



**LAPORAN LIPUTAN MEDIA HARIAN
SABTU 18 DISEMBER 2021**

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UKKMAFI

UNIT KOMUNIKASI KORPORAT
KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN
(UNTUK EDARAN DALAMAN MAFI, JABATAN DAN AGENSI SAHAJA)

TARIKH	MEDIA	RUANGAN	MUKA SURAT
18/12/2021	MALAYSIAN NEWS GAZETTE	ONLINE	

11 poultry plants in Thailand, China still have approval to export chickens

KUALA LUMPUR, Dec 16 — The Department of Veterinary Services (DVS) and the Department of Islamic Development Malaysia (Jakim) have confirmed that nine poultry plants in Thailand and two in China listed on the DVS website still have the approval to export chickens to the country.

DVS and Jakim in a joint statement said that the approval for the extension of the export status was approved in the meeting of the Technical Committee on Inspection of Foreign Abattoir and Processing Plants (JTPALLN) on May 29.

The committee comprises officers from DVS, Jakim, the Department of Quarantine and Inspection Services (MAQIS) and the Ministry of Agriculture and Food Industries (MAFI).

“Foreign halal certification bodies recognised by Jakim have been specifically assigned to monitor and supervise plants in the two countries.

“The two bodies are the Central Islamic Council of Thailand (CICOT) and Shandong Halal Certification Service (SHC),” the statement read.

According to the statement, the validity period for Jakim’s recognition on CICOT is from Sept 6, 2021 to Dec 31, 2023 while for SHC it is from Jan 23, 2021 to Jan 23, 2022.

Jakim had conducted a remote audit on the organisations for the recognition renewal process on April 5 to 20.

“On June 17, Jakim’s International Halal Recognition Committee approved the renewal of recognition to SHC from Jan 24, 2022 to Dec 31, 2023 and a new certificate will be issued after the existing period expires,” it said.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
18/12/2021	BERITA HARIAN	ONLINE	

Ayam sejuk beku import tiba Khamis ini



Ahmad (tengah) meninjau jualan ayam di Program Jualan Keluarga Malaysia di Bandar Baru Merlimau Utara, Jasin, hari ini. - NSTP/AMIR MAMAT

JASIN: Ayam sejuk beku yang diimport dari Thailand dan China bagi menampung keperluan pengguna di negara ini akan mula berada di pasaran menjelang sambutan perayaan Krismas, minggu depan.

Timbalan Menteri Pertanian dan Industri Makanan, Datuk Seri Ahmad Hamzah, berkata sebanyak 29 pembekal sudah dilantik Kementerian Pertanian dan Industri Makanan (MAFI) untuk membawa masuk 9,600 tan ayam sejuk beku bulat dari dua negara berkenaan ke Malaysia pada Khamis ini.

Katanya, beliau yakin dengan kemasukan ayam import itu kelak, dapat menstabilkan harga bahan mentah itu yang ketika ini dilaporkan masih tinggi.

"Pelbagai inisiatif dilaksanakan kerajaan untuk mengurangkan beban pengguna, termasuk menganjurkan program jualan barangan keperluan harian dengan harga sangat berpatutan, seperti Program Jualan Keluarga Malaysia yang diilhamkan Perdana Menteri, Datuk Seri Ismail Sabri Yaakob.

"Bagaimanapun, saya yakin harga ayam yang tinggi ketika ini akan kembali stabil selepas kemasukan ayam sejuk beku bulat yang diimport dari Thailand dan China Khamis ini," katanya selepas meninjau Program Jualan Keluarga Malaysia di Bandar Baru Merlimau Utara, di sini, hari ini.

Pada program diadakan serentak di semua kawasan Parlimen di Melaka selama dua hari itu, beberapa barangan keperluan harian termasuk ayam dan sayur dijual pada harga berpatutan.

Ayam segar yang biasanya dijual RM9.60 sekilogram, turun kepada RM8.50 sekilogram, manakala ayam sejuk beku pula dijual dengan harga RM25 untuk dua ekor.

Turut dijual murah, adalah udang harimau (RM45 berbanding RM48 sekilogram) dan minyak masak paket (RM2.30 berbanding RM2.50 sepaket).

Sementara itu, Ahmad yang juga Ahli Parlimen Jasin, berkata beberapa jenis sayur menunjukkan trend penurunan harga sehingga 41 peratus sejak beberapa hari lalu.

Katanya, ia membabitkan terung panjang yang turun lima sen kepada RM4.80 diikuti kacang bendi (turun 10 sen kepada RM4.70), kobis bulat (turun 10 sen kepada RM3.50), kelapa kupas (turun lima sen kepada RM1.35), daun bawang (turun 70 sen kepada RM12.40), pisang emas (turun 55 sen kepada RM9.35) dan kacang buncis (turun RM3.65 kepada RM5.20).

"Terdapat beberapa lagi barangan basah turut menunjukkan penurunan harga ketara, namun harga dijangka tidak menentu dan boleh naik pada bila-bila masa berikutan faktor cuaca serta harga semasa baja serta racun yang terpaksa ditanggung pekebun ketika ini," katanya.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
18/12/2021	MELAKA HARI INI	ONLINE	

Ayam import Thailand, China masuk sebelum Krismas – MAFI



AHMAD Hamzah (tiga kiri) ketika mendengar penjelasan dari pembekal ayam pada Program Jualan Keluarga Malaysia di Bandar Baru Merlimau Utara, Jasin, hari ini.

JASIN 18 Dis – Bagi menstabilkan harga ayam, sebanyak 9,600 tan ayam sejuk beku dari Thailand dan China akan mula berada di pasaran menjelang sambutan perayaan Krismas, minggu depan.

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“Pelbagai inisiatif yang dilaksanakan kerajaan untuk mengurangkan beban pengguna, termasuk menganjurkan program jualan barangan keperluan harian dengan harga yang sangat berpatutan, seperti Program Jualan Keluarga Malaysia yang diilhamkan oleh Perdana Menteri, Datuk Seri Ismail Sabri Yaakob.

“Bagaimanapun, saya yakin harga ayam yang tinggi ketika ini akan kembali stabil selepas kemasukan ayam sejuk beku yang diimport dari Thailand dan China minggu depan,” katanya.

Beliau berkata demikian selepas meninjau Program Jualan Keluarga Malaysia di Bandar Baru Merlimau Utara, di sini, hari ini.

Pada program yang diadakan serentak di semua kawasan Parlimen di Melaka selama dua hari itu, beberapa harga barangan keperluan harian, termasuk ayam dan sayur dijual pada harga berpatutan.

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Headline	Smart SBB To Boost Farmers Income		
MediaTitle	Business Today		
Date	18 Dec 2021	Color	Full Color
Section	NEWS	Circulation	23,000
Page No	68,69	Readership	138,000
Language	English	ArticleSize	864 cm ²
Journalist	N/A	AdValue	RM 7,954
Frequency	Monthly	PR Value	RM 23,863



FEATURE

Smart SBB To Boost Farmers Income



Director-General for the Ministry of Agriculture and Food Industry (MAFI), Azman Mahmood, in a special meet the media session, led the pre-launch briefing of Project Smart Sawah Berskala Besar (Smart SBB) a day before the official launch by his Minister.

During the pre-launch brief, Azman gave an overview and topline description of how Smart SBB will be implemented, as well as an introduction to Smart SBB Phase 2.

He listed the key factors that contribute to the need for Smart SBB's implementation, including the nation's low output of rice, farmers who are aging, low harvesting rate, limited paddy seed variety, lack of youth interest in the industry, and the lack of proper supporting infrastructure.

In 2020 when the Smart SBB was introduced, the concept was of a fusion that included two parties: farmers and industry players. This was designed to advertently remove the middleman, as the traditional method was causing much of the profits to go to these agents leaving paddy farmers fuming with little to nothing.

This was identified as one of the aspects refraining farmers from expanding their fields or showing disinterest in the sector causing severe impact on rice production and this in turn, forces the government to increase imports every year. Smart SBB seeks to address the issue of rice monopoly by middlemen and get large corporations directly to be involved with the

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growers.

Under this program, both farmers and corporations will be monitoring the process from start to end with both parties having vested interest. The corporation will ensure the soil are tested and monitored constantly, together with the farmer the right seed is selected, careful use of fertilisers and pesticides will be administered including the marketing aspect of the rice from each state and farm.

"The concept of Smart SBB is to control the process from farming to harvest until the rice is produced and packaged. We're targeting 10 years before we reach 85% of rice output for the country.

"Through this concept, we have identified 17,000 hectares nationwide, the role of the large corporation is a partner with the farmers, make the investment in order for the field to produce higher yields."

"Now farmers need to come up with around RM1,681 per hectare while the government subsidises RM2,500. When Smart SBB comes into the picture, the private company will come up with RM 3,200, covering the total cost of managing the field"

"With this, the target is to increase yield to 7 metric tons from 3.9 or 3.5 at the moment,

which means if we reach the target it will be possible to achieve 80% of our nation's needs through the commitment from all parties, farmers, corporates and the agencies.

Azman cited how currently some of these paddy fields can only produce yields 2 -3 metric tons, whereby well-managed fields like the ones owned by Nestle in Kedah are producing 10-14 metric tons per year.

In order to have farmers see the difference in marketability, the Smart SBB will introduce two schemes, one that involves the cultivation of ordinary white paddy and another scheme that involves local fragrant paddy.

Those who choose to produce the fragrant paddy variety will be getting more income compared to the regular variety since its priced at RM1,200 and RM360 subsidy while the fragrant paddy is priced at RM 1,540 and RM360 subsidy which works out to RM1,900 in total.

Meaning farmers can add to their income by 47%, this is the aim of the Ministry to uplift these communities from their current situation. Additionally, the potential higher earnings working in paddy fields will also attract youths into the sector. ■

“

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Headline	Foreign fishing vessel, crew detained for illegal fishing		
MediaTitle	New Sarawak Tribune		
Date	18 Dec 2021	Color	Full Color
Section	News	Circulation	46,471
Page No	27	Readership	164,773
Language	English	ArticleSize	256 cm ²
Journalist	N/A	AdValue	RM 2,703
Frequency	Daily (EM)	PR Value	RM 8,110



MIRI: The Malaysian Maritime Enforcement Agency (MMEA) here detained a foreign fishing vessel found to be fishing in the country's waters without valid permit and seized various catches weighing around 5,000kg on Thursday.

MMEA Miri Zone director Maritime Captain Md Fauzi Othman said the vessel, with 23 Vietnamese crew on board, was detained around 7.50pm after a chase by its ship (KM) Pekan.

The suspicious vessel was first noticed around 6.20pm at about 37 nautical miles northwest of Miri.

"Upon being approached for inspections, the vessel, believed to be belonging to the Vietnamese based on its physical structure and registration number, tried to escape but its attempt was short-lived as the enforcement agency was quick to intercept them.

"Inspections found that the vessel did not have any documents and permission from the Malaysia Fisheries Department

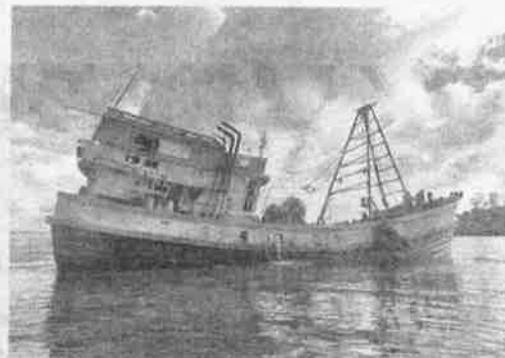
Foreign fishing vessel, crew detained for illegal fishing

director-general to conduct fishing activities in national waters," he said.

Fauzi pointed out that a total of 23 crew members including its skipper (all Vietnamese) aged between 15 and 55 years, failed to submit any valid identification documents during the search.

The vessel, its catch and fishing equipment, including 2,000 litres of diesel, were estimated to be valued around RM1.2 million. They were later escorted to the Miri Maritime Zone Vessel Detention Centre for further action.

The case is being investigated under the Fisheries Act 1985, for fishing in Malaysian waters without a valid permit and the Immigration Act 1959/63 for fail-



THE detained foreign fishing vessel with 23 Vietnamese crew.

ing to produce any identification document.

If convicted, the skipper can be fined up to RM6 million while

each crew member faces up to RM600,000 in fine and the vessel will be forfeited to the Malaysian government.

Headline	UMT terima sampel muntah ikan paus		
MediaTitle	Sinar Harian		
Date	18 Dec 2021	Color	Full Color
Section	Nasional	Circulation	140,000
Page No	19	Readership	420,000
Language	Malay	ArticleSize	355 cm ²
Journalist	Norhaspida Yatim	AdValue	RM 7,526
Frequency	Daily	PR Value	RM 22,578



UMT terima sampel muntah ikan paus

Kandungan bahan aktif iaitu ambrien akan menentukan sama ada ia tulen atau palsu

Oleh NORHASPIDA YATIM

KUALA TERENGGANU

Sampel muntah ikan paus atau ambergris yang ditemukan seorang wanita di Marang akhir November lalu telah diserahkan ke Makmal Pusat Perkhidmatan Penyelidikan dan Lapangan (PPPL) Universiti Malaysia Terengganu (UMT) untuk proses analisis.

Pengarah Pusat Perkhidmatan Penyelidikan dan Lapangan (PPPL) UMT, Profesor Madya Dr Hasrizal Shaari berkata, sampel seberat empat gram itu di-

serahkan oleh Jabatan Perikanan Malaysia Terengganu ke makmal berkenaan pada malam Khamis.

Beliau berkata, keputusan proses analisis dijangka memakan masa selama seminggu.

"Sekiranya objek yang didakwa ambergris ini benar-benar tulen, nilainya bergantung kepada kandungan bahan aktif iaitu ambrien yang ada di dalamnya.

"Kita tidak nafikan ia mempunyai nilai yang tinggi di pasaran dengan anggaran tidak kurang RM100,000 bagi setiap satu kilogram," katanya kepada *Sinar Harian* pada Jumaat.

Menurut Hasrizal, beliau juga teruja untuk menguji ketulenan objek berkenaan yang didakwa sebagai muntah ikan paus.

"Ramai yang telah meng-



DR HASRIZAL SHAARI

hubungi saya untuk tahu sama ada ia tulen atau tidak. Satu Malaysia menanti untuk tahu keputusan analisis.

"Insyaa-ALLAH dalam tempoh seminggu kita akan dapat keputusan. Saya juga teruja untuk menguji ketulenan sampel am-

bergris atau lebih popular dengan jolokan emas terapung itu," katanya.

Jelas Hasrizal, pihaknya akan mengambil sampel berkenaan dalam kuantiti yang perlu dan akan mengembalikan semula lebih sampel tersebut kepada Jabatan Perikanan.

"Proses pengujian sampel ini merupakan sebahagian daripada Memorandum Persefahaman (MoU) di antara UMT dan Jabatan Perikanan membabitkan Pegawai Penyelidik Perikanan yang turut menjalankan analisa



Antara sampel ambergris sedia ada di Makmal Pusat Perkhidmatan Penyelidikan dan Lapangan (PPPL) Universiti Malaysia Terengganu (UMT).

ketulenan sampel tersebut," katanya.

Pada Rabu, Ketua Pejabat Perikanan Dacrah Kemaman serta beberapa pegawai daripada Institut Penyelidikan Perikanan Rantau Abang, Dungun telah mengambil sampel berkenaan bagi proses kajian.

Pengarah Jabatan Perikanan Terengganu, Ruzaidi Mamat

berkata, kajian terperinci perlu dibuat bagi mengesahkan ketulenan objek seberat lima kilogram didakwa muntah paus yang ditemui peniaga wanita tersebut.

Katanya, ia bagi mengenali sama ada objek itu benar-benar muntah ikan paus atau gumpalan sisa-sisa lain yang dibawa ombak.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
16/12/2021	WILAYAHKU	ONLINE	

Dari logistik ke industri pertanian, plant factory MARDI jadi pilihan

BARU sahaja mencebur dalam industri pengangkutan dan logistik iaitu perkhidmatan sewaan serta *charter* kenderaan MPV dan luxury MPV pada awal 2019, perniagaan Glyde Sdn Bhd diuji dengan kehadiran wabak.

Perintah Kawalan Pergerakan (PKP) yang dikuatkuasakan sejak tahun lalu pula menyebabkan kesemua kenderaan tersadai.

Namun, ia tidak mematahkan semangat pengusahanya yang kemudian tampil dengan perniagaan berasaskan pertanian bermula awal tahun 2021.

Dikenali sebagai FARMY by Glyde Sdn Bhd, syarikat yang baharu menapak dalam industri pertanian ini memberi fokus kepada keselamatan makanan berikutan ia antara isu utama sepanjang tempoh PKP.

Menurut rakan kongsinya, Shoma Tsubota, bagi menjayakan hasrat perniagaan itu, teknologi Institut Penyelidikan Dan Kemajuan Pertanian Malaysia (MARDI) menjadi pilihan selepas mendapati terdapat banyak ruang kosong di pusat beli-belah mahupun gudang terbiar dan pusat komersial.

“Selepas melihatnya, kami berfikir sama ada ruangan kosong itu boleh digunakan untuk aktiviti pertanian moden atau kilang tanaman berasaskan pencahayaan tambahan.

“Langkah pertama adalah menghubungi pihak terlibat dalam pengeluaran sistem pertanian pintar di luar negara, namun kos yang dinyatakan sangat tinggi. Kos sistem syarikat ZIPGROW dari Amerika Syarikat mencecah RM2 juta dan ia tidak termasuk penghantaran, syarikat SANANBIO dari China pula melibatkan kos hampir RM1.5 juta.

“Oleh itu, kajian menyeluruh mengenai pembangunan pertanian pintar di Malaysia dilakukan dan MARDI sudah menjayakan projek berkaitan yang berkonsepkan *plant factory*,” katanya kepada *Wilayahku*.

Menurut Shoma, seawal 2021, kilang tanaman atau plant factory dibina seluas 12,000 kaki persegi (kps) di Kompleks Strand Mall Kota Damansara dan ia boleh pengeluaran bersamaan satu hingga dua ekar tanah ladang atau 1.5 tan sayur-sayuran sebulan.

Ujarnya, ketinggian rak bagi projek berkenaan mencecah 16 kaki yang mana kaedah NFT iaitu Teknik Aliran Nutrient Nipis digunakan untuk penanaman.

“Kaedah ini menggunakan aliran air yang nipis ke akar tumbuhan dan air dikitar semula, jadi tiada pembaziran air. Kesemua teknologi dan sistem diperolehi dan dibuat di Malaysia, komponen lampu adalah kos yang paling tinggi untuk plant factory kerana kami perlu meniru cahaya matahari di dalam bangunan tanpa haba.

“Kami menanam sayur-sayuran yang boleh ditanam di Cameron Highlands antaranya *kale*, *swiss chard*, *collard green*, *lettuce* dan pokok herba. Kualiti sayur bergantung kepada masa selepas tuai kerana ia dihantar terus ke rumah pembeli dalam 30 minit selepas tuaian,” jelasnya sambil menambah tidak menggunakan racun perosak.

Bagi syarikat PS Food and Beverage Sdn Bhd yang baru mengintai industri pertanian berasaskan teknologi penanaman vertikal, ia bertujuan memenuhi ruangan kosong kira-kira 20,000 kps yang tidak digunakan di kilangnya di Meru, Klang Selangor.

Pengurus Pembangunan Perniagaannya, Hayat Darus berkata, kapasiti tersebut tidak digunakan dan syarikat bercadang untuk menggunakannya bagi pembangunan teknologi pertanian.

Mengulas tentang modal untuk pembangunan, ujarinya, melalui fasiliti yang sedia ada, dia yakin dapat menggunakan teknologi dan kepakaran MARDI pada kos yg kompetitif dan produktif. –

WILAYAHKU

TARIKH	MEDIA	RUANGAN	MUKA SURAT
18/12/2021	HARAKAH DAILY	ONLINE	

Harakah terima sijil penghargaan MADA



ALOR SETAR: Harakah antara sembilan media menerima sijil penghargaan sempena majlis Malam Setulus Budi, Lembaga Kemajuan Pertanian Muda (MADA) semalam.

Penghargaan yang disampaikan oleh Ketua Setiausaha Kementerian Pertanian dan Industri Makanan (MAFI), Dato' Haslina Abd Hamid itu sebagai mengiktiraf sumbangan media terbabit atas liputan berkenaan MADA sepanjang 2021.

Majlis yang diadakan di Dewan Convention, Raia Hotel itu untuk meraikan pegawai dan kakitangan MADA yang bersara pada tahun ini.

Selain seramai 13 kakitangan cemerlang juga mendapat pengiktirafan pada malam berprestij itu.

Hadirin juga dipertontonkan tayangan montaj kejayaan dan aktiviti MADA sepanjang tahun 2021.

Turut hadir Pengerusi MADA, Ustaz Ahmad Tarmizi Sulaiman dan Ketua Pengurus Besar MADA, Kamarudin Dahuli. – **HARAKAHDAILY 18/12/2021**

TARIKH	MEDIA	RUANGAN	MUKA SURAT
18/12/2021	SINAR HARIAN	ONLINE	

MADA capai 100 peratus Aspirasi Keluarga Malaysia



Ketua Setiausaha Kementerian Pertanian dan Industri Makanan (MAFI), Datuk Haslina Abdul Hamid (dua kiri) menyerahkan cenderamata kepada mantan Pengurus Besar MADA, Datuk Fouzi Ali (kanan) pada Majlis Malam Setulus Budi MADA di Raia Hotel & Convention Centre, di sini, pada Jumaat.

ALOR SETAR – Lembaga Kemajuan Pertanian Muda (MADA) berjaya mencapai sasaran 100 peratus bagi

Aspirasi Keluarga Malaysia (AKM).

Ketua Setiausaha Kementerian Pertanian dan Industri Makanan (MAFI), Datuk Haslina Abdul Hamid berkata, pencapaian itu bagi penyaluran bantuan dan insentif untuk meningkatkan taraf hidup kumpulan sasar iaitu melalui pelaksanaan program MAFI Prihatin.

“Untuk tujuan AKM, MADA menyalurkan bantuan kepada 1,370 penerima MAFI Prihatin dengan nilai RM100,400. Syabas saya ucapkan di atas pencapaian ini.

‘Bagi pelaksanaan Smart Sawah Berskala Besar (SMART SBB), MADA juga mencapai sasaran seluas 100 hektar seperti ditetapkan,” katanya ketika berucap di Majlis Malam Setulus Budi MADA di Raia Hotel & Convention Centre, di sini, pada Jumaat.

Hadir sama, Pengerusi MADA, Ahmad Tarmizi Sulaiman; Pengurus Besar MADA, Kamarudin Dahuli; Timbalan Pengurus Besar (Pertanian); Zulkifli Romli dan Timbalan Pengurus Besar (Teknikal) Nik Kun Nik Man.

Menurut beliau, MADA menyahut seruan MAFI bagi melaksanakan program Smart SBB di MADA bagi meningkatkan hasil padi dan pendapatan pesawah.

“Terdapat dua syarikat yang telah bersetuju bagi pelaksanaan program SMART SBB di Kawasan Muda iaitu Padiberas Nasional Berhad (Bernas) dan Pertubuhan Peladang Kebangsaan (Nafas),” katanya.

Beliau berkata, beberapa cadangan dan pendekatan baharu yang boleh menarik minat pesawah untuk menyertai program SMART SBB telah dibuat hasil daripada perbincangan pihak syarikat peneraju.

Selain itu, beliau memberitahu, tahun 2021 merupakan tahun mencabar bagi rakyat Malaysia apabila diuji dengan ketidakstabilan ekonomi dan politik yang berpunca daripada pandemik Covid-19.

“Cabaran ini turut dirasai di seluruh dunia yang telah mengubah norma kehidupan kita,” katanya.

Tambah beliau, MAFI juga memainkan perana penting sebagai ‘essential services’ dalam memastikan bekalan makanan kepada rakyat mencukupi dan tersedia.

Sebelum itu, Sinar Harian antara sembilan media menerima sijil penghargaan sebagai mengiktiraf sumbangan media berhubung liputan berkaitan MADA sepanjang 2021 sempena Majlis Malam Setulus Budi.

Headline	Whale vomit: UMT receives sample from fisheries dept		
MediaTitle	Borneo Post (Kuching)		
Date	18 Dec 2021	Color	Black/white
Section	Home	Circulation	60,767
Page No	11	Readership	182,301
Language	English	ArticleSize	161 cm ²
Journalist	Bernama	AdValue	RM 1,098
Frequency	Daily (EM)	PR Value	RM 3,293



Whale vomit: UMT receives sample from fisheries dept

KUALA TERENGGANU: Universiti Malaysia Terengganu (UMT) will perform an analysis on a substance which is claimed to be whale vomit or ambergris that was found by a woman in Marang, near here, recently.

UMT Centre of Research Field Service (PPPL) director Associate Prof Dr Hasrizal Shaari said the centre had received a sample of the substance from the Terengganu Fisheries Department.

'We received the four-gramme sample last night and the result of the analysis will be known in a week.

'This is in line with the Memorandum of Understanding

(MoU) between UMT and the Fisheries Department to always cooperate on matters pertaining to threatened marine and marine species,' he said when contacted by Bernama.

On Dec 14, a woman from Kemaman, Terengganu, found what was believed to be whale vomit while fishing near the Marang Malaysia Fisheries Development Authority (LKIM) jetty.

The State Fisheries Department took a sample of the substance to determine if it was actually whale vomit or just a lump of whale-borne waste.

UMT is the only university in Malaysia that can verify the authenticity of the ambergris

samples based on PPPL's expertise which is also assisted by experts at UMT's Faculty of Marine Science and Environment and Plymouth University in England.

Ambergris is a dense, waxy and flammable material of dull grey or blackish colour.

The secretions of the bile ducts produce this valuable substance found in the digestive system of sperm whales.

Perfume makers highly value ambergris as a fixative that allows the aroma of perfume to last longer, however, the difficulty of obtaining ambergris has resulted in most of it now being replaced by synthetic ambroxide.

High quality whale vomit will have active materials comprising three main items, namely, ambrein (25-45 per cent), epicoprosterol (30-40 per cent) and coprostanone (three to four per cent).

According to UMT's record, 18 samples of objects, which were allegedly whale vomit, had been studied to date, but all did not have the three items and did not have any market value.

He said many people were impatient to know whether the item found by the woman was genuine whale vomit or otherwise, adding he was also excited to conduct the analysis.

--- Bernama

TARIKH	MEDIA	RUANGAN	MUKA SURAT
18/12/2021	NST	ONLINE	

'Program Jualan Keluarga Malaysia' held in 177 constituencies



KPDNHEP, in a statement today said that the programme will be held twice a month, over the course of three months from December 4, 2021, till March 2022 to cover all 222 parliamentary constituencies. - NSTP/MOHAMAD SHAHRIL BADRI SAALI

KUALA LUMPUR: The Domestic Trade and Consumer Affairs Ministry (KPDNHEP) simultaneously organised "Program Jualan Keluarga Malaysia" (PJKM) in 177 parliament constituencies, including in Precinct 9, Putrajaya, this week.

The programme, which is a collaboration with the Ministry of Agriculture and Food Industry (Mafi) and Finance Ministry is part of the government's effort to help alleviate the costs of living, especially for the low-income groups.

Several government agencies and strategic partners participated in PJKM including the Federal Agriculture Marketing Authority (Fama), National Fishermen's Association (Nekmat), National Farmers' Association (Nafas), Legasi Z Sufi, MyDin, Aeon Big and Lotus.

KPDNHEP, in a statement today said that the programme will be held twice a month, over the course of three months from December 4, 2021, till March 2022 to cover all 222 parliamentary constituencies.

"The next PJKM location will be announced from time to time.

"Consumers are able to purchase various daily necessities at prices 20 per cent lower than local markets at the PJKM.

"Among the items sold at PJKM include poultries, fish, eggs, vegetables, cooking oil, sugar, flour, rice and processed goods," read the statement.



- NSTP/MOHAMAD SHAHRIL BADRI SAALI

The ministry hopes PJKM will be a catalyst for consumers in planning their household purchases, including making wise choices to reduce their burdens.

The ministry also reminded traders to always comply with the established rules and laws set by the government.

The ministry said KPDNHEP enforcement officers will always monitor and conduct inspections to ensure the food supplies are always stable, and there is no element of profiteering in the market.

The public can direct their inquiries, information or complaints to the WhatsApp line at 019-279 4317, KPDNHEP complaints portal at e-aduan.kpdnhep.gov.my or email to eaduan@kpdnhep.gov.my.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
18/12/2021	DAILY EKSPRESS	ONLINE	

Aplikasi IoT bakal tingkat produktiviti akuakultur



Datuk Seri Dr Jeffrey Kitingan

KOTA KINABALU: Sistem aplikasi Internet Pelbagai Benda (IoT) yang akan dibangunkan tidak lama lagi dijangka dapat menangani masalah kadar survival ternakan yang rendah, khususnya dalam industri akuakultur di Sabah.

“Penggunaan aplikasi IoT ini dalam penternakan ikan juga selaras dengan hasrat Kerajaan untuk menerima pakai Revolusi

Perindustrian 4.0 (IR4.0) dalam pelbagai sektor utama di seluruh rantau ini,” kata Timbalan Ketua Menteri Datuk Seri Dr Jeffrey Kitingan.

Jeffrey yang juga Menteri Pertanian dan Perikanan berkata demikian selepas menyaksikan majlis menandatangani perjanjian penyelidikan antara Ko-Nelayan dan Universiti Malaysia Sabah (UMS) untuk menjalankan penyelidikan penggunaan IoT bagi memantau dan mengawal kualiti air dalam projek akuakultur, pada Jumaat.

Penternakan ikan adalah komponen utama yang ditekankan dalam perjanjian penyelidikan itu yang merangkumi reka bentuk, pembangunan, analisis dan ujian peralatan yang mampu membaca perubahan dalam parameter air yang mempengaruhi serta menilai perubahan dalam tingkah laku ikan.

“Kerjasama antara UMS dan Ko-Nelayan diharap dapat menyelesaikan beberapa masalah dalam bidang perikanan akuakultur, khususnya dalam penternakan dalam sangkar, penternakan kolam dan ‘Pen Culture’.

“Dengan menggunakan aplikasi IoT, kami berharap produktiviti perikanan akuakultur akan bertambah baik, sekali gus meningkatkan pendapatan petani,” katanya dalam satu kenyataan.

IoT untuk Akuakultur Pintar dijangka memberi maklumat tentang kesesuaian air untuk memastikan keselamatan ternakan.

Jeffrey berkata, penggunaan teknologi juga bertujuan untuk meremajakan industri dengan menarik lebih ramai petani muda untuk menceburi sektor industri Perikanan Akuakultur kerana ia tidak lagi dilihat sebagai industri yang membanting tulang tetapi lebih didorong oleh teknologi.

“Sebagai langkah pertama, Projek Ternakan Ikan Ko-Nelayan Tuaran telah dipilih untuk Pembangunan Sistem Pengumpulan Data berasaskan IoT yang akan mewujudkan sistem pemantauan dan kawalan pintar dalam pengurusan ternakan.

“Jika ia berjaya, kami akan berusaha untuk menyediakan sistem ini kepada petani-petani kita di seluruh Sabah,” katanya.

Jeffrey berkata, Kerajaan Sabah melalui kementeriannya sentiasa menyokong usaha agensi dan jabatan kerajaan menjalinkan kerjasama dengan institusi pengajian tinggi, khususnya UMS yang

mempunyai kepakaran dalam pelbagai bidang, bagi meningkatkan produktiviti perikanan akuakultur menggunakan sistem moden.

“Saya menaruh harapan besar agar kerjasama penyelidikan ini akan mencapai matlamatnya di samping memberi impak besar kepada industri perikanan akuakultur khususnya di Sabah,” katanya.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
18/12/2021	HARAKAH DAILY	ONLINE	

Penggunaan teknologi bantu kurang kos pertanian



KUALA TERENGGANU: Kementerian Sains, Teknologi dan Inovasi (MOSTI) sedia membantu bagi penurunan kos pengeluaran produk pertanian melalui penggunaan teknologi baharu.

produk pertanian naik.

Timbalan MOSTI, Datuk Ahmad Amzad Hashim berkata, isu-isu yang berkait dengan penggunaan baja dan racun yang semakin meningkat menjadikan kos pengeluaran

“MOSTI banyak membantu dalam aspek penurunan kos pengeluaran produk pertanian melalui penggunaan teknologi. Ini tentulah tidak dapat dilihat dalam tempoh segera.

“Saya lihat kementerian lain seperti MAFI (Kementerian Pertanian dan Industri Makanan), Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) mengambil segala langkah yang perlu.

“Di peringkat MOSTI sekarang beberapa kajian dilaksanakan bagaimana penggunaan baja yang menggunakan baja Nano Teknologi. Dia (nano) tidak menggunakan kuantiti (baja) yang banyak, mungkin harganya mahal,” ujarinya.

Beliau berkata demikian pada sidang medianya sempena Hari Bertemu Rakyat di Program Jualan Keluarga Malaysia (PJKM) di perkarangan hadapan Muzium Negeri, Bukit Losong, di sini, hari ini.

Hadir sama pada program itu, Pengarah Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) Terengganu, Saharuddin Mohd Kia, dan Pegawai Khas Ahli Parlimen Kuala Terengganu, Syed Ali Al-Idrus

Menurut Amzad, penggunaan Nano Teknologi secara keseluruhannya menjadikan kos lebih murah tetapi perlu mengambil masa yang lebih lama sebelum diterima sepenuhnya.

“Begitu juga memperkenalkan vareati pertanian menggunakan teknologi baharu misalnya pelancaran beras IS21. Jadi beras IS21 boleh meningkatkan pengeluaran untuk setiap hektar tanaman padi.

“Jika sebelum ini, kita (petani) dapat tiga tan setiap ekar tapi (IS21) dapat ditingkatkan tiga kali ganda dan lebih tahan penyakit, kurang (guna) baja, kurang air dan sebagainya. Ini dapat membantu menurunkan kos,” jelasnya.

Selain itu, kata Ahli Parlimen Kuala Terengganu itu kaedah-kaedah lain termasuk penggunaan teknologi angkasa dalam membantu pengesanan kawasan ikan dan lain-lain.

“Jadi, ini boleh membantu untuk melihat impak dari segi (masa) terdekat pengenalan teknologi, sudah tentu memerlukan perancangan yang melibatkan kerjasama semua pihak,” ujarinya.

Sempena PJKM kata Amzad berkata, pengurangan harga barangan sehingga 20 peratus lebih murah berbanding dengan harga biasa di pasar-pasar mahu pun di kedai.

“Penduduk di Parlimen Kuala Terengganu tidak terkecuali berdepan masalah harga barang naik dan sebagainya, dengan adanya Program Juala Keluarga Malaysia (PJKM) dapat membantu orang ramai

“Pengurangan harga hingga 20 peratus jauh lebih murah berbanding di pasar, kedai. Terima kasih FAMA, Jabatan Pertanian, Lembaga Kemajuan Ikan Malaysia (LKIM), Persatuan Nelayan Kebangsaan, Terengganu Agrotech Development Corporation (TADC), Taman Kekal Pengeluaran Makanan (TKPM) Setiu, Persatuan Nelayan Negeri Terengganu (PENENTU) dan Jabatan Penerangan,” ujarnya.

Katanya, pada 4 Disember lalu PJKM dilaksanakan di Parlimen Hulu Terengganu dan hari ini diadakan serentak di kawasan Parlimen Kuala Terengganu, Kuala Nerus, Kemaman, Dungun, Marang, Setiu dan Besut. – **HARAKAHDAILY 18/12/2021**

Headline	To Tap On The Sizeable And Growing Honey Market		
MediaTitle	Business Today		
Date	18 Dec 2021	Color	Full Color
Section	NEWS	Circulation	23,000
Page No	24	Readership	138,000
Language	English	ArticleSize	418 cm ²
Journalist	N/A	AdValue	RM 3,848
Frequency	Monthly	PR Value	RM 11,545



Pharmaniaga's Arnia Kelulut Honey To Tap On The Sizeable And Growing Honey Market

pharmaniaga

Not your typical honey, Arnia Kelulut (Arnia) honey is a nutraceutical product distributed and marketed by Paradigm Industry Sdn Bhd, a wholly-owned subsidiary of Pharmaniaga Berhad (Pharmaniaga). Made from 100% natural Kelulut honey, Arnia undoubtedly has its own benefits qualities that bring the goodness of nature from farm to table.

According to "Honey - Global Market Trajectory & Analytics" research by Global Industry Analysts, Inc., it forecasted on opportunities and challenges in a significantly transformed post-COVID-19 that the global market for honey is estimated at US\$8.6 bil (RM35 bil) in the year 2020, and it is projected to reach a revised size of US\$10.9 bil by 2026 with a compound annual growth rate (CAGR) of 3.9% over the analysis period. In Malaysia, Kelulut honey has achieved RM33.6 million currently and it has massive potential to reach as high as RM67.2 million, according to Universiti Malaysia Terengganu (UMT) Business, Economics and Social Development Faculty Lecturer Prof Dr Nur Azura Sanusi.

Rich in antioxidants and glycaemic index trehalulose (a combination of fructose and glucose), Kelulut honey is recognised by the Malaysian Agricultural Research and Development Institute (MARDI) as a superfood that helps to improve

immunity due to its high antioxidants and anti-bacterial properties to fight sore throats, coughs and other infections.

Pharmaniaga Head of Business Development En Shahanz Sulaiman said the low GI Trehalulose also helps control blood sugar spikes for persons who have concerns about sugar intake besides improving energy level, anti-ageing and wound healing amongst its beneficial properties.

"These benefits are evidence-based by Malaysian and International researchers. Besides, our consumer research has revealed that the benefits are passed on from one generation to the next."

Unlike typical honey, he said Arnia's moisture content is less than 22%, as prescribed by the Malaysian Standard MS2683 for Specifications of Kelulut honey. "This is desirable as a low moisture content helps preserve the freshness and quality of the honey. It also can be stored in ambient conditions."

As a leading pharmaceutical company in Malaysia, Pharmaniaga places high importance on the quality and safety of all its products through stringent quality control and assurance process.

"The utmost priority is the quality of the product as most consumers have a major concern on the purity of honey they purchased and consumed. Hence, we are stringent in terms of quality

control procedures. We also invest in digital and marketing advertising to emphasise Arnia's quality with a tagline of #madutanparagu," he said.

In a nutshell, Kelulut honey is produced by a rare stingless bee species in tropical regions across the globe, including one located in Bukit Kor, Terengganu, where Arnia's site was carefully selected to ensure its source is pristine and pure.

In April this year, Pharmaniaga has established an exclusive collaboration with UMT to commercialise and produce stingless bee honey through a research and development project.



This is desirable as a low moisture content helps preserve the freshness and quality of the honey. It also can be stored in ambient conditions.

"We are committed to continuously improving Arnia's quality and to stay ahead in the market in order to provide our consumers with healthier Kelulut honey products. In this respect, we are now collaborating with academia in UMT. Meanwhile, we are also looking forward to explore more opportunities to collaborate with other universities," he said.

Arnia is available in two varieties, namely "Multiflora" and "Monoflora" (Acacia). It can be purchased at www.arnia.my, Shopee, Lazada and PT Widuri besides AEON Shah Alam, AEON Bukit Tinggi and all AEON Wellness branches nationwide or via Whatsapp at 017 2828 595. Arnia Kelulut honey is also available through the alliances registered with Pristine Pharma Sdn Bhd, a subsidiary of Pharmaniaga. For more information, please visit www.arnia.my or follow Arnia on Facebook, Instagram and YouTube channels.

Headline	University to determine if substance is whale vomit		
MediaTitle	New Sarawak Tribune		
Date	18 Dec 2021	Color	Black/white
Section	News	Circulation	46,471
Page No	18	Readership	164,773
Language	English	ArticleSize	245 cm ²
Journalist	N/A	AdValue	RM 1,717
Frequency	Daily (EM)	PR Value	RM 5,152



University to determine if substance is whale vomit

KUALA TERENGGANU: Universiti Malaysia Terengganu (UMT) will analyse a substance said to be whale vomit or ambergris that was found by a woman in Marang, near here, recently.

UMT Centre of Research Field Service (PPPL) director Associate Prof Dr Hasrizal Shaari said the centre had received a sample of the substance from the Terengganu Fisheries Department.

"We received the four-gramme sample last night (Thursday night) and the result of the analysis will

be known in a week.

"This is in line with the Memorandum of Understanding (MoU) between UMT and the Fisheries Department to always co-operate on matters pertaining to threatened marine and marine species," he said when contacted by Bernama.

Last Tuesday (Dec 14), the media reported that a woman from the district of Kemaman, Terengganu, had found an object which was believed to be whale vomit while fishing near the Marang Malaysia Fisheries

Development Authority (LKJM) jetty last November.

Subsequently, the State Fisheries Department took a sample of the substance for a study to determine if it was actually whale vomit or just a waste.

UMT is the only university in Malaysia that can verify the authenticity of the ambergris samples based on PPPL's expertise which is also assisted by experts at UMT's Faculty of Marine Science and Environment and Plymouth University in England.

Ambergris is a dense, waxy and flammable material of dull grey or blackish colour. The secretions of the bile ducts produce this valuable substance found in the digestive system of sperm whales.

Perfume makers highly value ambergris as a fixative that allows the aroma of perfume to last longer, however, the difficulty of obtaining ambergris has resulted in most of it now being replaced by synthetic ambroxide.

High quality whale vomit will have active materials comprising

three main items, namely, ambrein (25-45 percent), epicoprosterol (30-40 percent) and coprostanone (three to four percent).

According to UMT's record, 18 samples of objects, which were allegedly whale vomit, had been studied to date, but all did not have the three items and did not have any market value.

He said many people were impatient to know whether the item found by the woman was genuine whale vomit or otherwise, adding he was also excited to conduct the analysis. — Bernama

Headline	Measures to tackle inflation and price hikes		
MediaTitle	New Straits Times		
Date	18 Dec 2021	Color	Full Color
Section	Local News	Circulation	36,278
Page No	14	Readership	108,834
Language	English	ArticleSize	393 cm ²
Journalist	N/A	AdValue	RM 13,547
Frequency	Daily	PR Value	RM 40,641



MONOPOLIES AND DUOPOLIES

Measures to tackle inflation and price hikes

RISING consumer prices or inflation is a major concern in the management of the economy.

It is a challenge to address because much of the causes were the result of the pandemic disrupting global supply chains and production systems.

Given rising demand amid an uncoordinated production system, some price increases are expected.

At the local level, supply chain disruption has impacted the labour situation consequent upon the inadequacy of labour supply, especially the availability of foreign labour in labour-intensive sectors, such as plantation, agriculture and construction.

The decline in value of the ringgit adds pressure to price levels. Vegetables, fish and imported goods are now more expensive than about a month or two ago. Housewives are complaining about the sharp rise in prices.

Inflation is very irritating to the fixed and low-income sections of the workforce. And, with the pandemic, B40 and M40 families have much in common now, es-



TAN SRI DR SULAIMAN MANBOB

pecially in the declining real value of their take-home salaries.

For the jobless, the price pressures put even much more suffering upon their standard of living, having to survive with their meagre savings.

In curbing inflation, the standard policy responses often incorporate price controls, liberalise imports to ease supply shortages, reduce taxes and increase domestic food production.

Inflation is not new, and our nation has a good track record of price stability. The present rise in prices could be caused by the breakdown in global and regional supply chains, a situation that had never happened recently.

Neither is this inflation caused by a sharp rise in demand nor a prolonged rapid economic growth that put much pressure on wages and salaries.

The lessons that we have learnt may warrant us to resort to long-term measures to overcome plausible causes of supply shortages, such as artificial scarcity or market structures and rigidities.

Officials may examine the real causes of this current inflation and recommend appropriate responses. The government had said inflation might ease early next year.

We, however, often forget to examine the market structure that may give rise to price spikes. Are there monopolies and duopolies, and cartel and collusion, and other unfair trade conduct, which are not discernible to the untrained eye?

There may be a few operators who may control supplies, including imports, and they influence and regulate the prices for wholesale and retail markets. Their strong capital base and networking as well as dominance over market intermediaries, such

as middlemen, help them control the domestic supply chain.

Some liberalisation on the import of foods, such as fruits and vegetables, may enhance competition and bring prices down. Intervention by public agencies, such as the Federal Agriculture Marketing Authority, can be considered to facilitate importation of food items until prices are back to normal.

It is also worthwhile to encourage Malaysians to go into intensive farming using modern technology that is not that high capital and land intensive.

The experience of "Buku Hijau" may be revisited in which families were provided by MARDI and the Department of Agriculture with seeds and seedlings to be planted around homes and on available land around houses.

In the past few decades, we have given little attention to agriculture, resulting in the younger generation having less affinity for agricultural-related undertakings. A new approach to attract them to modern small-scale agriculture, even as hobbies, may be useful, now that the job mar-

ket is getting weak.

In any case, many of our unemployed graduates could have turned into modern farmers by using techniques such as hydroponics and fertigation, producing high-return short-term crops. As an example, figs, a fruit found in the Middle East and the Mediterranean, are profitable.

On a wider front, addressing inflation — where demand pull and cost push factors may not be the main causes now — facilitating production and assisting entrepreneurship, especially the small and medium businesses and industries, can help us overcome supply shortages, joblessness and assist income creation.

In this regard, the Finance Ministry, Bank Negara Malaysia, and the ministries dealing with commerce and entrepreneurship, can help the country facilitate its post-Covid 19 economic recovery while helping addressing the current inflation.

The writer is chairman of the Malaysian Institute of Economic Research and an academic fellow at Universiti Sains Malaysia