



# **LAPORAN LIPUTAN MEDIA**

**ISNIN / 29 JULY 2019**

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**DISEDIAKAN OLEH :**  
**CAWANGAN KOMUNIKASI KORPORAT**  
**(MADA)**

**KERATAN AKHBAR : UTUSAN MINGGUAN**

**TARIKH : 29 JULY 2019**

**PERKARA : PERTANIAN**

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# UTARA

Perlis, Kedah,  
Pulau Pinang, Perak



## Menang RM1,000 tanding durian klon

**KULIM 28 Julai** - Seorang penanam durian, Yee Wan Leong, 54, dari Junjung, Kulim muncul sebagai pemenang utama durian klon dan durian kampung sempena di Pasar Tani Kekal Jalan Taman Selasih di sini baru-baru ini.

Pengerusi Jawatankuasa Pertanian, Industri Asas Tani, Pengangkutan dan Industri Utama negeri, Azman Nasrudin berkata, inilah kali pertama pertandingan durian klon dan durian kampung anjuran kerajaan negeri dengan kerjasama Lembaga Pemasaran Pertanian Persekutuan (FAMA) dan Jabatan Pertanian diadakan.

"Pemenang menerima hadiah utama bernilai RM1,000 hasil daripada pokok klon D175 udang merah dan RM700 lagi hasil kemenangan durian kampung jenama holor. Kemenangan ini boleh dijadikan contoh kepada penanam durian lain di negeri ini.

"Hasil durian berkualiti seperti ini boleh memberi pendapatan lumayan kepada setiap penanam untuk menambah pendapatan mereka," katanya kepada *Utusan Malaysia* di sini.

Inilah kali pertama pertandingan durian klon dan durian kampung anjuran kerajaan negeri dengan kerjasama Lembaga Pemasaran Pertanian Persekutuan (FAMA) dan Jabatan Pertanian diadakan."

**AZMAN NASRUDIN**

Yang turut hadir, Pegawai Daerah Kulim, Yusri Md. Daud; Ahli Dewan Undangan Negeri (ADUN) Kulim, Yeo Keng Chuan; Pengarah FAMA negeri, Anuar Mohamad dan Pengarah Pertanian negeri, Ramli Abdul Rahman.

Seramai 25 penanam durian di negeri ini mengambil bahagian dalam pertandingan itu.

Di samping itu, diadakan juga pertandingan serawa durian dan dimenangi pasangan suami isteri, Mariam Salleh, 51, dan Mohd. Yusoff Ibrahim, 49, dari Taman Selasih, Kulim.



**AZMAN NASRUDIN** (dua dari kiri) menyampaikan hadiah kepada Yee Wan Leong dalam Karnival Durian Negeri Kedah 2019 di Kulim, baru-baru ini.

## Lebihkan makan buah-buahan tempatan

**KANGAR 28 Julai** - Raja Muda Perlis, Tuanku Syed Faizuddin Putra Jamalullail menyarankan agar orang ramai terutamanya generasi muda untuk melebihi makan buah-buahan tempatan untuk kesihatan diri dan terusah menyumbang terhadap kemajuan ekonomi negara.

Baginda bertitah, ini adalah disebabkan buah-buahan tempatan terjamin lebih segar kerana tidak perlu melalui tempoh masa panjang daripada proses ia dipetik sehingga dipasarkan seperti buah-buahan import.

"Kandungan zat dan vitamin buah-buahan tempatan juga lebih terpelihara dan membantu pertumbuhan fizikal kita.

"Negara kita sememangnya kaya dengan pelbagai jenis buah-buahan dan mempunyai khasiat yang tinggi. Di samping rasanya enak, buah-buahan tempatan seperti rambutan, manggis, durian, mempelam, betik, pisang, belimbing, tembikai, ciku dan banyak lagi men-



**TUANKU SYED FAIZUDDIN PUTRA JAMALULLAIL** dan **Tuanku Hajah Lailatul Shahreen Akashah Khalil** melancarkan Kempen Lebihkan Makan Buah-Buahan Tempatan Peringkat Sekolah-Sekolah Menengah Negeri Perlis 2019 di SMK Tuanku Lailatul Shahreen, Kangar, baru-baru ini. Turut hadir, **Ishak Ismail** (dua dari kanan). - BERNAMA

gandungi pelbagai jenis zat dan vitamin yang diperlukan tubuh badan kita," titah baginda sempena Kempen Lebihkan Makan Buah-Buahan Tempatan Peringkat Sekolah-Sekolah Menengah Negeri Perlis 2019 di Dewan

Syed Sirajuddin Areeb Putra, Sekolah Menengah Kebangsaan (SMK) Tuanku Lailatul Shahreen, Padang Behor, di sini baru-baru ini.

Berangkat sama, Raja Puan Muda Perlis, Tuanku Hajah Lailatul Shahreen Akashah Khalil.

Keberangkatan tiba baginda berdua disambut Pengerusi Lembaga Pemasaran Pertanian Persekutuan (FAMA), Ishak Ismail dan Pengarah FAMA negeri, Mohamad Paisal Amri.

Program itu adalah anjuran pihak FAMA dengan kerjasama Jabatan Pendidikan negeri.

Baginda bertitah, dari sudut ekonomi pula, kerajaan mampu menjimatkan perbelanjaan negara kerana dapat mengurangkan import buah-buahan dari luar negara.

"Dengan mengutamakan buah-buahan tempatan, kita juga membantu petani di negara ini dan merancakkan lagi aktiviti ekonomi.

"Petani yang mengusahakan tanaman buah-buahan tempatan dapat memperoleh ruang pasaran lebih luas dan seterusnya meningkatkan taraf ekonomi mereka," titah baginda.

Bersempena kempen berkenaan, pelbagai acara dilaksanakan termasuklah sketsa, pertandingan melukis, pidato, demonstrasi, pameran, pertandingan memasak dan kuiz disertai oleh 1,500 pelajar di sekolah itu termasuk sekolah menengah di seluruh negeri.

KERATAN AKHBAR : BERITA HARIAN

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PELANCARAN PEMBIAYAAN AGRO NISAA-I

Salahuddin dan Mohammad Zabidi pada Majlis Pelancaran Program Pembiayaan Mikro Agro Nisaa-i di Kuala Kedah, semalam.

(Foto Sharul Hafiz Zam/BH)

## Agrobank bantu isteri nelayan jadi usahawan

Pembiayaan buka peluang teroka bisnes agro makanan

Oleh Siti Nur Mas Erah Amran  
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**Alor Setar:** Pembabitan isteri nelayan dalam perniagaan berkonsepkan agro makanan berupaya membantu keluarga keluar daripada garis kemiskinan, sekaligus meningkatkan taraf hidup.

Menteri Pertanian dan Industri

Asas Tani, Datuk Salahuddin Ayub, berkata isteri nelayan berpotensi memasarkan pelbagai produk yang diproses daripada hasil tangkapan suami mereka seperti ikan masin, pekasam, keropok ikan dan keropok lekor.

"Kementerian menyahut cabaran untuk memastikan nelayan keluar daripada B40 menerusi pelbagai inisiatif dan usaha ini membantu meningkatkan taraf kehidupan mereka yang berpendapatan rendah.

"Seramai 200 isteri nelayan dan usahawan wanita di bawah Persekutuan Nelayan Kebangsaan (NEKMAT) mendapat manfaat menerusi program pembiayaan

mikro Agro Nisaa-i oleh Agrobank bagi membantu mereka menjalankan bisnes agro.

"Kita akan pantau perkembangan inisiatif ini, jika penerima pembiayaan ini berjaya membuahkan hasil, kita akan minta Agrobank tambah lagi peruntukan," katanya.

Beliau berkata demikian dalam sidang media selepas merasmikan program berkenaan di Kompleks Lembaga Kemajuan Ikan (LKIM) di sini, semalam.

Yang turut hadir, Pengerusi Agrobank, Tan Sri Mohamad Zabidi Zainal dan Pengerusi LKIM, Muhammad Faiz Fadzil.

Mengulas lanjut, beliau berkata,

Agrobank membiayai 510 usahawan tani wanita membabitkan peruntukan RM3 juta sejak program itu dilancarkan 25 November lalu.

Katanya, pemantauan akan dilakukan dan bantuan pemasaran serta teknikal turut diberikan bagi membantu peserta membangunkan perniagaan.

"Jika hasil memberangsangkan, pihak bank akan bantu peserta menambahkan pembiayaan.

"Wanita ini berpeluang menjadi usahawan besar dan berperanan sebagai perintis untuk membantu memayungi usahawan baharu yang ingin menceburkan diri dalam bidang perniagaan," katanya.



**KERATAN AKHBAR : KOSMO**

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## NAFAS mahu kekal jadi pembekal utama baja padi bersubsidi

**Bachok:** Kira-kira 900,000 petani yang menjadi ahli 279 Pertubuhan Peladang Kawasan (PPK) di seluruh negara, akan 'kehilangan' dividen tahunan jika kontrak pemprosesan subsidi baja padi yang diurus Pertubuhan Peladang Kebangsaan (NAFAS) selama ini ditender secara terbuka.

Sehubungan itu, Pengerusi NAFAS, Datuk Phahrolrazi Mohd Zawawi, berkata agensi mahu kekal sebagai pembekal utama baja padi bersubsidi, sekali gus meminta kerajaan membatalkan pembukaan tender kepada swasta tahun depan.

"Kontrak baja subsidi bernilai RM800 juta setahun dapat membantu ahli menikmati dividen tahunan menerusi pelaburan dan pada masa sama, menambah pendapatan pekebun kecil yang bernaung di bawah Pertubuhan Peladang Kawasan (PPK).

"Justeru, kita harap kerajaan menarik kembali pembukaan tender itu walaupun NAFAS berpeluang memohonnya, namun kita tidak mampu bersaing dengan syarikat lebih besar.

"Sebelum ini, kerajaan pernah membuka tender baja padi subsidi kepada pihak swasta dan selepas NAFAS membuat rayuan, kerajaan menarik balik pembukaan tender itu," katanya.

Beliau berkata demikian ketika ditemui selepas Majlis Perasmian Mesyuarat Agung Tahunan Kali ke-41/2019 di Pertubuhan Peladang Kawasan (PPK) Repek Telong, di sini, semalam.

Yang turut hadir, Pengarah Lembaga Pertubuhan Peladang Negeri Kelantan, Nik Mohd Sharil Nik Md Hashim dan Pengerusi Ahli Jemaah Pengarah PPK Repek Telong, Mat Sidik Ab Rajah.

Phahrolrazi berkata, Perdana Menteri, Tun Dr Mahathir Mohamad sebelum ini menasihatkan NAFAS turut terbabit dalam perniagaan lain, namun ia mengambil masa sehingga lima tahun.

Katanya, NAFAS mempunyai kilang baja di Gurun, Kedah yang memproses baja campuran sebelum diedarkan kepada petani.

 **Saya akan berjumpa dengan Menteri Pertanian dan Industri Asas Tani, Datuk Salahuddin Ayub untuk membincangkan isu tender itu.**

*Phahrolrazi Mohd Zawawi,  
Pengerusi NAFAS*

By JOY LEE  
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THE agriculture industry is one of the most established industries in the region, but many farming households still live below the poverty line. And Thai farmers are among the poorest in the world, according to Peetachai Dejkrasak, chief executive officer and co-founder of Siam Organic.

When Peetachai observed that efforts by non-governmental organisations and charities failed to lift these farmers out of debt following the rice pledging fiasco in Thailand in 2011, he decided that a social business model was needed to tackle the problem.

That year, Peetachai, along with his co-founder whom he had met in Sasin School of Management, founded social enterprise Siam Organic to alleviate the problem of farmer poverty. The goal, he says, is to improve farmers' livelihood in a sustainable manner by providing innovative, healthy and delicious organic products for global consumers.

They went in search for a new kind of rice that they could introduce to farmers to replace the commodity rice that is grown in abundance in Thailand.

"It was a non-GMO (genetically modified organism) rice, naturally produced by cross-breeding existing varieties, that had the characteristics of a superfood, a delicious flavour and a glycemic index that was similar to basmati rice," he says.

Persuading farmers to take a risk with a new crop wasn't easy but they eventually convinced 25 farmers to pilot test the new rice on a small part of their land.

Siam Organic provided the farmers with the seeds and organic fertiliser, trained them in organic farming methods and bought the crop from them at double the price they were getting for their commodity rice.

"While the organic agriculture space is the future of food globally, the farmers still need a lot of help to build their capacity and we believe that a social business is absolutely critical in making this industry sustainable," he says.

The rice, sold under the Jasberry brand, is planted once a year and takes about six months to grow.

That first year's crop was small, but the results were encouraging enough for the farmers to continue with the programme, says Peetachai. It also gave them visibility with other farmers who became eager to join the programme.

Siam Organic currently works with 2,500 farmer families and hopes to expand its reach to 20,000 farmer households over the next five years.

The company makes decent sales from its Jasberry products, which are sold in Thailand and exported to Malaysia, Singapore, Hong Kong, the US, UAE, New Zealand and Germany. Annual revenues average at about US\$500,000 (RM2m) to US\$1m.

However, Peetachai notes that its costs are much higher compared to a conventional company due to its capacity building work with farmers including providing materials and training as well as investing in an IT data collection system.

"So for us, the only way to be profitable is to continuously innovate."

By using Jasberry rice as a base, the company has also developed other products such as gluten-free pasta, soap, tea and rice flour. These products, he adds, will increase demand to support its farmers more effectively.

# Growing the rice bowl

## Social enterprise hopes to uplift farmers through organic farming



Organic advantage: Just Fruits hopes to grow with the market's appetite for organic products.

Peetachai hopes to launch a new Jasberry product each year. In the pipeline are things like premixes for gluten-free bread and gluten-free pancakes.

There are also plans to continuously incorporate technology into its business model to scale its impact even faster among the farming community.

### Better support

One of the trends that has supported Siam Organic's mission is a greater awareness among consumers for sustainable and fairer products. Peetachai also notices a growing preference for organic products.

But for consumers to be willing to support a social enterprise on a long-term basis, they have to truly like eating the products they are purchasing for the good cause.

In recent years, he has also seen better support from the government for businesses such as his.

"Rice has traditionally been a 'political commodity' in Thailand, which means that a lot of policies affecting the farmers have been politically driven and not socially driven for the benefit of the farmers.

"So this highly-regulated climate has been difficult for us to overcome.

"However, recently, the Thai government passed a law on social enterprise and we hope that this will benefit our cause.

"There has been an increase in official recognition for social enterprises. The Thai government officially recognised the first group of 15 social enterprises in 2018," he shares.

This, he notes, is an important milestone for the social enterprise community as it was the first time the Thai government has legally

defined social enterprise as a way of structuring businesses to generate social good. This is an important step forward in formalising social enterprise as a distinct way of doing business that is different from both traditional for-profit company structures and non-profit foundations.

The legislation also made plans to set up a revolving fund to support Thai social entrepreneurs.

"We hope this new legislation will encourage even more Thai entrepreneurs to adopt social enterprise approaches, and we look forward to seeing more Thai businesses achieve social enterprise certification and create an impact in the future," he adds.

But companies like Siam Organic also face the challenge of building an international brand, which makes it difficult for the firm to expand into more markets.

Peetachai says most of its marketing efforts are spent on educating consumers about the nutritional benefits of its products while delivering its unique social impact story.

"It is crucial for our brand that consumers understand the value of Jasberry products and not only how it can improve their health, but also the lives of thousands of farmers in Thailand," he says.

### Jump on the bandwagon

In 2017, Peetachai spoke about Siam Organic's business model at a conference organised by the Malaysian Global Innovation and Creativity Centre (MaGICC). His story attracted the attention of a local grocer chain looking to expand its organic offering.

Just Fruits Sdn Bhd, founded in 2005, started out as a fruit trader. But as demand for

organic products grew, the company expanded its range to capture a larger market.

"As we evolve and grow, we found that adding sensitivity to our business is crucial. Therefore, we started offering some healthy, organic and natural groceries in our stores since 2015," says Just Fruits marketing manager Cherry Chin.

The company's encounter with Peetachai led to it becoming the exclusive distributor for Jasberry in Malaysia, which Chin says allowed the company to do its part in contributing back to the farming community.

Just Fruits currently has seven outlets in Malaysia of various sizes - a mini market, life style boutique cafe and health food store.

Chin notes that the grocery segment has grown more competitive in recent years as more and more players expand their networks. As such, Just Fruits will need to diversify its business to meet customers' needs. Its focus in the organic food segment may give it that edge.

Consumers are becoming more health conscious and with a higher level of education among the local population, Chin believes there will be bigger demand for products that will give them the highest value "in terms of health benefits and price-worthiness", and with a social impact to boot.

With the potential ahead, Just Fruits is looking to franchise its outlets and is on the lookout for investors interested to take the company further in the local market.

At the end of the day, Peetachai hopes to prove that doing business with a social mission would still earn you a living.

"If you support this kind of business in any field, you can make a real difference in the world and be part of the change," he says.



Relevant products: Peetachai (left) and Chin note the importance of having market-driven products for a sustainable business.



Social impact: Siam Organic aims to improve farmers' livelihood through its operations.



# GOVT WANTS TO EXPORT DURIAN KAMPUNG

### Malaysia eyes bigger share of China market

By **WILLIAMSON TAN**  
**KUALA LUMPUR**

**A**s the Malaysian King continues to enjoy popularity in China, the Agriculture and Agro-based Industry has taken another step to further boost durian exports by looking at the possibility of including durian kampung to the mix.

If the growing durian exports to China — as well as its production — are anything to go by, there is room for more, as the industry seeks introducing a different variety and durian-based products to match the growing appetite of consumers there.

Malaysia is eyeing a bigger share of the China market, which reports some 300,000 tonnes of durian annually, mainly from Thailand.

A source told the *New Straits Times* the ministry was looking

into importing a quota for durian kampung, identified as “DB” by the Malaysian agriculture authorities, as a requirement for exporters.

“That means exporters need at least a certain amount, maybe five or six per cent for durian kampung, along with the Musang King, that will be marketed overseas,”

Agriculture and Agro-based Industry Minister Datuk Sabahudin Singh said the matter had yet to be finalised and that it was still in the planning stages.

He said based on his observations, prices of durian kampung were stable and had not dipped below \$85 per kg.

“I have informed durian exporters about the need to main-

tain integrity and food safety, as well as to follow procedures. Don't fill the garden goose (durian kampung). Don't make any mistake on this matter.”

In add, the ministry said its agencies were looking at outlining policies to ensure growth of the downstream sector as well.

“Malaysia started exporting frozen durian in the form of pulp and paste in 2015.

“With varieties similar to long-pulp (Musang King), durian paste is used in food products like ice-creams.”

“Soon, we will have policies on how we can help the durian downstream sector grow. The Federal Agriculture Marketing



A durian seller showcasing his durian products at Durian Kampung, P.1 & P.2.

Board (FAMA) will provide advice on the technical part to our exporters.”

It was reported that the country's total durian exports to China stood at RM4.4 million, or 23,622 tonnes, last year.

Apart from China, Malaysia exports durian to Singapore, Thailand, Hong Kong, Australia and the United States, which makes up 12,000 tonnes of durian trade, or 5.6 per cent of annual production.

Durian production rose to

211,000 tonnes last year from 215,000 tonnes in 2017 and is expected to keep rising, especially the premium varieties, such as Musang King or Raja Kumay (DB97) and Black Thorn (DB200).

Malaysia's richest exporting durian variety, Musang King, to China, is followed by the third in pulp and paste forms, following an endorsement by the Chinese authorities in May.

The ministry is August last

year signed an export protocol with China's General Administration of Customs for some 1,000 tonnes of frozen whole durian are expected to be exported for the republic every month, generating about \$600 million in income annually.

**Page 1 pic:** Tourists from China enjoy Musang King at Durian Kampung in Kuala Lumpur recently.

## Durian feast for tourists at KL's Durian BBPark

**KUALA LUMPUR:** Whizzing plastic gliders, a group of tourists dig into creamy durian flesh at an outlet in the city centre, oblivious to their surroundings.

Some of them gave a thumbs-up when asked if the durian was good.

At Durian BBPark in Jalan Inang, tourists were given the choice with varieties like D24, Musang King (DB97), Tekka (DB40), Black Thorn (DB200), and Golden King (DB10).

Hope from China said she enjoyed Musang King for its sweet and creamy taste.

“I've got durian to bring,” said Hope, who was visiting Kuala Lumpur for the first time with her partner.

Another group of tourists from Hainan said Gungah Durian varieties said they love durian. They tasted the durian for the first time in Malaysia and a delightful experience.

DurianBB Park last time came from tourists from China, carrying packed Indonesian and local.

“Many tourists from China prefer sweeter varieties like Musang King and D24, Indonesian varieties also love Musang King. Local usually choose varieties that are in season, but the most sought-after is Musang King and D24.”

As visitors do not allow durian on their flight due to its strong smell, tourists can opt to buy durian-based products for the road, such as durian coffee and tea, durian chocolate and nuggets to bring home.

“We market the products of our outlet to bring King” to said.

He said that prices of durian do not rise as much as expected. Musang King, priced at \$100 per kg at the outlet, could reach up to \$150 per kg.



Tourists from China choosing durian-based products at Durian BBPark in Kuala Lumpur recently.



# Know your DURIAN

THE Agriculture Department started registering durian varieties in 1934. The different types were coded 'D', followed by numbers.

### FACTS ABOUT DURIAN IN MALAYSIA



**Major producers:**  
• Johor, Pahang, Perak and Kelantan.

**Major export markets:**  
• China, Singapore, Thailand, Hong Kong, Australia and the United States.

**17,000 tonnes or 5.6 per cent of the annual production exported.**

### DURIAN'S HEALTH BENEFITS

Rich in vitamins, such as vitamin C, B6 and A, as well as minerals such as potassium, iron, calcium, magnesium, sodium, zinc and phosphorus. Durian is known to:

- Alleviate depression and improve sleep
- Increase fertility
- Slow ageing
- Relieve arthritis
- Maintain healthy bones
- Aid Digestion

### POPULAR DURIAN VARIETIES IN MALAYSIA

<b>D24</b> Thick yellow flesh, sweet and creamy with hint of bitterness.	<b>Kop Kekul (DB9)</b> Medium thick flesh, yellow, white sap, moderate sweet.	<b>Chumbe (DB12)</b> Thick flesh, fine texture, yellow, sweet and creamy, moderate sweet.	<b>Kan Tan (DB18)</b> Thick flesh, yellow, sweet and creamy with hint of bitterness.	<b>Beserah (DB14)</b> Medium thick flesh, yellow, sweet and creamy, moderate sweet.
<b>Musang King (DB97)</b> Thick flesh, sweet, golden yellow, sweet and creamy.	<b>Tekka (DB40)</b> Thick flesh, soft, yellow, sweet and creamy with hint of bitterness.	<b>Mon Thong (DB19)</b> Thick flesh, soft, yellow, sweet and creamy.	<b>Musang 78 (DB18)</b> Thick flesh, yellow, sweet and creamy.	<b>Musang 79 (DB19)</b> Thick flesh, yellow, sweet and creamy.
<b>Haining King/ Raja Kumay (DB17)</b> Thick flesh, yellow, sweet and creamy.	<b>Idang (DB17)</b> Thick flesh, sweet and creamy.	<b>Hajjah (DB16)</b> Medium thick flesh, orange, sweet and creamy with hint of bitterness.		



Sources: (DB) Director of Agricultural Development; (DB) Department of Agriculture