stressed the importance of nutrition education and community engagement. Dr. Rahaizanwati Abdul Rahim (DVS), Assistant Director of Livestock Development, shared Malaysia’s Sustainable Livestock Strategy, emphasizing Good Animal Husbandry Practices (MyGAP) for food safety and farm

sustainability.

Local Voices & Industry Action

Dr. Lim Ban Keong, Managing Director of Rhone Ma Holdings Berhad, shared his experience as the first Malaysian partner of Biru-Putih-Hati. Through this collaboration, Rhone Ma gains access to Biru-Putih-Hati expertise, enhancing animal health, product quality, and environmental outcomes.

“The collaboration has been smooth, structured, and business-oriented — a real opportunity for Malaysia,” said Dr. Lim.

Toward a “One Health” Malaysia

Launched in 2024 in the presence of Malaysia’s Deputy Minister of Agriculture, Dato’ Sri Arthur Joseph Kurup, Biru-Putih-Hati is the first national initiative linking health, nutrition, and climate objectives under a single banner. Its mission is to make nutritious, tasty, and affordable food accessible to all Malaysians, while supporting local agriculture and reducing environmental impact.-MINIMEINSIGHTS

TERIMA KASIH

DISEDIAKAN OLEH:

UNIT KOMUNIKASI KORPORAT
JABATAN PERKHIDMATAN VETERINAR