

**LAPORAN LIPUTAN MEDIA HARIAN
AHAD 13 JANUARI 2019**

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UKKMOA

UNIT KOMUNIKASI KORPORAT
KEMENTERIAN PERTANIAN & INDUSTRI ASAS TANI
(UNTUK EDARAN DALAMAN MOA, JABATAN DAN AGENSI SAHAJA)

TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	ASIA NEWS	ONLINE	

Ministry targets RM150m sales from fresh fruit stalls this year, says Salahuddin



KOTA TINGGI,. The Agriculture and Agro-based Industry Ministry is targeting to achieve sales of RM150 million from fresh fruit stalls (GBBS) nationwide this year.

The targeted sales is higher than last year's RM123 million sales.

Its minister, Datuk Salahuddin Ayub, said a higher target was set following public awareness on importance of eating healthy and fresh foods as found in local fruits.

He said to meet the target, the ministry through the Federal Agricultural Marketing Authority (FAMA) plans to set up another 29 GBBS nationwide this year to add to the 339 existing stalls.

"As sales from the existing stalls have been encouraging, I am confident that with the additional stalls we will be able to achieve the target," he told a press conference after visiting Desaru Fruit Farm Agro Tourism GBBS here today.

Salahuddin hoped that other fruit stall operators could emulate the practice of Desaru GBBS in using organic fertilisers for their crops.

He said this was to ensure that the fruits and vegetables were nutritious and safe for consumption. — Bernama

TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	SARAWAK VOICE	ONLINE	

Ministry target RM150 million sales from GBBS this year – Salahuddin



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Headline	Govt ensure sufficient fish supply in local market before exporting to overseas		
MediaTitle	Oriental Daily News		
Date	13 Jan 2019	Color	Full Color
Section	News	Circulation	85,616
Page No	A25	Readership	256,848
Language	Chinese	ArticleSize	510 cm ²
Journalist	N/A	AdValue	RM 8,945
Frequency	Daily	PR Value	RM 26,834



视本地鱼数量限制出口

「沙拉胡丁阿育强调，鱼只数量充足仍可供应本地市场及需求，出口鱼只必须是以满足本地市场优先，才计划鱼只输出国外的提议。」

哥打丁宜12日讯 | 农业与农基工业部长拿督沙拉胡丁阿育指出，该部会先视本地鱼只数量决定出口限制，以确保鱼只足够供应本地市场，若有剩产才配合渔民的要求将之出口至国外。

他透露，确实有渔民反应欲售卖到市场的4种鱼类（沙丁鱼、甘望鱼、甘文鱼、黄尾鱼），因鱼身体积过小，在市场上不受落，渔民因此要求将上述鱼只出口到国外。

「农业与农基部将会重视及研究渔民提出的上述要求，确保鱼只数量足够供应本地市场，也鼓励将剩产量鱼只在受控管的条件下输出国外。」

沙拉胡丁阿育今午到访迪沙鲁水果园，随后召开新闻发布会，回应媒体提问。出席者包括联邦农业销售局（FAMA）柔州局长拿督阿玛。

他强调，鱼只数量充足仍可供应本地市场及需求，出口鱼只必须是以满足本地市场优先，才计划鱼只输出国外的提议。

他提醒，渔民在捕获鱼只时，尽可能筛选将幼鱼放生，避免上述市场不受落情况，又可确保鱼只自然成长不失生态平衡。

协助销售蔬菜

「渔民使用的渔网缝隙大小，也可设计成让幼鱼自由出入的大小缝隙。」

另一边厢，沙拉胡丁阿育回应农业产品销售提问时指出，该部门会确保农民辛苦栽种的蔬菜在市场上销售。

他坦言，的确有部分农民担心蔬菜无法销售到市场，他们都是巫裔，华裔菜农则有方法将蔬菜销往市场售卖。「政府尽可



沙拉胡丁阿育（左2起）、阿玛及余昌期巡视迪沙鲁水果园摊位。

能协助巫裔农民，教导他们寻找门路，将蔬菜顺利销往市场上销售，解决他们的隐忧。」

另一方面，沙拉胡丁阿育今午在迪沙鲁水果园有限公司东主余昌期及经理余伟兴的向导下，

品尝该果园的水果、腌制食品、水果饮料及花草茶，并参观果园及博物馆。

沙拉胡丁阿育和阿玛也受邀在果园亲自种植猫山王榴槤及苹果枣树苗。

TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	BERNAMA	ONLINE	

Pahang perlu selesaikan masalah tanah pekebun Cameron Highlands – Sim

TANAH RATA, 13 Jan (Bernama) -- Kerajaan Pahang digesa menyelesaikan segera kemelut pemilikan tanah yang dihadapi sebahagian besar pekebun sayur di Cameron Highlands yang sudah berlarutan sejak sekian lama.

Timbalan Menteri Pertanian dan Industri Asas Tani Sim Tze Tzin berkata kira-kira 80 peratus daripada lebih 2,000 pekebun mengusahakan pertanian di atas tanah berstatus tanah pendudukan sementara (TOL) yang memerlukan mereka memohon pembaharuan lesen setiap tahun.

"Nasib petani ini tidak boleh diduga, mereka tidak tahu sama ada lesen TOL akan diperbaharui atau tidak. Jadi kekangan sebegini membantutkan kemajuan pertanian sama ada untuk melabur membeli peralatan teknologi moden bagi meningkatkan produktiviti mahupun mengakibatkan penghijrahan golongan muda ke bandar besar bagi peluang pekerjaan," katanya pada sidang media di sini hari ini.

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TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	MALAYSIA GAZETTE	ONLINE	

Kerajaan Pahang kena selesaikan isu tanah pertanian



Timbalan Menteri Pertanian dan Industri Asas Tani, Sim Tze Tzin (kiri) mendengar luahan petani berhubung isu tanah TOL tanah pertanian di Habu Heights, Cameron Highlands, Pahang. foto HAZROL ZAINAL, 13 JANUARI 2019.

CAMERON HIGHLANDS – Menteri Besar Pahang, Datuk Seri Wan Rosdy Wan Ismail digesa memberi tanah pajakan selama 30 tahun kepada pengusaha tanaman di Cameron Highlands yang kini diberikan Lesen Pendudukan Sementara.

Timbalan Menteri Pertanian dan Industri Tani, Sim Tze Tzin berkata, tindakan kerajaan Pahang yang melengahkan-lengahkan kelulusan pembaharuan pajakan tanah itu menyebabkan aktiviti pertanian di sini terbantut.

“Kira-kira 80 peratus pengusaha kebun menghadapi masalah pemilikan tanah pertanian dan kebanyakan tapak pertanian ini diusahakan di atas tanah milik kerajaan negeri.

“Setiap tahun kena perbaharui dan petani mencadangkan mereka diberi tanah pajakan sekurang-kurangnya 30 tahun atau maksimum 90 tahun dan itu terpulang kepada kerajaan negeri.

“Pajakan tanah ini boleh dibuat untuk tempoh panjang dan pekebun akan rasa selamat dan hasil tanaman mereka terjamin,” katanya pada sidang media di Bilik Gerakan PKR Tanah Rata hari ini.



Timbalan Menteri Pertanian dan Industri Asas Tani, Sim Tze Tzin bercakap pada sidang media mengenai isu tanah pertanian di Bilik Gerakan PKR, Tanah Rata, Pahang. foto HAZROL ZAINAL, 13 JANUARI 2019.

Sementara itu, Kerajaan Pakatan Harapan (PH) akan memberi tumpuan kepada tiga sektor utama bagi memodenkan Cameron Highlands merangkumi pertanian moden, agro pelancongan dan industri asas tani.

“Kementerian ini tidak diskriminasi mana-mana parti politik baik Barisan Nasional (BN) atau PH. Usaha kita untuk membantu petani-petani, dan membawa perubahan kepada pertanian di Cameron Highlands.

“Kawasan ini masih belum dapat menarik pelancong dari luar negara, jadi masa depan agro pelancongan di sini adalah untuk menuju ke tahap yang lebih tinggi dengan memajukan agro-pelancongan,” katanya lagi. – MalaysiaGazette

TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	MALAYSIA GAZETTE	ONLINE	

Sim Tze Tzin Lawat Tapak Pertanian – PRK Cameron Highlands



Timbalan Menteri Pertanian dan Industri Asas Tani, Sim Tze Tzin melawat tapak pertanian sayur-sayuran di Habu Heights, Cameron Highlands, Pahang. foto HAZROL ZAINAL, 13 JANUARI 2019.

Timbalan Menteri Pertanian dan Industri Asas Tani, Sim Tze Tzin (kiri) mendengar luahan petani berhubung isu tanah TOL tanah pertanian di Habu Heights, Cameron Highlands, Pahang. foto HAZROL ZAINAL, 13 JANUARI 2019.



TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	NST	ONLINE	

Cameron Highlands: Pahang urged to increase TOL for farmers to 30-years



The Agriculture and Agro Based Industries ministry wants the Pahang state government to increase to 30-years the temporary occupying lease (TOL) period for farmers here. (NSTP/AIZUDDIN SAAD)

TANAH RATA: The Agriculture and Agro Based Industries ministry wants the Pahang state government to increase to 30-years the temporary occupying lease (TOL) period for farmers here.

Its deputy Minister, Sim Tze Tzin said the move would enable the government to successfully implement agricultural practices for the farmers in the hill station.

ADVERTISING

He adds that many a farmers toiling TOL land here for agricultural practices are facing difficulties in expanding their activities and this in turn has affected the economic development in the area.

"In Cameron Highlands 80 per cent of the farmers are faced with this problem. This has been going on for the past 60 years, but the problem is yet to be resolved.

"We (MOA_ have a vision and a clear direction for Cameron Highlands and as such we want the state government to have the determination and undertake a new approach to resolve this problem," he said in a press conference, here, today.

He adds that it was necessary for the state government to pay attention to the issue, as land matters is under the purview of the state government.

"We had taken up the issue for quite sometime but there had been no response from the state government.

"If the TOL issue is not resolved, farmers would not be able to plan and implement their activities in the long term," he said.

Sim said delay in the renewal of the TOL for example would make it tough for the farmers to obtain bank loans, application to hire foreign workers as well as implement any new innovative programmes aimed at increasing their agriculture productivity.

"If the TOL period is short, they would also not bring in any new technologies, attract local investors and the situation would remain stagnant without any progress," he said.

Sim said first time TOL applicants are given a three year period, before their lease is renewed annually.

"The problem that they are faced for example let's say that they want to renew their lease in January, there is no guarantee that it would be renewed. There were some cases where it was not renewed for some five years. How then could they go about with their farming activities ?

"There were cases where it (TOL) could not be renewed, when suddenly he (the farmer) is slapped with the quit rent. As such the farmers here are faced with difficulty in terms of planning. They are also faced with difficulty in obtaining loans," he adds.

Sim said a committee comprising various quarters including MOA, state government, related agencies such as MARDI as well as non governmental organisations had been established last August to resolve the predicament faced by the farmers.

On land being illegally opened up for farming purposes, Sim said that it has nothing to do with farmers managing their agricultural practices through the the TOL method and the government would not compromise on parties opening up land illegally for agriculture purposes.

"There is enforcement in regards to illegal land opening, which we are against. We are talking about land which had been developed legally," he said.

On Saturday, Pahang Menteri Besar, Datuk Seri Wan Rosdy Wan Ismail said today, 24,007.4 hectares or 3.2 per cent of the total land in Cameron Highlands had been given to farmers to be developed via TOL

He said the state government was also prepared to assist farmers in the area and is willing to provide the necessary aid, provided they follow the rules and regulations.

Headline	Association for fisherman meets with deputy minister for discussion on exportation of		
MediaTitle	Sin Chew Daily		
Date	13 Jan 2019	Color	Full Color
Section	Metro Edition A	Circulation	294,476
Page No	4	Readership	883,428
Language	Chinese	ArticleSize	217 cm ²
Journalist	N/A	AdValue	RM 6,824
Frequency	Daily	PR Value	RM 20,472



漁業總會等一行人晤副農長 商漁獲禁出口問題

(适耕庄12日讯)沙白县新村发展官谢享存日前代表雪州议长兼适耕庄州议员黄瑞林,率领马来西亚渔业总会及西马海产速冻业者的代表礼貌拜会农业部副部长沈志勤,以商讨有关渔获禁止出口的问题,以及如何稳定大马海产的价格。

谢享存表示,海产速冻业者是于数个月前收到马来西亚渔业发展局的通知,即在农历新年及开斋佳节时期禁止渔获出口。

“也有几个月份是完全禁止几种

鱼类的出口,惟所列明的鱼类太过笼统,被禁止的渔获有些尺寸太小,也不适合本地市场,禁止出口并不会让鱼价下降,只会让鱼商面对资金周转不灵。”

冷冻库存爆满渔获逾期变质

另外,西马海产速冻业者代表谢立群指出,在禁令期间,所有冷冻库存的鱼都产生爆满的现象,导致渔获逾期变质。

他表示,由于受到禁令的影响,

马来西亚渔业总会及西马海产速冻业者的代表拜见沈志勤(前排左五),以商讨鱼获出口问题。前排左起为王大虎,戴华山,巫锡泉及许慧真;右二起为谢鸿升,谢享存、谢立群、辛建佳和渔业发展局总监嘉马鲁汀。

渔船根本就不能继续在上述期间出海捕鱼,因为鱼的销量收到限制,进而造成市场上的鱼短缺,往往也相应造成国家面对外汇损失。

沈志勤: 盼業者投資養魚業

为此,沈志勤在会上表示,希望海产业者投资养鱼业,提升我国渔获产量,从而降低海鲜价钱。

他也承诺将与渔业发展局做进一步的商讨,以解决渔获出口问题。

Headline	42 Taman Laut Negara diserahkan kepada MOA		
MediaTitle	Metro Ahad		
Date	13 Jan 2019	Color	Full Color
Section	Setempat	Circulation	120,979
Page No	20	Readership	362,937
Language	Malay	ArticleSize	42 cm ²
Journalist	N/A	AdValue	RM 1,655
Frequency	Daily	PR Value	RM 4,964



42 Taman Laut Negara diserahkan kepada MOA

Serdang: Sebanyak 42 Taman Laut Negara yang digazetkan di seluruh negara yang sebelum ini diletakkan di bawah Kementerian Sumber Asli dan Alam Sekitar diserahkan kepada Kementerian Pertanian dan Industri Asas Tani (MOA) melalui Jabatan Perikanan (DOF) berkuat kuasa Oktober tahun lalu.



TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	SINAR HARIAN	NASIONAL	15

Nilai jualan GBBS disasar meningkat RM150 juta

KOTA TINGGI - Kementerian Pertanian dan Industri Asas Tani menyasarkan nilai jualan Gerai Buah-Buahan Segar (GBBS) di seluruh negara meningkat kepada RM150 juta tahun ini, berbanding RM123 juta tahun lalu.

Menterinya, Datuk Salahuddin Ayub berkata, sasaran lebih tinggi diletakkan berikutan terdapat kesedaran dalam kalangan rakyat mengenai pemakanan sihat dan segar terutama buah-buahan tempatan.

Justeru katanya, bagi memenuhi sasaran tersebut, kementerian menerusi Lembaga Pemasaran Pertanian Persekutuan (Fama) merancang menambah 29 lagi GBBS baharu di seluruh Malaysia tahun ini untuk melengkap 339 gerai sedia ada.

"Saya yakin dengan wujudnya premis seperti ini di seluruh negara, maka tiada masalah untuk itu (capai sasaran)," katanya pada sidang media selepas melawat GBBS Pelancongan Desaru Fruit Farm Agro Tourism, di sini, semalam.

Salahuddin berkata, beliau turut berharap pengusaha buah-buahan lain dapat mencontohi amalan dilakukan GBBS Desaru yang menggunakan baja organik pada tanaman mereka.

Menurutnya, ia bagi memastikan buah dihasil atau ditanam menepati konsep makanan selamat.

"GBBS Desaru menggunakan 70 peratus baja organik dalam tanaman mereka dan 30 peratus lagi masih bergantung kepada baja kimia," katanya.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	BERITA HARIAN	ISU	12

Sasar hasil jualan buah segar RM150 juta

Kota Tinggi: Kerajaan meletak sasaran nilai jualan gerai buah-buahan segar (GBBS) di seluruh negara meningkat kepada RM150 juta tahun ini, berbanding kira-kira RM123 juta tahun lalu.

Kementerian Pertanian dan Industri Asas Tani, Datuk Salahuddin Ayub, berkata pihaknya meletak sasaran lebih tinggi, berikutan wujudnya kesedaran dalam kalangan rakyat mengenai pemakanan sihat dan segar, terutama buah-buahan tempatan.

Tambah GBBS baharu

Bagi memenuhi sasaran itu, katanya, Lembaga Pemasaran Pertanian Persekutuan (FAMA) merancang untuk menambah 29 GBBS baharu di seluruh negara tahun ini, sebagai tambahan kepada 339 gerai sedia ada.

"Premis ini menampakkan kejayaan di seluruh negara, maka tiada masalah kita capai sasaran," katanya selepas melawat Desaru Fruit Farm Agro Tourism di sini, semalam.

Mengulas rungutan persatuan nelayan berhubung pasaran ikan tidak mendapat permintaan tinggi, Salahuddin berkata, ia hanya membabitkan ikan bersaiz kecil sehingga ada cadangan untuk dieksport.

Katanya, kementerian maklum mengenai aduan itu dan akan mencari jalan penyelesaian jangka pendek, bagi mengatasi isu berkenaan.

"Ia membabitkan ikan bersaiz kecil, memang ada permintaan nelayan untuk eksport jenis ikan ini, tetapi yang bersaiz sedang serta besar kita yakin mendapat sambutan.

"Ttu sebabnya kita menyekat eksport menjelang beberapa perayaan tahun ini. Ini berjalan baik, permintaan itu ada, mereka (nelayan) minta untuk eksport, mungkin tujuan baja atau sebagainya," katanya.

Salahuddin berkata, sehingga kini, bekalan hasil laut mampu menampung permintaan semasa rakyat.

"Cuma nelayan mendakwa ikan kecil tidak mendapat sambutan. Penyelesaian jangka pendek bergantung kepada penguatkuasaan pukot yang menangkap ikan, sekiranya berjaya kita kawal tidak akan ada ikan kecil didaratkan, kita akan tingkatkan penguatkuasaan kita," katanya.

Terdahulu, jawatankuasa khas peringkat kementerian akan menyiasat rungutan persatuan nelayan, berhubung larangan eksport bagi enam jenis ikan bermula 1 Januari lalu.

Khamis lalu, Pengerusi Lembaga Kemajuan Ikan Malaysia (LKIM), Muhammad Faiz Fadzil, berkata menerima aduan daripada beberapa persatuan nelayan supaya membenarkan eksport bagi empat jenis ikan, yang tidak mendapat permintaan tinggi pada pasaran tempatan.

Headline	Encourage fruit farm proceed with organic plantation		
MediaTitle	Oriental Daily News		
Date	13 Jan 2019	Color	Black/white
Section	News	Circulation	85,616
Page No	A25	Readership	256,848
Language	Chinese	ArticleSize	129 cm ²
Journalist	N/A	AdValue	RM 1,508
Frequency	Daily	PR Value	RM 4,525



鼓励果园有机种植

哥打丁宜12日讯

农业与农基部长沙拉胡丁阿育称表示，迪沙鲁水果园有限公司采用有机种植，以及果园融入教学旅游的模式，提供健康及安全的农作食品，也让学生有机会学习大自然的知识。

他指出，该水果园种植的各类水果，其中70%采用有机肥料，另外30%则是使用化学肥料种植，符合大环境持续发展的好方法。

他说，农作物的种植过程与食品安全息息相关，政府也有必要确保市场销售的提供安全食用的水果。

「该水果园的发展方针是其他企业的好榜样，使用有机肥料确保水果品质与安全，也注入教育及旅游的模式，让学生体验及累积经验。」

另一方面，根据联邦农业销售局（FAMA）数据显示，全国共有339个业者参与新鲜水果摊位项目，此项目在2018年全国的发展收益，达1亿2384万768令吉65仙。柔州参与此项目的业者共有25个，去年收益有947万2789令吉90仙。

Headline	Take a moment to learn about fish market		
MediaTitle	China Press		
Date	13 Jan 2019	Color	Full Color
Section	Nation	Circulation	233,713
Page No	A10	Readership	1,076,000
Language	Chinese	ArticleSize	257 cm ²
Journalist	N/A	AdValue	RM 5,069
Frequency	Daily	PR Value	RM 15,207



甘望鱼价钱，是最近的热门课题，因为大马渔业总会说小鱼如甘望鱼，被禁止出口以满足市场需求，导致小甘望存货多达10万吨；过后，前首相拿督斯里纳吉投诉甘望鱼起价，加深大家对小鱼或甘望鱼的认识，也多多少少反映市场物价的趋势。

我国海产丰富，除了大海捕捞的鱼虾，我们还有很多海上养殖场，饲养各种需求量高的鱼类，例如石甲、石班、海非洲等等，鲜鱼产量足以应付市场需求，而小鱼产量高，但市场需求低，鱼商唯有将各种小鱼外销到有需求的国家如菲律宾、印尼及泰国等等。

確保佳節供應足

渔业发展局规定每年农历新年与开斋节前后两个月，小鱼不可以出口，即每年有4个月不能出口小鱼，是为了确保佳节的鲜鱼供应充足，消费者不必吃贵鱼，渔业总会也在去年反映了禁止出口令影响鱼商与渔民



花點時間瞭解魚市

生计，唯这项措施继续在今年实施。

农业部的相关单位维护消费人利益，值得赞扬，但各相关单位应多走入民间，了解市场上的鱼类需求量与售价，并定期和业者对话，在掌握供求实况后，拟定措施稳定鲜鱼供应及价格，而不是动辄发出禁令，为渔民与商家带来不必要干扰。

應考慮漁民困境

市场供求影响鲜鱼价格，除了盛产导致某种鱼类，例如小甘望鱼、沙丁鱼价格下跌，消费人不问津，也是鱼价暴跌的其中一个原因，渔业局与渔业发展局何不花一点时间，去了解为何消费者不吃这些鱼？

我们认为，政府在保护消费者利益时，也应考虑渔民与海产出口商的困境，小鱼产量过剩无人问津，却碍于禁令，不能出口，只能囤在货仓，这将为商家造成额外的运作负担，不符合经济效益。

Headline	Ensure local fish supply sufficient		
MediaTitle	China Press (Johor)		
Date	13 Jan 2019	Color	Full Color
Section	News	Circulation	205,000
Page No	B8	Readership	615,000
Language	Chinese	ArticleSize	923 cm ²
Journalist	N/A	AdValue	RM 12,586
Frequency	Daily	PR Value	RM 37,758



者包括余伟兴(右2起)及余昌期。种榴槤及苹果枣的幼苗种在迪沙鲁水果园，陪同阿末(左起)及沙拉胡丁阿育一同将猫山王品

沙拉胡丁：漁夫盼出口 須確保本地魚供應足

(哥打丁宜12日讯) 农业及农基工业部长沙拉胡丁阿育指出，政府必须确保本地鱼市场的供应货源充足，才让过剩的鱼出口。

他说，渔夫曾反映市场上的鱼只体型过小无法售出，因此希望将鱼只出口至国外。

“我们将探讨这项要求的可行性，但我们必须确保本地鱼市场的供应量充足，才做决定，同时鼓励销售过剩的鱼只。”

沙拉胡丁阿育今午到访新鲜水果摊(GBBS)之一的迪沙鲁水果园后，如是指出。

他也指出，为了避免生态环境受到破坏，渔夫在捕鱼时可将体型较小的鱼只放生，让它们成长。

6海產禁止出口

“渔夫可将渔网的细缝变小，让幼鱼能够从细缝中游走，避免还未成长便被捕。”

他在会上也大派定心丸，指目前的鱼只数量能够应付本地人的需求，并以本地人为优先，才考虑将过剩的鱼只出口。

马来西亚渔业展局日前宣布，从1月1日至2月28日，共有6种海产不管是新鲜或冷

冻鱼，一概禁止出口。这包括甘望鱼、沙丁鱼(Ikan Selayang)、甘文鱼(Ikan Pelaling)、黄尾鱼(Ikan Selar)、鲳鱼和虾。

另一方面，沙拉胡丁阿育说，迪沙鲁水果园所种的水果有70%属于有机肥料，而另30%是使用化学肥料种植。

“这样的做法，能消除消费者对于食物安全的隐忧，以及达到环境保护作用。”

据了解，全国参与新鲜水果摊的摊主共有339个摊位，于去年总收益达1亿2384万768令吉65仙，其中柔州共有25个摊位参与，去年度总收益为947万2789令吉90仙。

沙拉胡丁阿育当场尝试了迪沙鲁果园内售卖的食物，包括黄金果、水果腌制品、芒果，并开玩笑说：“不纯正我不吃。”

“不纯正我不吃！”

他周六下午到访迪沙鲁果园，品尝了沙梨果汁，以及百香果汁。

同时，他与联邦农粮销售局柔州主任拿督阿末在水果园中，种下猫山王品种榴槤以及

苹果枣。

出席者包括迪沙鲁果园有限公司园主余昌期及经理余伟兴。



沙拉胡丁阿育(左2起)在余昌期等人陪同下，在迪沙鲁水果园的签板上签名。



沙拉胡丁阿育(右2)尝试迪沙鲁水果园的水果。

TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	FRONT DESK	ONLINE	

MARDI PRODUCTS GO HIP



KUALA LUMPUR, Jan 13 : Gone were the days where local products were marketed in boring, old-school packaging. Believe it or not, the Malaysian Agricultural Research and Development Institute (MARDI) has opened the MARDI Artisan Grocer stores and elevated the products sold here to a whole new level. Through collaboration between

MARDI and MARDI Artisan Grocer Sdn Bhd, the first concept store opened in Hartamas Shopping Centre in March 2018 followed by its second branch in Sungei Wang Plaza, Bukit Bintang in August. From invisible dodol packaging to the innovative salted egg fish skin tidbits, the line of products available at the stores appear to be somewhat unique and classy, which

seem lacking in local products nowadays. MARDI Youth Agropreneur Programme deputy director, Ahmad Safuan Bujang said the stores were established to help market a plethora of agro-based products developed by local young entrepreneurs. "We started out as an idea when many of our entrepreneurs endured setbacks when it came to marketing their products... they produced, marketed, went to fairs and exhibitions, and sold their products from house to house all on their own. This actually drained a lot of their resources and time

"So, our (MARDI) role here is to provide them with technological input, training, consultancy, grants and financial assistance before we select the products to be sold at these artisan grocer stores," he told Bernama in an exclusive interview recently.

Then, he said, MARDI Artisan Grocer Sdn Bhd would provide assistance to these entrepreneurs in terms of marketing and branding of their products.



Ahmad Safuan pointed out that the other idea that brought them to open the first store was to have a premium product line or brand that could represent Malaysia internationally, especially for gifting purpose. "It is rather difficult to find authentic premium Malaysian food products, especially at any airport or other places, because the market here is already saturated with the same products and packaging designs.

"We want to ensure that our products stand out from the rest. That is why when you see our packaging, they look interesting and contemporary, so you can be proud of giving these products to your friends overseas," he said, adding that response from customers had been positive from day

one. On the criteria needed for the entrepreneurs to place their products at these grocer stores, Ahmad Safuan said one must ensure to use the best of natural and healthy ingredients, and produce clean and high-quality items. Apart from dodol and salted egg fish skin tidbits, the products available at the stores include serunding, acar, cookies, pastes for making dishes like rendang and asam pedas, and kelulut (stingless bee) honey, with prices ranging from as low as RM10 to RM600. Asked on the best-selling products there, he said dodol was a favourite among customers, especially tourists. "Not only the dodol is kept in invisible packaging, the texture is soft and the taste is absolutely delish. It's like an entry point into the Malaysian food experience for these tourists," he quipped.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
13/1/2019	BERNAMA	ONLINE	

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-- BERNAMA