



Nestlé Good food, Good life

PRESS RELEASE

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Nestlé Pakistan, UVAS ink research partnership on dairy nutrition, IVF in cows



LAHORE: Nestlé Pakistan has collaborated with University of Veterinary and Animal Sciences to extend support on research and development projects on food science, food safety, livestock, animal health and breeding programs. Research based projects will also focus on dairy innovation, nutrition profiling, qualitative and quantitative analysis of raw milk and products.

While signing the MoU, Prof. Dr. Muhammad Younus, Vice Chancellor, University of Veterinary and Animal Sciences, reiterated the need for strong academia-industry relations. “The last decade has observed a massive change in livestock sector with increased challenges to fulfill the demand for ever escalating population. There is need for commercialization of research and expertise from that can significantly contribute towards economic growth and business opportunities within country,” he said, thanking Nestlé Pakistan’s efforts towards academic research.

Jason Avanceña, Chief Executive Officer Nestlé Pakistan said, “Nestlé has made significant contributions to Pakistan’s dairy value chain over the last three decades, and our partnership with UVAS is another milestone towards the betterment of livestock sector in Pakistan.” He also emphasized on the use of In Vitro fertilization (IVF) technology for developing high genetics embryos that can improve the cows’ productivity and reduce greenhouse gas emissions. “Quality research on nutrition profiling will be a step in fostering robust nutrition, health and wellness culture in Pakistan,” he further added.

The collaboration will also focus on importance of dairy nutrition especially on fortification of dairy product in curbing the nutrition deficiency related to Vitamin A, D, Iron and Zinc in Pakistan. Additionally, the Department of Food Science and Human Nutrition (FSHN) at UVAS will extend support to Nestlé Pakistan in terms of product innovation and research-based technical projects.

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