

“It takes determination to find that right formula.”

Clarissa Chong
43, Founder, Cottage Farm



Clarissa Chong embodies a growing breed of entrepreneurs who successfully blend business, and innovation with making the world a better place.

A staunch believer of healthy eating, she teamed up with organic farms to deliver fresh organic vegetables to homes and workplaces in Klang Valley. Then Clarissa, who worked in the medical diagnostics industry for over 10 years before starting her company, noticed a gap for a product that could cater to busy people who had little time to prepare proper meals at home.

A year later, she joined forces with a food manufacturer and developed a line of organic noodles that were free of chemicals, pesticides and genetically-modified ingredients, all while still meeting essential nutritional needs. Her products, called Cottage Farm, were a hit especially with busy mothers, motivating her to experiment with instant noodles next to target young consumers.

“Developing the product was a huge challenge,” she recalls. “A common complaint is that it tastes bland, so it took a lot of determination to keep on improving the flavour and texture until we had the right formula.”

Efforts in researching on food technology finally paid off. Today, Cottage Farm products are distributed at leading organic retail outlets, grocery shops, major supermarkets and even universities.

Clarissa, having grown up on organically-grown vegetables fresh out of her parents’ garden, is eager to spread her knowledge through talks to schools to promote wholesome food consumption and the science behind it. She also contributes a percentage from sales to the National Cancer Council Malaysia (MAKNA). “I want to help cancer patients. Cancer treatment is costly, let alone the organic diet they may want to follow.”

Through these projects, she hopes to heighten awareness about leading an organic lifestyle. “My parents play a key role in me living a wholesome life. I hope to be that catalyst now to the community.” **W**

“I lost focus on the purpose of the company.”

**Clarissa Chong, 45,
Founder of Cottage Farm**

“We started the company in 2010 with the intention of getting everyone to learn about and love organic food – which was the basic food our grandparents used to consume. We did loads of road shows and educated those who came to our booth. But soon, we realised that we were just not reaching enough people, and that’s when the business became stagnant.

We had to go back to why we even started the company, which was to be able to provide people with a wholesome range of organic and



chemical-free products. We then decided to focus on our strength in product development and used it in our efforts to produce our own range of organic instant and cup noodles. We formulated it with more than 85 percent organic ingredients with no added artificial flavouring, colouring and preservatives.

Now, with the wholesome instant and cup noodles, more people are able to benefit from our refocused efforts while we still managed to stay true to our company’s purpose.

No matter what difficulties comes your way in a business, always stay true to the company’s sole purpose. Stay focused on what you do best and leverage off it.”

Clarissa Chong

43, Founder, Cottage Farm

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