



**LAPORAN LIPUTAN MEDIA HARIAN
AHAD 1 SEPTEMBER 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
1/9/2019	SINAR HARIAN	SINAR UTARA	33

Bot penumpang beroperasi tanpa lesen ditahan

GEORGETOWN - Sebuah bot penumpang ditahan kelmarin pada jarak 0.1 batu nautika dari utara Pulau Aman kerana didapati beroperasi tanpa lesen.

Pengarah Agensi Penguatkuasaan Maritim Malaysia (APMM) Pulau Pinang, Kep-ten Maritim Hamizan Harun berkata, bot itu ditahan ketika dalam perjalanan membawa pelancong dari Jeti Pulau Musang menghala ke Jeti Pulau Aman.

Menurutnya, ketika ditahan, terdapat seorang lelaki iaitu operator bot berusia 42 tahun berada dalam kenderaan itu.

"Hasil pemeriksaan mendapati bot tersebut disyaki melakukan kesalahan mengikut Ordinan Perkapalan Saudagar 1952 iaitu beroperasi tanpa lesen dan dokumen sah serta tiada perlindungan in-

surans bot.

"Bot berkenaan bersama operator bot ditahan dan dibawa ke Jeti Pasukan Polis Marin di Batu Uban untuk siasatan serta tindakan lanjut," katanya dalam satu kenyataan semalam.

Beliau berkata, APMM Pulau Pinang akan terus memperingkatkan pemantauan dan rondaan di sekitar perairan negeri ini.

"Saya mengingatkan pemilik bot penumpang agar sentiasa mematuhi semua peraturan yang telah ditetapkan oleh Jabatan Laut Malaysia.

"Orang awam diminta agar melaporkan sebarang kejadian kecemasan atau kemalangan di laut di talian kecemasan 24 jam iaitu MERS 999 atau Pusat Operasi APMM Pulau Pinang di talian 04-2626146," katanya.



Bot penumpang ditahan kerana beroperasi tanpa lesen kelmarin.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
1/9/2019	METRO AHAD	SETEMPAT	13



KHAZANAH SEMULAJADI TAMAN LAUT NEGARA



Tidak ramai menyedari kewujudan Taman Laut Negara sedangkan peranannya sangat besar iaitu melindungi dan memulihara khazanah laut yang terdiri daripada pelbagai sumber biodiversiti berharga. Sejak penubuhannya pada 1963, sebanyak 42 pulau diwartakan sebagai Taman Laut Negara dan kemungkinan terdapat beberapa lagi pulau akan dinilai untuk diwartakan.

Taman Laut ialah kawasan perairan laut yang dizonkan sejauh dua batu nautika dari tanda paras air surut.

Manakala empat taman laut lain iaitu Taman Laut Pulau Kapas, Terengganu, Taman Laut Pulau Kuraman, Taman Laut Pulau Rusukan Besar dan Taman Laut Pulau Rusukan Kecil di Wilayah Persekutuan Labuan diwartakan hanya satu batu nautika dari tanda paras air surut.

Ini bermakna taman laut adalah kawasan larangan daripada sebarang aktiviti penangkapan ikan yang tertakluk di bawah Akta Perikanan 1963.

Nelayan yang mencerooboh kawasan itu pula boleh dikenakan tindakan undang-undang.

Ketua Pengarah Perikanan Datuk Munir Mohd Nawi berkata, jumlah keluasan keseluruhan taman laut ialah 2,486.13 kilometer persegi atau 3.27 peratus daripada keluasan perairan wilayah Malaysia yang dilindungi.

Beliau berkata, pewartaan taman laut amat penting kerana ia membolehkan ribuan spesies ikan dan hidupan marin lain membiak serta membesar di kawasan berkenaan.

"Jabatan Taman Laut Malaysia (JTLM) mengurus biodiversiti marin

secara lestari bagi menjamin sumber berkekalan untuk kepentingan sejagat.

"Taman laut adalah lubang sumber perikanan. Sekiranya ia tidak diuruskan dengan betul selain pencemaran akibat perbuatan manusia, sumber utama protein akan berkurangan," katanya.

Menurutnya, taman laut negara terkenal dengan keunikan tersendiri seperti keindahan pantai dan biodiversiti marin yang menarik lebih 800,000 pelancong setiap tahun mengunjunginya.

Selain itu, katanya, pengurusan Taman Laut Malaysia setanding dengan negara lain apabila taman berkenaan menerima tiga pengiktirafan di peringkat antarabangsa.

"Pengiktirafan pertama ialah tiga pantai di Taman Laut Malaysia tersenarai di antara 100 pantai terbaik di dunia iaitu Pulau Perhentian Kecil, Terengganu yang menduduki tempat ke-13.

"Pantai Juara di Pulau Tioman, Pahang di tempat ke-21 dan Tanjung Rhu di Pulau Langkawi di tempat ke-50," katanya.

Beliau berkata, pengiktirafan kedua ialah kedudukan kedua tertinggi dalam penilaian terminal bagi projek Program Pembangunan Pertubuhan Bangsa-Bangsa Bersatu (UNDP) dan Kemudahan Alam Sekitar Global (GEF) 2014.

"Ketiga adalah pengiktirafan Taman Laut Pulau Tioman dalam Kategori Tertinggi Penilaian Kawasan Perlindungan Marin Serantau Segi Tiga Terumbu Karang (CTMPAS) oleh

Inisiatif Segi Tiga Terumbu Karang (CTI).



"Dalam penilaian (CTMPAS), Taman Laut Pulau

Tioman berjaya memperoleh Kategori Tahap Empat: 'Flagship Regional Sites of the CTMPAS' iaitu kategori tahap tertinggi dalam penilaian itu," katanya.

Justeru, JTLM bertekad bukan sahaja memastikan pemantapan pengurusan taman laut malah pengurusan sumber termasuk spesies marin terancam turut ditingkatkan.

Datuk Munir Mohd Nawi
Ketua Pengarah Perikanan



KEJAYAAN JABATAN TAMAN LAUT MALAYSIA

- 1** **Memperkenalkan Sistem Kutipan FI Pemuliharaan Taman Laut.**
Menjamin kelangsungan sumber kewangan untuk menguruskan taman laut dan mengurangkan beban kewangan kerajaan pusat.
- 2** **Membangunkan Pusat Taman Laut (PTL)**
PTL Pulau Payar, PTL Redang, PTL Pulau Perhentian, PTL Pulau Tioman dan PTL Pulau Tinggi.
Untuk mengawal selia perairan taman laut sepanjang masa dan memendekkan tempoh maklum balas aduan pencerobohan.
- 3** Mengeratkan kerjasama dengan universiti tempatan dan pertubuhan bukan kerajaan (NGO).
- 4** Taman Laut Pulau Tioman diiktiraf sebagai kawasan perlindungan marin (MPA) Kategori Tahap 4: 'Flagship Regional Sites'.
- 5** Jabatan Taman Laut Malaysia berjaya mengekal dan meningkatkan tahap kesihatan terumbu karang pada **tahap memuaskan** (26 peratus hingga 50 peratus) dan **balk** (51 peratus hingga 75 peratus).

PEMULIHARAAN DAN PEMELIHARAAN BIODIVERSITI MARIN

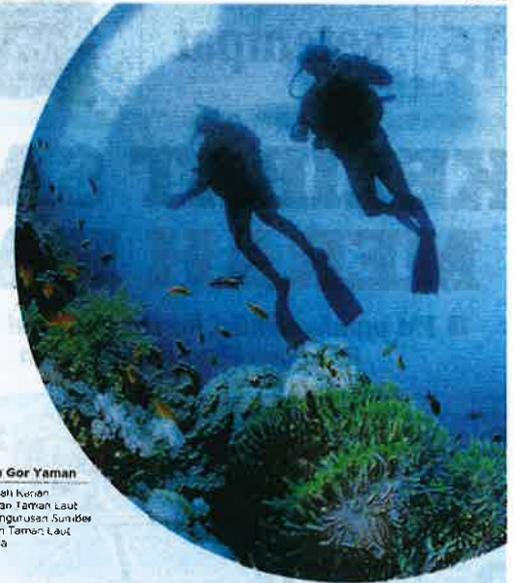
Usaha pemuliharaan dan pemeliharaan biodiversiti marin diperluaskan terutamanya selepas Jabatan Taman Laut Malaysia (JTLM) dipindahkan ke Jabatan Perikanan Malaysia bagi memastikan usaha itu dilaksanakan lebih komprehensif serta efektif.

Pengarah Kanan Bahagian Taman Laut dan Pengurusan Sumber JTLM Rahim Gor Yaman berkata, pelbagai aktiviti dan program konservasi (pemeliharaan) dilaksanakan serta dirancang supaya kelestarian ekosistem marin di taman laut kekal berterusan.



Rahim Gor Yaman

Pengarah Kanan
Bahagian Taman Laut
dan Pengurusan Sumber
Jabatan Perikanan
Malaysia



Program pertama

Menurutnya, program pertama adalah memberi pendidikan dan kesedaran awam kepada golongan sasaran bagi memupuk sikap bertanggungjawab terhadap penggunaan sumber marin secara lestari.

"Aktiviti seperti ini membabitkan kerjasama dengan penduduk pulau yang terbabit dalam industri pelancongan.

"Contoh, program pembersihan pantai dan terumbu karang atau memperkenalkan teknik menyelam mesra alam adalah program yang berjaya," katanya.

Program kedua

Beliau berkata, program kedua ialah penguatkuasaan di kawasan perairan taman laut kerana kawasan itu terdedah kepada ancaman penceroobohan.

"Kawasan perairan seluas dua batu nautika di sekeliling pulau taman laut adalah kawasan larangan daripada sebarang aktiviti penangkapan ikan.

"Kawasan ini perlu sentiasa dipantau dan pengawasan berterusan bagi mengelakkan sebarang penceroobohan sama ada nelayan atau pihak tidak bertanggungjawab," katanya.

Menurutnya, sumber marin di dalam kawasan taman laut terutamanya terumbu karang, ikan, rumput laut, mamalia marin dan hutan pesisiran pantai masih kurang diteroka.

"Oleh itu, pengumpulan data asas terumbu karang iaitu taburan, jenis karang dan tahap kesihatan adalah penting supaya status terumbu karang

di pulau-pulau taman laut sentiasa dipantau.

"Antara kajian dilakukan ialah pemetaan habitat marin, pemantauan terumbu karang, kesihatan ekosistem marin dan kajian potensi kawasan baru sebagai taman laut," katanya.

Rahim berkata, sekurang-kurangnya 15 peratus daripada ekosistem terosot di Malaysia perlu dipelihara dan dipulihara menjelang 2020 berdasarkan 'Aichi Targets 11'.

"Sebanyak 61 struktur kerangka PVC dibina di Kampung Tekek, Pulau Tioman bagi meningkatkan semula kawasan karang yang mengalami kerosakan untuk kembali kepada keadaan hampir semulajadinya.

"Program konservasi dan rehabilitasi ini menunjukkan hasil positif sejak dilaksanakan pada 2011," katanya.

Program terakhir

Katanya, program terakhir ialah pengurusan eko pelancongan yang mana JTLM memperkenalkan bayaran fi pemuliharaan kepada pengunjung bermula 2016

"Kutipan fi dimasukkan ke dalam Kumpulan Wang Tabung Amanah Laut dan Rizab Laut yang akan digunakan untuk pengurusan Pusat Taman Laut, menyediakan kemudahan kepada pengunjung di pusat berkenaan dan beberapa kegunaan lain," katanya.



-TAMAN LAUT MALAYSIA
12 pulau diwarikan membabitkan 13 Terengganu (13), Johor (13) Kedah dan Persekutuan

1 KEDAH

Keluasan perairan... 188.13km²
Bil pulau... 4
Nilai ekonomi 2018... RM174 juta



2 TERENGGANU

Keluasan perairan... 697.59km²
Bil pulau... 13
Nilai ekonomi... RML0.49 billion
Redang 2012... RM154 juta



3 PAHANG

Keluasan perairan... 878.61km²
Bil pulau... 9
Nilai ekonomi 2018... RM3.441 billion



4 JOHOR

Keluasan perairan... 765.85km²
Bil pulau... 13
Nilai ekonomi 2018... RM2.687 billion



5 WP LABUAN

Keluasan perairan... 158.15km²
Bil pulau... 3
Nilai ekonomi 2012... RM39.6 juta



PERATUS LITUPAN KARANG HIDUP 2007-2018



KEPENTINGAN TERUMBU KARANG DAN KEPELBAGAIAN BIOLOGI

Tarikan pelancongan Menjaja pendapatan negara
Potensi perubatan Kajian perubatan moden mendapati bahan-bahan kimia daripada tindak balas hidupan laut mungkin bermanfaat kepada manusia.

ANATOMI KARANG



2000 - 2019

- 2000: Perdana Menteri Persekutuan Tunas Melayu 1994 mempergunakan kawasan pertaian laut bagi Taman Laut Pulau Kuraman diwujudkan diwarikan satu pulau kepada satu pulau.
- 2001: Pihak Teras Laut Pulau Perhentian Terengganu beroperasi.
- 2004: Beribadat Taman Laut dan Persekutuan Melayu sebagai Taman Laut Malaysia diwujudkan sebagai Taman Laut Melayu diwujudkan ke Kementerian Sumber Asli dan Alam Sekitar.
- 2008: Diwujudkan dengan nama Taman Laut Melayu diwujudkan di Terengganu diwujudkan sebagai Taman Laut Melayu diwujudkan ke Kementerian Sumber Asli dan Alam Sekitar.
- 2008: Persekutuan Melayu diwujudkan sebagai Taman Laut Melayu diwujudkan ke Kementerian Sumber Asli dan Alam Sekitar.
- 2010: Diwujudkan sebagai Taman Laut Melayu diwujudkan ke Kementerian Sumber Asli dan Alam Sekitar.
- 2012: Diwujudkan sebagai Taman Laut Melayu diwujudkan ke Kementerian Sumber Asli dan Alam Sekitar.
- 2015: Diwujudkan sebagai Taman Laut Melayu diwujudkan ke Kementerian Sumber Asli dan Alam Sekitar.
- 2017: Diwujudkan sebagai Taman Laut Melayu diwujudkan ke Kementerian Sumber Asli dan Alam Sekitar.
- 2018: Diwujudkan sebagai Taman Laut Melayu diwujudkan ke Kementerian Sumber Asli dan Alam Sekitar.

Skwad Kembara Bernas bertemu penduduk



Skwad Kembara Bernas bersemangat untuk bertemu penduduk sempena Hari Kemerdekaan.

KUALA LUMPUR – Syarikat Padiberas Nasional Berhad (Bernas akan menganjurkan Kembara Bernas Hari Kebangsaan 2019 sempena Hari Kebangsaan.

Kembara dua hari yang bermula pada 11 September itu akan memulakan perjalanan dari ibu pejabat Bernas di Glenmarie Selangor ke Kilang Beras Bernas (KBB) di Sekinchan, dan KBB Sungai Ranggung, Perak.

Pasukan Skwad Kembara Bernas mengakhiri kembara mereka di Pejabat Bernas Jitra, Kedah bagi menyerahkan poster

Hari Kebangsaan serta bendera Malaysia.

Selain itu, mereka turut mengadakan sesi bertemu penduduk bagi menjawab beberapa soalan maklum balas pelanggan serta pemberian saguhati di setiap lokasi di sepanjang pengembaraan tersebut.

Antara lokasi persinggahan ialah pekan Sekinchan, Selangor; R&R RTC Simpang Pulai di Perak dan beberapa lokasi di Pulau Pinang dan Kedah.

Maklumat lokasi Skwad Kembara Bernas akan dikemaskini di laman sosial Bernas.



Lim (left) and Chien are looking to dramatically increase production of caviar under the Titar brand once they acquire the land for their new farm. — Photos: SAM THAM/The Star



After years of failure, Chien finally figured out how to successfully breed sturgeon fish in Malaysia.



Chan says the Malaysian-grown sturgeon typically start showing signs of caviar years before their international counterparts.

Fish out of water

Against all odds, a revolutionary farm in Perak has managed to successfully breed sturgeon fish and harvest its luxurious byproduct, caviar.

Stories by ABIRAMI DURAI
star2@thestar.com.my

ON a quiet patch of land in Tanjung Malim, Perak, strange, miraculous things are happening. The land is filled with large tanks, which in turn, are filled with fish. So far, nothing seems out of the ordinary.

Except that these fish happen to be sturgeon, a breed of fish that typically thrives in sub-tropical, temperate and sub-Arctic rivers, lakes and coastlines in Europe, north America and some parts of Asia.

Sturgeon fish are also better known for its roe, tiny little orbs called caviar that often fetch thousands of ringgit. And whaddya know? This little Malaysian farm harvests caviar too!

Breeding the fish

When I first meet him, Chien Wei Ho is all smiles, beaming with pride at the sprawling fish metropolis he has been instrumental in creating.

Chien is a Taiwanese national who has a strong interest in sturgeon fish. He previously owned a few hot spring resorts in Taiwan, where he bred sturgeon as a hobby. Most of the fish perished when a typhoon struck in the late 2000s.

Chien was devastated but kept moving forward. On the invitation of a few Malaysian investors, he initially came to Malaysia to start a hot springs resort but ended up deciding to kick-start a sturgeon

fish farming project instead in 2008.

The investors pumped in millions of ringgit into the project and Chien got to work. It took him five years, thousands of lost fish, countless expert naysayers, a lot of determination (and some heartbreak) and eight failed attempts before he finally nailed the recipe for breeding sturgeon fish in Malaysia.

"We hired a lot of experts and most of them gave up, but I kept trying," says Chien simply.

Though Chien — understandably — will not reveal his secret methods, interestingly, after all that trial-and-error, he has discovered that sturgeon fish actually grow much faster in hot, humid local temperatures than they otherwise would.

"The growth of the fish is much faster — because in Europe, they have four seasons, so during winter, the fish don't eat and don't grow but here they're growing and growing 365 days a year," he says jubilantly.

Generally, what this means is that the growth trajectory of the local sturgeon fish is almost double that of its international counterparts. On the farm, for example, a sturgeon can weigh between six to eight kg when it is three years old, but in China, this weight is only achievable in six years. So on that front, the tropically-grown sturgeon has a huge headstart.

At the moment, the farm imports both fertilised sturgeon eggs and sturgeon fish predominantly from China. The fertilised eggs are kept



The sturgeon fish bred in the farm actually grow much faster in tropical weather than they typically would in colder climates.

in a temperature-controlled environment (the water and room have to be around 16°C in the initial stages) for a few months with the temperature cranked up at different stages so the fish get used to the external temperature. After this, the fish spend the rest of their lives in tanks exposed to ambient (read: tropical) temperatures.

Chien says the purity of the water used in the tanks is important to ensure good quality fish. As such, he uses water sourced from the forest behind the farm, which is so pristine it has a pH value of seven. This water is pumped into the tanks three times a day to ensure it remains clean and the fish are only fed commercial marine pellets for optimum growth.

"The natural resources here are excellent, the water quality is very good so I am confident that the fish and the caviar are world-class," says Chien.

Today, the farm is host to about 18,000 sturgeon (the largest fish on the farm is a whopping 80kg) and business is thriving. This in large part has to do with the involvement of company director Lim Aun Jun.

Lim became immersed in the



farm's day-to-day operations in 2017, after being tasked by his family (who had invested in the farm) to commercialise the output from the farm.

"Up until that point, the focus had been on R&D, not on selling the fish or the caviar, so I focused on commercialising both," he says.

Lim spent a year learning the ins and outs of sturgeon farming and caviar harvesting, even engaging a German expert to show the team how to extract the best flavour from the caviar. He also looked at more ways to expand the sturgeon fish market as the fish had typically only been sold to Chinese restaurants prior to that.

"Previously before I joined, the fish had been quite popular in Chinese restaurants like Unique Seafood. But in Chinese cuisine, there is a limitation because the restaurants only want live fish (a huge drawback, because sturgeon need to be slaughtered in order to extract caviar). So therefore right now, we are targeting a lot of other restaurants that do more Western cuisine like French and Italian food, where we can supply frozen fish. And so far, the response has been good," he says.

Under his watch, the company also launched T'bur Caviar, the first Malaysian brand of tropical caviar (www.facebook.com/TburCaviar) in March 2019 and hasn't looked back since.

Caviar made in Malaysia

CAVIAR is one of the world's oldest luxury foods and was originally harvested by Russian and Persian fishermen in the Caspian Sea. It typically refers to salt-cured fish roe only sourced from sturgeon (roe from salmon and other fish is not considered "real caviar").

The Caspian Sea is often reputed to be the producer of the best caviar in the world, with varieties like Beluga caviar and Ossetra caviar leading the premium pack. There are 27 different species of sturgeon in the world, but T'bur's caviar yield is only from two kinds - Siberian sturgeon and Amur (Japanese) sturgeon.

Chien Wei Ho and Lim Aun Jun first realised they were sitting on a goldmine when an injured fish was slaughtered and caviar was discovered. Further examination of a sample size of fish on the farm showed that 99% of them were female.

"We suspect it's because of the environment and weather," says Lim.

Since most of the fish on the farm are female and Chien had already discovered how to keep sturgeon fish alive in the local climate, selling Malaysian caviar became a foregone conclusion. After all, Chien had already proved to be a sturgeon pioneer.

Why not go the extra mile and become a pioneering Malaysian caviar producer too?

Caviar harvesting 101

To check if the fish are bearing eggs, the team does an ultrasound examination. If eggs are discovered, this is then followed up with a biopsy to determine exactly when the caviar should be harvested.

"Sometimes we check when the fish are a year old, because at that stage, we have sometimes found ovaries already. In Russia and China, they need eight to 12 years to find the caviar. Here, we start checking after one year, but normally when the fish are between four to five years, we can already find the caviar. This is one of the fastest caviar productions in the world!" enthuses Chan Cheon How, the farm's senior operation executive.

Once it is determined that the caviar is ready to be harvested, the fish is slaughtered.

At the farm's caviar processing plant, hygiene and sanitation are top priority and staff have to adorn gloves, masks and socks to harvest the caviar. The fish is placed on a long table and then the careful process of extracting the caviar begins.

"It's a very slimy fish, we don't want to cut too deep otherwise we'll cut the eggs. So one of us cuts and the other one extracts the eggs, because whoever cuts will be covered in slime," says Shaun Kenneth Simon, the brand's head of marketing. The rest of the fish is then filleted, frozen and sold to restaurants.

When extracted from the fish, the caviar actually resembles an amorphous solid black lump and only takes up between 10% to 20% of the fish's body weight. The sturgeon that Shaun slaughtered, for example, weighed 19kg and the solid weight of the caviar came up to 2.9kg.

Past this point, the caviar then goes through an elaborate, incredi-



The team has to go through the back-breaking work of picking out impurities from the caviar with the aid of a tweezer. — Photos: SAM THAM/The Star



The caviar has to go through a wire mesh to remove fat and other membrane stuck to it.



An incision is made and the caviar is then manually extracted from the fish.

bly manually intensive process to get it ready for consumption.

First, it is gently pressed against a wire mesh to remove fat, membrane and other impurities. Then it is rinsed a few times in purified water until the water comes out clean (but it cannot be washed too much otherwise the eggs will become soggy).

The step after this is where the most back-breaking work takes place as the team has to bend over the caviar with tweezers in hand, carefully combing through each tiny egg and plucking out more fat, membrane and pieces that are discoloured, a process that can take up to one and a half hour (remember that each caviar is no more than a few mm).

Once that it is done, sea salt (between 2.8% to 3.7%) is added to the caviar and it is packed into

sterilised 500g tins and left to age for a week, before being repackaged into 30g tins.

The caviar from T'bur does not go through a pasteurisation process as Lim and his team want consumers to consume the freshest caviar possible. This also means the shelf life of the caviar is somewhere in the region of three months.

"Pasteurisation does increase shelf life because you cook the eggs so it lasts longer but you're not really capitalising on the fact that this is a Malaysian farm where you can get fresh caviar," explains Shaun.

Taste-wise, the caviar is delicious - bouncy yet pliant with a lightly briny quality and rich umami notes. T'bur's caviar is priced at RM800 for 30g of Amur and RM600 for 30g of Siberia, but there is currently a promotional price of RM500 for Amur and RM400 for Siberia.

Sometimes people tell me, 'It's so expensive, you should make it cheaper!' But the thing is, if you look at the process and what people have to go through to actually harvest it, you'll understand the pricing," says Shaun.

Since T'bur started selling caviar this year, the brand has generated a huge amount of interest from both consumers and restaurants. To date, they supply their range of "tropical caviar" as they call it, to restaurants like Sitka, DC, Entier, Nobu and Skillet and demand has shot up so much in recent months that it has surpassed all their initial projections.

"We have a lot of enquiries and our production has jumped from 2kg to 15kg a month and right now we are targeting 40kg to 50kg a month," says Lim.

The next phase

There is little doubt in Chien's and Lim's minds that Malaysian caviar is only going to get bigger. In fact, they are so convinced of this that expansion plans are already in the works. While the current farm sits on 3.3 acres of land, Lim is working on acquiring an additional 60 acres of land to maximise potential.

"We have limited space - we have 18,000 fish and this farm can only facilitate 5,000 adult fish. Right now, it's still alright because we have 3,000 adult fish and most of it are three to four kg - they are still young.

"In the new farm, our maximum capacity of adult fish will go up to 100,000, which is 30 times more than our existing farm. And by then, because we are aware of the requirements of the fish, we will be able to come up with a more space-efficient, resource-efficient farm," says Lim with confidence.

Lim also says that in five years, they aim to be able to produce 10 tonnes of caviar a year, which would give them about 5% of the global market share.

Lim's next short-term goal? Breeding a new generation of Malaysian sturgeon fish.

"One of our objectives is to have a local tropical breed of sturgeon within Malaysia. But the thing that we are facing right now is that we cannot find any male fish on our farm. So what we are looking at in the future is importing male sperm to fertilise our female eggs and create our own local breed," he says.

Although they have been lucky to have been able to breed sturgeon with only the aid of mother nature and local temperatures, getting a more even gender distribution of fish in the future will require investing in a temperature-controlled facility (as the spawning process requires much colder temperatures). This also means that the brand's operational costs will go up.

But in keeping with the idea of a truly-Malaysian brand of sturgeon and caviar, Lim admits this is not a deterrent at all, especially as he has his sights on an even bigger project to fully capture the potential of sturgeon farming in Malaysia.

"Not many people know that sturgeon collagen is significantly better than shark collagen. So right now we are focusing on the caviar, but in the long run, when we are able to increase our scale, we will look at beauty products and supplements as well," he says optimistically.