



**LAPORAN LIPUTAN MEDIA HARIAN
JUMAAT 7 JUN 2019**

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UKKMOA

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

Headline	People not going to eat expensive durians because only 1pct to be export to China		
MediaTitle	Oriental Daily News		
Date	07 Jun 2019	Color	Black/white
Section	News	Circulation	85,616
Page No	A6	Readership	256,848
Language	Chinese	ArticleSize	777 cm ²
Journalist	N/A	AdValue	RM 9,085
Frequency	Daily	PR Value	RM 27,255



出口中国仅1% 市民不会吃贵榴槤



吴维康
报导

檳城6日讯 | 农业及农基工业部副部长沈志勤指出，目前全马共有7万2464公顷榴槤果园，惟目前仅有464公顷的榴槤果园向农业部注册申请出口榴槤至中国，不及整体的1%，因此市民无需担心会因榴槤出口中国，而导致本地人必须吃贵榴槤。

大马榴槤闻名国际，榴槤季节之际，老饕们自然而然就会找上相熟的榴槤摊贩或果园，以第一时间品尝最爱的榴槤，同时来自外国的饕客，尤其是中国人也会专程飞来马来西亚品尝榴槤好滋味。

随着越来越多人爱大马榴槤，本地榴槤价格水涨船高，随便吃一颗榴槤都可能需要上百令吉。

近日马来西亚与中国签署贸易榴槤出口协议，即未来带壳榴槤可以冷冻方式处理，然后直接出口至中国，预计最快在今年7月至8月可出口至中国。此消息一出，最开心莫过于榴槤园主们，多了一个管道销售榴槤之余，又可赚取更高的利润。

不设限制数额机制

有人欢喜有人愁，愁的是莫过于本地消费者，担心榴槤一旦大量出口中国，让本地榴槤供应不足，导致本地榴槤价格水涨船高，本地人从此必须吃贵榴槤。

对于民众的担心，政府是否会采取任何行动，以限制出口中国榴槤的数量？

沈志勤接受《东方日报》访问时向大众澄清心坎。他指出，大马榴槤出口中国，并非随意想



沈志勤 | 农业及农基工业部副部长

目前政府不会设置任何限制榴槤出口数额机制。

说出口就出口，榴槤必须经过中国海关总署（GACC）的严格的审查程序，只有符合中国海关总署标准的榴槤才允许出口至中国。

他说，目前大马共有7万2464公顷的榴槤果园，惟已向农业部注册申请出口榴槤至中国的果园仅有464公顷，不及整体的1%，因此不会出现榴槤出口中国，导致本地供应不足的问题。

「目前政府不会设置任何限制榴槤出口数额机制。」

他说，当然会有更多的榴槤园主会注册让果园榴槤出口到中国，同时因榴槤市场需求看俏，相信会有越来越多园主转型，将本来是橡胶园或油棕园转为种植榴槤。

他指出，目前榴槤还未出口至中国，但榴槤价格都已非常高昂，甚至出现榴槤1公斤80至90令



大马榴槤美味享誉国际，很多中国饕客都会专程坐飞机来马吃榴槤，甚至有些老饕会直接驱车前往果园，吃最新鲜的榴槤。如今带壳榴槤可出口中国，对中国饕客而言可是福音。

—何文彬—

新的价格，这主要是因人多炒高榴槤价格。

他举例，每当榴槤季节初期，榴槤产量还未充沛，但大家都涌向榴槤摊，想第一时间吃榴槤，这才导致榴槤价格高涨，同样事情也发生在榴槤季节末。

反之榴槤季节中期，榴槤供应供应充足，榴槤价便随之而下降，因此希望民众做个精明消费者，选择在对的时侯去吃榴槤。」

他指出，榴槤榴槤产量多寡是由天气而定，并非如手机产量低，想搞生产1万台，就有1万台手机。

「天气好，榴槤的产量就多，天气不好榴槤产量就少。」

Headline	Alibaba continues to drive M'sian agricultural exports through eWTP initiative		
MediaTitle	Borneo Post (Kuching)		
Date	07 Jun 2019	Color	Full Color
Section	Business	Circulation	60,767
Page No	A3	Readership	182,301
Language	English	ArticleSize	336 cm ²
Journalist	N/A	AdValue	RM 4,582
Frequency	Daily (EM)	PR Value	RM 13,746



Alibaba continues to drive M'sian agricultural exports through eWTP initiative

KUCHING: Alibaba Group announced the popular Malaysian Musang King Durian will be officially imported into China in frozen whole fruit form for the first time for Chinese customers to purchase and enjoy through its comprehensive online and offline channels.

The breakthrough of Musang King Durian's import into China came just in time for this year's 618 Mid-year Shopping Festival, which seeks to empower brands and merchants to tap into China's less-developed regions with 1.5 million new products and multiple promotional initiatives. This year's festival aims to engage customers in emerging cities, counties and villages across China.

To do so, Taobao and Tmall are boosting promotional resources to elevate excitement and help brands reach this rapidly

growing market.

Altogether, over 300,000 brands and retailers will participate in the shopping event.

The move was made possible following the recent announcement by China's customs authorities to greenlight the imports of Malaysian durians in frozen whole fruit form into the country.

It also marks the continuing effort by the technology firm to help promote Malaysia's agricultural products and empower the local SMEs via the first overseas Electronic World Trade Platform (eWTP) hub established in Malaysia in 2017.

Previously, only the pulp and paste and the processed products of the famed Malaysian Musang King Durian could be imported into China due to quarantine restrictions.

The breakthrough was a result

of concerted efforts made by the relevant Chinese and Malaysian government agencies to facilitate the import of the coveted fruit.

Based on several rounds of discussions, the strictest traceability and inspection measures will be adopted to ensure the products meet the highest export quality standards.

Commenting on the landmark export drive, Malaysia's Deputy Minister of Agriculture and Agro-based Industry, Sim Tze Tzin said, "Malaysia continues to facilitate the export and promotion of unique local products to the global market."

The strong partnership between Malaysia and China has resulted in today's durian export initiative and both governments have worked closely for months to facilitate the export of the frozen Musang King Durian in whole fruit form to China.

"Alibaba has been supporting our efforts on many fronts to empower Malaysian SMEs and support global trade with services encompassing talent development, on-boarding merchants on its platforms, and helping to promote Malaysia products through Demand Generation campaigns among others."

"We foresee this as just the beginning of a long-term strategic cooperation considering that the Malaysian Government is determined to increase local export via e-Commerce platforms and to support growth in this area," Sim continued.

"Malaysia has sufficient durians to cater for the local market and China's consumption. In 2018, Malaysia produced over 330 million kg of durian but have only exported 5 per cent out of that so far."



The breakthrough of Musang King Durian's import into China came just in time for this year's 618 Mid-year Shopping Festival which seeks to empower brands and merchants to tap into China's less-developed regions.

Headline	H+2 Lebaran, Harga Cabai dan Bawang Merah Terpantau Stabil		
MediaTitle	Malaysia Shafaqna (malaysia.shafaqna.com)		
Date	07 Jun 2019	Color	Full Color
Section	News	Circulation	3
Order Rank	5	Readership	5
Language	English	ArticleSize	N/A
Journalist	N/A	AdValue	RM 1,200
Frequency	Daily	PR Value	RM 3,600

H+2 Lebaran, Harga Cabai dan Bawang Merah Terpantau Stabil

Kementerian Pertanian mencatat pergerakan harga-harga komoditas bumbu dapur utama seperti cabai, bawang merah dan bawang putih terpantau stabil.
Baca tapak asal

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Headline	Malaysia still free of AFS disease - Veterinary Dg		
MediaTitle	Bernama(www.bernama.com)		
Date	07 Jun 2019	Color	Full Color
Section	NEWS	Circulation	2
Order Rank	4	Readership	7
Language	English	ArticleSize	N/A
Journalist	N/A	AdValue	RM 900
Frequency	Daily	PR Value	RM 2,700

Malaysia still free of AFS disease - Veterinary Dg

PUTRAJAYA, June 7 (Bernama) -- Malaysia is still free of African Swine Fever (ASF) disease, says Veterinary Services director-general Datuk Dr Quaza Nizamuddin Hassan Nizam. He said it was due to the precautionary measures implemented by the Veterinary S...

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Headline	Malaysia bebas wabak African swine fever		
MediaTitle	Sinar Harian(www.sinarharian.com.my)		
Date	07 Jun 2019	Color	Full Color
Section	NEWS	Circulation	3
Order Rank	7	Readership	4
Language	Malay	ArticleSize	N/A
Journalist	N/A	AdValue	RM 900
Frequency	Daily	PR Value	RM 2,700

Malaysia bebas wabak African swine fever

PUTRAJAYA - Malaysia masih bebas daripada penyakit African Swine Fever (ASF), berikutan langkah pencegahan yang diambil Jabatan Perkhidmatan Veterinar, yang menghalang pengimportan babi serta produk-produk daripada babi dari beberapa negara luar.
Ketua P...

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Headline	Pitcher plant facing extinction: Mardi researcher		
Media Title	The Sun Daily (www.thesundaily.my)		
Date	07 Jun 2019	Color	Full Color
Section	NEWS	Circulation	5
Order Rank	5	Readership	6
Language	English	ArticleSize	N/A
Journalist	N/A	AdValue	RM 2,000
Frequency	Daily	PR Value	RM 6,000

Pitcher plant facing extinction: Mardi researcher

SERDANG: The pitcher plant or 'periuk nera' has of late been thrust into the limelight all because of the popularity of 'lemang periuk nera'. Nature lovers and conservationists have expressed their concern over the use of these unique carnivorous plants ...

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Headline	Fondness for lemang one reason why pitcher plants are becoming extinct, claims Mardi		
MediaTitle	The Star Online(www.thestar.com.my)		
Date	07 Jun 2019	Color	Full Color
Section	NEWS	Circulation	4
Order Rank	4	Readership	7
Language	English	ArticleSize	N/A
Journalist	N/A	AdValue	RM 1,800
Frequency	Daily	PR Value	RM 5,400

Fondness for lemang one reason why pitcher plants are becoming extinct, claims

SERDANG (Bernama): The pitcher plant (periuk kera in Malay) has a hot topic lately because of the popularity of lemang periuk kera. Nature lovers and conservationists have expressed their concern over the use of these unique carnivorous plants to prepar...

*To read the rest of the article, click **View Full Article***

Too early to ascertain what happened, says Phee



Cause for concern: Fish farmers scooping up dead grouper at a farm in Teluk Bahang.

GEORGE TOWN: It remains uncertain whether the fish at the Teluk Bahang farms died of metal poisoning as this is only confined to the grouper or locally known as kerapu, according to the exco member in charge.

State Environment Committee chairman Phee Boon Poh said it was too early to ascertain what happened at the fish farms.

"We have yet to address the question as to why only the kerapu died at the fish farms, and why the other fish species did not.

"There are many issues which need to be addressed over the metal poisoning in the Teluk Bahang coast.

"All departments, mainly the Fisheries Department and Department of Environment, are doing a meticulous analysis of every aspect," he said when contacted yesterday.

The Star reported on the death of thousands of grouper in Teluk Bahang on May 28, with fishermen complaining that their livelihood had been affected.

The Centre for Marine and Coastal Studies (Cemacs) reported a 1,000% spike in nickel

level near the National Park off the Teluk Bahang coast.

The centre reported that the nickel level was 1,038% more than it should be there, and 982% higher at the Teluk Bahang fish farms.

Phee said the analysis on the samples of fish, water and chemical used by fish farms would take a few months for the relevant departments to come up with the full results.

"Cemacs is also helping in the research and analysis of samples as we want to do a thorough job," he said.

On the forming of a task force to look into the metal poisoning, Phee said approvals were needed from the relevant departments and state executive council and this would be done as soon as possible.

"The task force will not be only be confined to metal poisoning but also look at an overall solution of the issue, from the causes right up to what can be done to prevent a recurrence.

"The findings will be used as a standard operating procedure to troubleshoot any future sea pollution issue," he said.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
7/6/2019	BERITA HARIAN	BISNES	22

Forbidden berjaya inovasi durian

Sunny Food Lab Sdn Bhd (Sunny Food Lab) memperkenalkan konfeksi durian pertama di Malaysia menerusi jenama Forbidden, sekali gus membawa raja buah itu ke tahap baharu menerusi inovasi dan teknologi.

Ketua Pegawai Eksekutifnya, Damian Lee, berkata pengenalan produk itu selari hasrat syarikat untuk membawa durian tempatan ke peringkat lebih tinggi menggunakan bahan terbaik tanpa bahan tambahan.

“Jenama ini lahir daripada rasa cinta terhadap durian, terutama Musang King dan kami bekerjasama dengan rakan kongsi kami, SunnyHills iaitu jenama nanas yang memiliki reputasi tinggi dari Taiwan serta terkenal dengan konsep dari ladang ke bakeri dan hanya menggunakan bahan semula jadi,” katanya dalam satu kenyataan, baru-baru ini.

Ketika ini, syarikat memperkenalkan dua produk iaitu D24 Cigar dan Musang King Roll yang dihasilkan melalui proses dan teknologi terkini di Taiwan manakala produk asasnya, durian Musang King dihantar melalui kaedah sejuk beku untuk dikilangkan di Taiwan.