

Eggs with lower cholesterol and more vitamins

HAVE you ever wondered where the egg on your table came from? As a common food and convenient source of protein, eggs have always been a staple of diets the world over. With today's increased knowledge and level of technology, the humble egg can now be fortified to provide even more nutrition and health benefits to consumers.

Liang Kee Farming Sdn Bhd is a Malaysian layer farming specialist based in Kampar, Perak. Since 1977, it has been commercially producing and distributing eggs under the brand LKFresh for an increasingly sophisticated local market.

Aside from fresh chicken eggs, LKFresh also produces quail eggs, salted duck eggs, century eggs and fresh duck eggs. It also offers specialty meats such as free-range kampung (village) chicken and smoked duck. Other farm products include animal feeds and organic fertiliser.

Liang Kee also supplies to various industries, including commercial food service outlets such as hotels and restaurants, specialist food retailers, food processing and manufacturing sectors.

Today, LKFresh egg production is up to 500,000 daily – quite remarkable considering the company's starting point as a manufacturer and distributor of animal feeds. This background provides the company a huge advantage in producing all-natural eggs with lower cholesterol and more vitamins.

The company uses hen feed topped up with lactobacilli or good bacteria to promote stronger digestive and immune systems for hens to be more resistant to diseases. On top of organic feed formulas, the welfare of its hens takes top priority.

LKFresh is committed to not jeopardising the health of its egg-layers as it believes in providing a compassionate environment for animal raising and handling.

In 2003, it converted its farm to closed housing with an improved ventilation system.

Liang Kee has actively invested into the production of Designer Eggs since 2009 – venturing heavily into research and development (R&D) on the benefits of palm tocotrienols and plant-based carotenes for nutrient-enhanced eggs that are delicious and healthy, with lower cholesterol content.

This culminated in the successful produc-



tion of eggs with a 25% reduction in cholesterol, with natural full spectrum tocotrienol complex (Super Vitamin E) and carotenes, a pro-Vitamin A compound.

Continuous research enables LKFresh to focus on creating Designer Eggs for discerning consumers with better organic feed formulations, from herbs to fruits, to produce consistent-quality eggs, tastier yolk with better colour, stronger eggshell and longer lasting shelf life.

In 2018, Liang Kee Farm became the first farm in Malaysia and South-East Asia awarded the Certified Humane recognition by American non-profit certification body, Humane Farm Animal Care (HFAC).

This agriculture award is given by a panel of veterinarians, scientists, animal husbandry and animal welfare specialists to recipients dedicated to improving the lives of farm animals.

LKFresh Certified Humane Free Range Eggs, introduced to Malaysian consumers since 2019, has been certified for the second consecutive year in 2020.

Liang Kee Farming manufacturing processes comply with regulatory requirements and guidelines for food safety and quality, including Malaysian Good Agricultural Practices (myGAP), Jakim halal certification, and Makanan Selamat Tanggungjawab Industri (MeSTI) Accreditation under Food Hygiene Regulations 2009.

LKFresh will continue its steadfast mission as a Malaysian agropreneur brand dedicated to improving the quality of its products to cater to consumers seeking trusted quality from a company with core values centred on social and environmental responsibilities.



LKFresh believes in providing a compassionate environment for animal raising and handling.