



**LAPORAN LIPUTAN MEDIA HARIAN
AHAD 17 JULAI 2022**

BIL	TAJUK KERATAN AKHBAR	KEMENTERIAN / JABATAN / AGENSI
1.	SARAWAK HOSTS THIRD SERIES OF ROAD TO MAHA 2022, THE SUNDAY POST (KUCHING) -ONLINE	KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN (MAFI)

UKKMAFI

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



17 JUL, 2022

Sarawak hosts third series of Road To Maha 2022

The Sunday Post (Kuching), Malaysia

Page 1 of 3

Sarawak hosts third series of Road To Maha 2022

GEDONG: The third series of the Road To MAHA 2022 programme in Gedong yesterday is a promotional programme for the upcoming Malaysia Agriculture, Horticulture and Agro Tourism Exhibition (Maha) 2022 that will be held in six other locations nationwide, says the Ministry of Agriculture and

Food Industries (MAFI) deputy secretary-general (Development) Datuk Badrul Hisham Mohd.

Maha 2022 will be held from Aug 4 to 14 at the Malaysia Agro Exposition Park in Serdang, Selangor with the theme 'Food Security for the Future'.

● Turn to Page 4, Col 1



17 JUL, 2022

Sarawak hosts third series of Road To Maha 2022

The Sunday Post (Kuching), Malaysia

MAFI aims to sell RM400,000 of Sarawak's agricultural products

● From Page 1

"Today in Gedong we can see many promotional activities for Maha such as events by the Federal Agricultural Marketing Authority (Fama) to introduce fruits from the Artocarpus family comprising jackfruit, cempedak, breadfruit and mangchem (a cross-breed between jackfruit and cempedak).

"We have also selected nine dishes unique to Sarawak such as Sarawak laksa, bilun belacan, ayam pansuh among others and five Sarawak entrepreneurs to participate in the upcoming Maha 2022," he said.

He told reporters this after

attending the National Anti-Drug Day celebration and 'Jualan Terus Dari Ladang Keluarga Malaysia' (JTDLKM) programme in Dataran Gedong, yesterday.

Maha is a platform for business matching activities, technology exhibition and the latest innovations in the field of agriculture. It is expected to generate more than RM250 million in potential sales value.

Badrul Hisham said for Sarawak, MAFI aimed to collect RM400,000 in sales of the state's agricultural products.

Meanwhile, Fama deputy director-general (Development) Datuk

Mohamad Mustahapa Awang said the JTDLKM programme managed to record a total sales of 588 metric tonnes of vegetables, fruits and fish from June 1 to July 10.

He said the special sales programme was held in collaboration with agencies under MAFI namely Fama, Farmers' Organisation Authority (FPOA), Fisheries Development Authority (LKEA), National Farmers' Organisation (NAFAS) and National Fishermen's Association (NEKMAT).

"A total of 8,400 entrepreneurs were involved in the programme with target sales of RM10.5 million," he added. — Bernama



DATUK BADRUL HISHAM MOHD



17 JUL, 2022

Sarawak hosts third series of Road To Maha 2022

The Sunday Post (Kuching), Malaysia

Page 3 of 3

SUMMARIES

GEDONG: The third series of the Road To MAHA 2022 programme in Gedong yesterday is a promotional programme for the upcoming Malaysia Agriculture, Horticulture and Agro Tourism Exhibition (Maha) 2022 that will be held in six other locations nationwide, says the Ministry of Agriculture and

Food Industries (MAFI) deputy secretary-general (Development) Datuk Badrul Hisham Mohd.