



LAPORAN LIPUTAN MEDIA HARIAN
KHAMIS 26 JUN 2025

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UKK KPKM

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

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26/6/2025	THE SUN	NATIONAL	4

National Seed Council advisory board formed

KUALA LUMPUR: The establishment of the National Seed Council advisory board, comprising various experts, was among the key decisions made at a council meeting chaired by Agriculture and Food Security Minister Datuk Seri Mohamad Sabu.

In a Facebook post, he said other important decisions from the meeting included mandating the Malaysian Agricultural Research and Development Institute as the lead agency for the National Seed Hub, efforts to develop pure lines of local broiler and layer chickens, and the commercialisation of the "Ayam Saga" breed.

The meeting on Tuesday also discussed the Mafriwal 2.0 dairy cattle breed recovery programme and freshwater prawn seed production under the Nucleus Breeding Centre and Shrimp Broodstock Multiplication Centre.

"Malaysia depends heavily on imported seeds, including 90% of vegetable seeds and RM2.7 million worth of watermelon seeds. This is a major challenge we must address together for the future of national food security.

"This seed security agenda is not only crucial for the agri-food industry, but also forms the backbone of national sovereignty and security. We need to produce high quality, resilient local seeds." – Bernama

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26/6/2025	HARIAN METRO	BISNES	23

Agrobank sasar buka 70,000 akaun baharu

Melaka: Agrobank menyasarkan pembukaan 70,000 akaun baharu dengan nilai deposit RM350 juta sepanjang Kempen Mega Million 2.0 dilaksanakan sejak November tahun lepas.

Ketua Pegawai Operasi Agrobank Zahid Ahmad Zawawi berkata ini berikutan penyertaan pada kempen kali ini lebih memberangsangkan berbanding kempen Mega Million terdahulu yang mencatatkan 54,000 akaun baharu dengan nilai deposit melebihi RM290 juta.

“Kami juga melihat peningkatan positif menerusi produk Agrobank sejak kempen ini berlangsung seperti takaful dengan langganan meningkat 116 peratus, penulisan wasiat sehingga 114 peratus serta pembiayaan Ar-Rahnu se-

hingga 177 peratus,” katanya.

Beliau berkata demikian kepada pemberita selepas menyempurnakan majlis penyerahan hadiah Kempen Mega Million 2.0 bagi meraikan pemenang Kempen Cabutan Pusingan 1 dan 2 baru-baru ini.

Katanya kempen kali ini yang terbuka kepada pelanggan baharu dan sedia ada termasuk individu dan bukan individu menunjukkan keyakinan bahawa sasaran berkenaan dapat dicapai memandangkan kempen itu akan turut meliputi pelbagai produk seperti Ar-Rahnu, AgroPrimaS, AgroPerdana-i PLUS, AgroCash-i, Hartani-i, Takaful Kasih PLUS, Agro Madani, Agro Nurani, Agro Motor Takaful dan penulisan wasiat.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26/6/2025	KOSMO	NIAGA	37

Kempen Mega Million lonjak langganan produk Agrobank

- **Langganan takaful naik 116 peratus**
- **Hadiah utama Ford Ranger Raptor**

Oleh MUHAMMAD SHAHIZAM TAZALI

MELAKA – Beberapa langganan produk Agrobank mencatatkan peningkatan melebihi 100 peratus sejak kempen Mega Million diperkenalkan pada Oktober 2023.

Ketua Pegawai Operasinya, Zahid Ahmad Zawawi berkata, antara produk yang menunjukkan peningkatan langganan termasuk takaful, penulisan wasiat dan pembiayaan Ar-Rahnu.

Tambah beliau, kelulusan pembiayaan peribadi bagi produk AgroCash-i pula telah melebihi RM1 bilion.

"Kami melihat peningkatan positif untuk produk-produk Agrobank sejak kempen ini berlangsung. Sebagai contoh, produk takaful telah menunjukkan peningkatan langganan sebanyak 116 peratus, penulisan wasiat (114 peratus) dan pembiayaan Ar-Rahnu (177 peratus).

"Kami yakin inisiatif seperti ini merancakkan lagi promosi pelbagai produk yang ditawarkan oleh Agrobank di pasaran, sekali gus menggalakkan budaya menyimpan dalam kalangan rakyat



ZAHID (kiri) bergambar bersama pemenang bulanan pada majlis penyampaian hadiah kempen Mega Million 2.0 Pusingan Satu dan Dua di Agrobank Cawangan Melaka.

untuk menjamin masa depan mereka dan membina kehidupan lebih baik," katanya.

Beliau berkata demikian kepada pemberita pada Majlis Penyerahan Hadiah Kempen Mega Million 2.0 Pusingan Satu dan Dua di sini, kelmarin.

Kempen Mega Million 2.0 yang bermula 1 November tahun lalu berlangsung sehingga 31 Oktober dan menawarkan hadiah kereta Mitsubishi Xpander, Proton S70 atau Perodua Myvi kepada setiap

pemenang bulanan, serta hadiah cabutan utama Ford Ranger Raptor.

Pemenang Kempen Mega Million 2.0 bagi Disember 2024 dan Februari iaitu Kang Boon Hui dari Pasir Panjang, Negeri Sembilan dan Tempawan Md. Isa dari Batu Gajah, Perak masing-masing membawa pulang sebuah Mitsubishi Xpander.

Sementara itu, pemenang November 2024 dan Mac iaitu Mohd. Aspar Sulaiman serta Ng

Kar Hoe menerima hadiah Proton S70, manakala Wong Kiet Ing dan Arsyad Sakka yang merupakan pemenang Januari dan April menerima Perodua Myvi.

Pada masa sama, Agrobank turut mengadakan hari bertemu pelanggan FUNancial Day di 40 cawangan terpilih.

Antara aktiviti dijalankan adalah klinik kewangan, kelulusan segera bagi produk pembiayaan dan cabutan bertuah yang menawarkan pelbagai hadiah menarik.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26/6/2025	UTUSAN MALAYSIA	DALAM NEGERI	7

Kempen Mega Million lonjak langganan produk Agrobank

Oleh MUHAMMAD
SHAHIZAM TAZALI
utusannews@mediamula.com.my

MELAKA: Beberapa langganan produk Agrobank mencatatkan peningkatan melebihi 100 peratus sejak kempen Mega Million diperkenalkan pada Oktober 2023.

Ketua Pegawai Operasinya, Zahid Ahmad Zawawi berkata, antara produk yang menunjukkan peningkatan langganan seperti takaful, penulisan wasiat dan pembiayaan Ar-Rahnu.

Tambah beliau, kelulusan pembiayaan peribadi bagi produk AgroCash-i telah melebihi RMI bilion.

"Kami melihat peningkatan positif untuk produk-produk Agrobank sejak kempen ini berlangsung. Sebagai contoh, produk takaful telah menunjukkan peningkatan langganan sebanyak 116 peratus, penulisan wasiat (114 peratus) dan pembiayaan Ar-Rahnu (177 peratus).

"Kami yakin inisiatif seperti ini merencanakan lagi usaha untuk mempromosi pelbagai produk yang ditawarkan oleh Agrobank di pasaran sekali gus menggalakkan



ZAHD Ahmad Zawawi (kiri) bergambar bersama pemenang bulanan pada majlis penyampaian hadiah kempen Mega Million 2.0 Pusingan Satu dan Dua di Agrobank Cawangan Melaka, Melaka. - UTUSAN/ MUHAMMAD SHAHIZAM TAZALI

budaya menyimpan dalam kalangan rakyat untuk menjamin masa depan mereka dan membina kehidupan lebih baik," katanya

kepada pemberita pada Majlis Penyerahan Hadiah Kempen Mega Million 2.0 Pusingan Satu dan Dua di sini, semalam.

Kempen Mega Million 2.0 yang bermula 1 November tahun lalu akan berlangsung sehingga 31 Oktober depan dan menawarkan

hadiah berupa sebuah kereta iaitu Mitsubishi Xpander, Proton S70 atau Perodua Myvi kepada setiap pemenang bulanan manakala hadiah cabutan utama sebuah Ford Ranger Raptor.

Pemenang Kempen Mega Million 2.0 bagi Disember 2024 dan Februari iaitu Kang Boon Hui dari Pasir Panjang, Negeri Sembilan dan Tempawan Md. Isa dari Batu Gajah, Perak masing-masing membawa pulang sebuah Mitsubishi Xpander.

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Antara aktiviti yang dijalankan adalah klinik kewangan, kelulusan segera bagi produk pembiayaan dan cabutan bertuah yang menawarkan pelbagai hadiah menarik.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26/6/2025	SINAR HARIAN	NASIONAL	9

BANK PERTANIAN MALAYSIA BERHAD 209631010522 (2118104)

AGRO BANK

AGRO BIZ AWARDS 2025

PENYERTAAN KINI DIBUKA

Kategori Anugerah

Anugerah PKS Terbaik Agrobank

Johan: RM10,000
Tempat Kedua: RM7,000
Tempat Ketiga: RM5,000

Anugerah Usahawan Wanita Agrobank

Johan: RM6,000
Tempat Kedua: RM4,000
Tempat Ketiga: RM2,000

Anugerah Usahawan Muda Agrobank

Johan: RM6,000
Tempat Kedua: RM4,000
Tempat Ketiga: RM2,000

Anugerah Inovasi Usahawan Agrobank

Johan: RM6,000
Tempat Kedua: RM4,000
Tempat Ketiga: RM2,000

Anugerah Pemerikasaan Usahawan OKU Agrobank

Johan: RM6,000
Tempat Kedua: RM4,000
Tempat Ketiga: RM2,000

Tarikh Tutup 31 Julai 2025

Harum Manis Al-Falah ganti tembakau

Petani mampu raih pendapatan sehingga RM50,000 setahun sehektar

Oleh ADILA SHARINNI WAHID
PASIR MAS

Kerajaan Kelantan sedang membangunkan tanaman mempelam harum manis secara besar-besaran di kawasan bekas penanaman tembakau di Bachok sebagai sebahagian usaha menjadikan tanaman bernilai tinggi dan berdaya saing untuk rakyat negeri ini.

Exco Pertanian, Industri Agromakanan dan Komoditi negeri Kelantan, Datuk Tuan Mohd Saripudin Tuan Ismail berkata, inisiatif itu dijenamakan sebagai Harum Manis Al-Falah bagi membezakannya daripada Harumanis Perlis yang mempunyai hak cap dagangan tersendiri.

Menurutnya, tanaman ini mula diusahakan di Melawi, Bachok melibatkan peserta-peserta ladang dengan keluasan permulaan sekitar 8.09 hektar dan kini dalam fasa peluasan kepada 20.23 hektar.



Tuan Mohd Saripudin (kiri) melihat buah Harum Manis Al-Falah yang dituai.

"Di Bachok, kami mula dengan 10 peserta tahun lepas. Tahun ini, tambah lagi 10 peserta. Setiap peserta diberi tanah 0.4 hektar dengan kira-kira 40 pokok harum manis boleh ditanam.

"Kawasan itu dikenal pasti melalui kajian Institut Penyelidikan dan Kemajuan Pertanian (MARDI) dan Jabatan Pertanian sebagai sesuai kerana cuaca panas dan

tanah berpasir hitam," katanya selepas merasmikan Tapak Projek Reban Ayam Tertutup Automatik di Agrovalley Rong Chenok, di sini, pada Rabu.

Tambah beliau, hasil satu pokok harum manis boleh mencecah pendapatan antara RM500 hingga RM1,000 setahun sekiranya dijaga rapi dan menghasilkan buah berkualiti gred A.

"Kalau satu pokok berbuah antara 100 hingga 200 biji dan dijual pada harga premium, peserta boleh memperoleh sehingga RM40,000 hingga RM50,000 setahun untuk sehektar.

Sementara itu, kerajaan Kelantan telah melaksanakan pemakaian cip pada lembu sejak tiga tahun lalu bagi memperkemas pengurusan data ternakan ruminan selain mengekang penyeludupan.

Tuan Mohd Saripudin berkata, langkah dilaksanakan bagi memudahkan pengurusan maklumat lebih 100,000 lembu ternakan di negeri ini sekali gus mengukuhkan jaminan makanan negeri.

Menurutnya, setakat ini lebih 30,000 lembu didaftarkan melalui sistem pengenalan haiwan secara digital e-Ternak di negeri itu bermula 2021.

"Selepas daftar, ada dua cara kenal pasti lembu. Pertama, kaedah sekian lama digunakan iaitu tag telinga atau nombor yang popular kerana kos hanya RM5.

"Kedua, sebahagian lembu guna cip yang ditanam dalam badan dan kosnya lebih mahal berharga RM30 serta diguna pada baka premium seperti charolais untuk elak rosak telinga," katanya.

Katanya, penggunaan cip dan tag ini mampu mengenal pasti pemilik haiwan yang berkelahiran, terutama dalam kes kemalangan atau kerosakan harta awam.

TARIKH

26/6/2025

MEDIA

SINAR
HARIAN

RUANGAN

NEGERI

MUKA
SURAT

26

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26/6/2025	UTUSAN MALAYSIA	DALAM NEGERI	9

Minuman buah D'Lekir sedia tembusi pasaran antarabangsa

Oleh MEGAT LUTFI
MEGAT RAHIM
utusannews@mediamulla.com.my

LUMUT: Sejak mula menghasilkan produk minuman berasaskan buah-buahan pada 2017, seorang usahawan muda di Taman Lekir Maju di sini, Muhammad Ikmal Ahmad Zaki, 29, berjaya meraih pendapatan kasar sebulan sehingga enam angka.

Malah lulus Diploma Instrumentasi Proses dan Kawalan dari German Malaysian Institute (GMI) dan Sarjana Muda Pentadbiran Perniagaan dengan Kepujian Universiti Kebangsaan Malaysia (UKM) itu kini mempunyai sebuah kilang sendiri dengan fasiliti moden dan canggih selain mampu menggaji seramai 21 orang pekerja tempatan.

Pengarah Urusan NZ Food And Beverages ini menerima bantuan berterusan daripada beberapa jabatan dan agensi kerajaan termasuk kerajaan negeri seperti Jabatan Pertanian Perak, MARA, Tekun, Sekretariat Usahawan Negeri Perak (STeP) dan SME Corporation Malaysia (SME Corp.



MUHAMMAD Ikmal Ahmad Zaki menunjukkan produk minuman berasaskan buah-buahan di kilangnya di Taman Lekir Maju di Lumut.
- UTUSAN/MUHAMAD NAZREEN SYAH MUSTHAFA

Malaysia) dengan nilai geran berbentuk peralatan mesin dan latihan bernilai hampir setengah juta ringgit.

Dia mempunyai enam stokis, pasaran di 200 buah sekolah rendah dan menengah di seluruh negara, 700 outlet termasuk pasar raya terkenal dan

**2030
PERAK
SEJAHTERA**

stesen minyak selain produknya terdapat di 700 mesin layan diri.

"Bantuan-bantuan ini telah melonjakkan perniagaan, merangka strategi dan pemasaran yang cekap, analisis yang tepat selain inovasi produk baharu untuk setiap segmen pelanggan.

"Melalui STeP, produk minuman jenama D'Lekir terlibat dalam ekspso di Brunei dan azam saya dapat menembusi pasaran Asia Tenggara, Asia, Afrika serta Eropah.

"Saya bercadang untuk mengapungkan syarikat dalam Pasaran Bursa Malaysia dalam tempoh 10 tahun akan datang yang dapat direalisasikan dengan bantuan berterusan kerajaan negeri Perak," katanya.

Produknya mendapat pengiktirafan Kementerian Kesihatan (KKM) iaitu Makanan Selamat Tanggungjawab Industri atau MeSTI dan Healthier Choice, Halal Malaysia dan Produk Malaysia oleh Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN).

Perkembangan ini selari dengan pelan Perak Sejahtera 2030 di bawah Niche daerah Manjung sebagai Koridor Pendidikan Teknikal dan Latihan Vokasional (TVET) Malaysia iaitu Lembah Makanan Lekir dengan tumpuan pertanian, perniagaan dan perkhidmatan.

Ia juga menepati Flagship kelima Perak Sejahtera 2030 iaitu Program Pembolehdayaan Modal Insan dan

Pembelajaran Sepanjang Hayat iaitu 1 Keluarga 1 Usahawan cetusan berwawasan Menteri Besar, Datuk Seri Saarani Mohamad bagi memacu negeri ke arah kemajuan dan mensejahterakan rakyat.

Kejayaan membina perniagaan sendiri bermula selepas Muhammad Ikmal melibatkan diri dalam bidang perniagaan sejak kecil dengan membantu ayahnya menjual buah-buahan selain menjual air balang hasil bantuan Jabatan Pertanian Perak.

Menurutnya, sepanjang berniaga, dia melakukan kajian lapangan dan penyelidikan tidak ramai usahawan khususnya kaum Bumiputera yang terlibat menghasilkan produk minuman.

"Setelah belajar di universiti untuk mendapatkan ilmu lebih mendalam saya tekad untuk menceburinya.

"Lapan tahun telah berlalu, sekitar sembilan unit simpanan stok (sku) terhasil merangkumi tiga kandungan milimeter (mm) berbeza dengan jualan kasar mampu mencecah enam angka sebulan," katanya.

Gaal menuju hab pertanian nanas premium Kelantan

Oleh **MUHAMMAD ARIF ISMAIL**

PASIR PUTEH: Dewan Undangan Negeri (DUN) Gaal bakal menjadi lokasi strategik bagi pengembangan tanaman nanas MD2, sekali pemangkin kepada pertumbuhan industri nanas di Kelantan.

Pengerusi Jawatankuasa Pertanian, Industri Agromakanan dan Komoditi, Dato' Tuan Saripudin Tuan Ismail berkata, persediaan telah dibuat sebelum memulakan projek pertama di Kelantan Bio Valley (KBV), Gong Datok.

Menurut beliau, pihaknya melalui sebuah syarikat tempatan, Golden Noor, telah menanam sebanyak 70,000 pokok nanas MD2, membuktikan potensi besar kawasan itu dalam memperkasa ekonomi penduduk.

"Sebanyak 70,000 pokok nanas jenis MD2 telah berjaya ditanam oleh syarikat Golden



Gaal bakal menjadi lokasi strategik tanaman nanas MD2, sekaligus pemangkin pertumbuhan industri nanas di Kelantan.

dalam projek ini hasil kerjasama Agrobank, Lembaga Perindustrian Nanas Malaysia dan Kerajaan Negeri Pahang.

"Melalui lawatan ini, saya berhasrat mewujudkan komuniti petani nanas berskala besar di Kelantan yang boleh menjadi model agro komuniti berjaya di luar bandar," ujarnya.

Kerajaan negeri sebelum ini telah membangunkan tanah seluas lebih 100 ekar di Gong Datok dalam DUN Gaal bagi melaksanakan projek Kelantan Bio Valley (KBV) yang kini berkembang melalui tanaman nanas selepas percubaan awal tanaman sawi secara hidroponik.

Projek yang dikendalikan oleh Kelantan Biotech Corporation ini adalah sebahagian daripada usaha kerajaan negeri untuk memperkukuh sektor pertanian, perikanan, pertanian, pelancongan serta bioteknologi secara menyeluruh.

syarikat Aqina Fruits di Langkat, Pahang.

Lawatan itu bertujuan menimba pengalaman daripada peserta dan syarikat terbabit yang berjaya menjadikan projek tanaman nanas sebagai sumber utama menjana ekonomi komuniti luar bandar.

"Peserta daripada tujuh buah FELDA yang terdiri daripada golongan B40 terlibat

Negeri (ADUN) Gaal, Mohd Rodzi Jaafar serta wakil Kelantan Biotech Corporation telah mengadakan lawatan ke tapak penanaman nanas di Gong Datok.

Tuan Saripudin yang juga ADUN Selising berkata, pihaknya turut menganjurkan lawatan kerja ke projek tanaman nanas MD2 seluas 300 ekar yang diusahakan oleh

Noor, salah satu pengusah tempatan yang sangat komited untuk mengangkat potensi industri nanas di negeri ini.

"Usaha ini memperlihatkan keupayaan Gaal sebagai tapak pertanian strategik dan berpotensi menjadi antara hab pengeluaran nanas berkualiti tinggi di Kelantan," katanya.

Terdahulu, beliau bersama Ahli Dewan Undangan

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26/6/2025	THE STAR	STAR METRO	1



Harvest time: Flat Taman Impian Emas community farming project, which started in July 2024, provides residents a space to enhance neighbourly ties. — YEE XIANG YUN, The Star

From **barren** to **bountiful**

Communities in Iskandar Puteri, Johor, are turning empty plots into viable urban farms to help make fresh produce accessible while empowering residents. >2&3



Paw telling a couple of students about the plants at her farming patch in Edible Park, Iskandar Puteri. — Photos: YEE XIANG YUN/The Star

By YEE XIANG YUN
xiangyun@thestar.com.my

FOR years, an empty plot of land next to Block A of Flar Taman Impian Emas in Skudai, Johor, sat idle, neglected and unloved. That changed when residents, led by project head Muhammad Azli Jasman, decided to put the land to good use.

"We felt the land had potential and it was just wasted space," he told *StarMetro*.

"So, we got the necessary permission and turned it into a community farm with the goal of harvesting and selling fresh vegetables at low prices while giving residents a space for healthy outdoor activities."

He said the project, which began in July last year, received RM25,000 funding under the Iskandar Puteri City Council's (MBIP) Iskandar Puteri Low-Carbon Community Grant programme, as well as additional contributions from a mosque community nearby.

Muhammad Azli said vegetables were planted on elevated table tops to make gardening easier for elderly residents while encouraging them to participate in the initiative.

"Since October, we have harvested 317kg of leafy greens including *bok choy*, *kangkung*, *bayam* and *sawi*."

"Due to popular demand, we recently added *kacang panjang*, *kacang bendi*, *terung* and chillies in our farm," he said, adding that the harvests were sold at below-market prices in line with Federal Agricultural Marketing Authority (Fama) guidelines, to ensure affordability for low-income groups.

"Even residents from nearby areas drop by on weekends to buy from us."

"Income earned is channelled back to the farm so we can keep giving back to society," he said.

Some 20 residents including single mothers and low-income earners now manage the farm.

Community farming takes root in Johor

Locally funded urban gardening project fosters neighbourly ties among Skudai residents



Rosliza (left) and Ramlah loosening the soil, part of their routine at the Impian Emas Flats community farming project in Skudai, Johor.

Among them is single mother of four, Ramlah Suri, who had no prior experience in farming.

"I learned everything from scratch, even how to use fertilisers correctly and harvest without damaging the crops."

"This is a good place for residents to gather," said the 54-year-old clerk.

Another regular volunteer, Rosliza Md Salleh, 59, said she preferred tending to the farm over scrolling through her phone.

"I hope the younger generation will get involved and discover the joy of farming," she said.

"I feel a sense of satisfaction when harvesting vegetables, knowing that the fresh produce will be enjoyed by others."

Muhammad Azli said his team was proud that the project had not only made fresh food accessible, but also brought residents closer.

"We are happy to see people stopping by in the evenings just to take a look. It fosters better neighbourly ties."

"We aim to keep going, now that we have secured a second round of funding, RM30,000 from MBIP which will be used to beautify the space with seating areas as well as expand the veg-

etable plots," he said.

Separately, retired lawyer Paw Gee Loung, 62, who started her own small farming project at a patch in Edible Park, Iskandar Puteri, believes anyone can get into farming.

"I began clearing the *lalang* and weeds at this temporary space in August 2024."

"I learned everything through books, YouTube and through trial and error," she said, sharing how she replanted a whole patch when it became waterlogged recently after it rained continuously for several days.

At present, Paw, who is not an

Ginger cultivation brings new spice of life to Kota Tinggi farmers

VILLAGERS in Kota Tinggi, Johor, are investing in ginger cultivation as a high-value crop to bolster local food security.

While farming ginger might seem straightforward, first-time ginger farmer Mihat Mohad described it as a "sensitive plant."

His dedication to ginger farming is driven by the aspiration for Kota Tinggi to develop its own unique species.

"We hope that eventually, we can cultivate our very own Kota Tinggi ginger species and transform it into a reliable source of income for the local community," he explained.

Mihat's vision is grounded in the work of Universiti Putra Malaysia's (UPM) Institute of Tropical Agriculture and Food Security (ITAFoS) consulting fellow Dr Hawa Jaafar.

She has worked out a plan to develop a ginger species suited to Kota Tinggi's unique conditions.

"Our long-term goal is to develop a ginger species adapted to Kota Tinggi's conditions. It will take two to three planting cycles for the crop to stabilise and adapt to local conditions, but we are confident it can be done," she said when met at a ginger farm in Kampung Gembut, Sedili.

Since joining a Bentong ginger planting initiative in October last year, Mihat, from Kampung Tuan Seh, discovered that ginger was prone to disease, with dark spots forming if not properly managed.

"You need the right temperature, fertiliser and drainage. Even though I have been farming vegetables for the past



Kampung Gembut villagers Faiezuddin Mohammad Azhar and Wan Norfatin Wan Zainal clearing ginger after harvesting the crop.

seven years, ginger farming is quite new to me.

"What is interesting about Bentong ginger is that the leaves emit a light and fragrant ginger aroma," said the 43-year-old.

He said participants in a ginger cultivation programme organised for Kota Tinggi folk underwent two training courses where UPM's experts and Johor Agriculture Department officers shared knowledge and best practices to help in their ginger cultivation journey.

Mihat joined the programme under the umbrella of Koperasi Wawasan Tuan Seh Tanjung Sedili Kota Tinggi Bhd where he is the secretary.

The cooperative managed to plant 1,200 ginger plants, since last October, making it among the highest yield in the programme.

The crops are planted in stages to allow for staggered har-

vests and steady income, said Mihat.

"Young Bentong ginger is harvested after six months. It fetches a higher market price."

"We sell it for RM40 per kg, which is higher compared to ginger imported from China, Indonesia and Thailand."

"It can be used as medicine in cooking or even consumed raw. Our hope is to one day sell it beyond Kota Tinggi," he added.

The ginger cultivation programme, spearheaded by UPM, involved 30 participants from seven villages in Kota Tinggi.

Hawa said the programme's participants were monitored, with about 5,000 ginger plants being cultivated to date.

She said the initiative aimed to reduce Malaysia's reliance on imported ginger, which made up more than 80% of supply based on data from 2022 to 2023.



Mohamed Khaled (second from right) and Hawa (left) at the launch of the young Bentong ginger harvesting programme in Kampung Gembut, Johor.

Hawa, who has over two decades of experience working with herbs including *kacip fatimah*, also sits on the Malaysian Herbal Monograph committee – a project involving various agencies working to promote Malaysian medicinal plants and grow the country's herbal industry.

Highlighting the many health benefits of ginger, she said, "It is rich in antioxidants and phytochemicals, which give it disease-preventing and anti-inflammatory properties."

"It can boost immunity and help fight infections."

"A simple way to enjoy it is to slice it thinly, steep in hot water, add honey and drink, daily."

Hawa said the project was about more than just increasing agricultural output.

"Our vision is to create opportunities for the less privileged, especially single mothers and

the poor, so they can earn an income through farming."

"Beyond planting, we are also encouraging downstream activities such as producing ginger powder, which commands a higher market price."

She said the project received support from Defence Minister Datuk Seri Mohamed Khaled Nordin, who is Kota Tinggi MP.

The minister launched a young Bentong ginger harvesting programme in Kampung Gembut on June 21, where he said locally grown ginger had the potential to penetrate the international market due to its unique features such as strong aroma, distinct spice level and less fibrous pulp.

"With support from the community and government leaders, we hope this initiative can be expanded to other parts of Johor and even nationwide," Hawa added. — By YEE XIANG YUN



Huzalina speaking to local residents on the benefits of community farming while explaining about access to fresh produce, better food security and fostering relationships.



Muhammad Azli showing a handful of fresh vegetables harvested from an elevated table-top patch.

MBIP grant recipient, grows an extensive range of vegetables, herbs and edible flowers using organic methods and permaculture principles at the farm.

"Although I am still looking for a permanent space and more volunteers, I'm glad I took the first step."

"If I had waited for the ideal situation, I might never have started," she said, adding that she tended to her farm almost every day, finding it beneficial for her physical and emotional health.

Paw welcomes it when stu-

dents or the public walk into her farm for a look.

"I take them on a tour and explain about the different types of plants," she said, adding that she shares the harvest with family and friends.

"My dream is to have a self-sustaining community farm where vegetables and fruits are organically grown without chemical pesticides and herbicides," said Paw.

"I also hope to get more people interested and plant more, so that the produce can be sold," she added.

Benefits of farming

Dr Huszalina Hussin, a committee member of the MBIP Iskandar Puteri Low-Carbon Community Grant programme, highlighted the benefits of community farming.

She said the initiative provided easier access to fresh produce, strengthened food security and fostered relationships.

"Studies have even shown that special needs children, such as those with autism, tend to open up and learn to express themselves after being exposed to farming or gardening."

"Some of the successful community farming projects, besides the Impian Emas Flats and Edible Park, are the Kenari Flats in Taman Universiti, Skudai, which combine traditional and modern farming methods," she said.

Huszalina, who is also a Universiti Teknologi Malaysia (UTM) senior lecturer, said MBIP's grant programme for the past five years had encouraged the community to get involved in such activities.

She said the programme disbursed RM1.6mil to fund 94

low-carbon projects, which produced about 25,000kg of fresh produce from 2021 to 2024.

"For the programme's fifth edition this year, a sum of RM700,000 was allocated."

"Out of the 89 proposals received, 31 projects were chosen for the grant following a screening process and pitching session," she added.

The grant programme was organised in partnership with UTM, Iskandar Regional Development Authority, Johor Education Department and SWM Environment Sdn Bhd.

Time ripe to grow durian dynasty

Govt moves to certify more types amid growing global demand

By KHOO GEK SAN
geksan@thestar.com.my

PETALING JAYA: In the world of durians, Malaysia's Musang King may reign supreme but a new wave of contenders is emerging.

From the creamy Black Thorn and Red Prawn to the sweet Hajah Hasmah, the government is championing lesser-known premium varieties to capture growing international demand.

Other established types like Sultan and Tekka are also seeing interest, offering the fruit at a more accessible price and broadening Malaysia's footprint in the global durian market.

Agriculture Department director-general Datuk Nor Sam Alwi said Musang King and Bukit Merah are the main varieties recommended for export due to their rich, creamy texture and strong flavour but efforts are under way to highlight other premium types such as Black Thorn, Red Prawn and Hajah Hasmah.

"These varieties are being evaluated for future certification and export readiness, based on their potential in terms of taste, texture, shelf life and suitability for long-distance shipping," she told *The Star*.

Nor Sam said that Chinese nationals, in particular, are willing to pay premium prices for these varieties.

As such, she said the department is working towards registering durian varieties grown in Malaysia, conduct agronomic assessments and ensure compliance with the phytosanitary requirements of importing countries.

"This includes pest disinfecta-

tion methods such as vapour heat treatment, traceability systems and farm export certification schemes," she said.

These efforts, she said, were in line with the department's goal of diversifying Malaysia's durian varieties in the global market, strengthening the competitiveness of the national durian industry and maximising its export value.

The Malaysian Agricultural Research and Development Institute (Mardi) has found that there is a growing appetite for a wider range of flavours among durian enthusiasts.

"Consumers are becoming more adventurous. They are seeking out unique taste profiles. We are also seeing renewed interest in older, established clones such as D24 and Tekka, which are more affordable and offer classic durian characteristics," it said in a statement.

Mardi said regional favourites and specific kampung durians with distinctive traits are gaining popularity, too.

On the export front, Mardi said it is focusing on developing new hybrids for domestic and global markets.

Its MDUR series (a hybrid durian clone developed by Mardi), in particular, has shown promise.

"One of the main highlights is MDUR 88 (D190), a hybrid of D10 and D24.

"It is golden yellow, slightly sticky and creamy with a flavour that many compare favourably to Musang King."

In view of its quality, Mardi said the Agriculture and Food Security Ministry is promoting MDUR 88 for export.

"MDUR 88 has recently been



Smells like success: Durians on display at a stall in SS2, Petaling Jaya.
— ART CHEN/
The Star

Snapshot of Malaysia's durian production (2020 to 2024)

Year	Planted Area (ha)	Production (metric tonnes)	Export (metric tonnes)	Self-sufficiency Ratio (SSR %)
2020	76,895	390,635	28,086	105.2
2021	85,280	448,272	44,290	105.2
2022	87,278	455,458	43,894	108.7
2023	89,547	592,053	54,373	108.9
2024*	92,129	568,852	42,696	103.9

Note: * preliminary data
Source: Agriculture Department

The Star graphics

rebranded as 'MARDI Super 88' (MS88)," it said.

Mardi is also working on other hybrids, such as MDUR 78 (D188) and MDUR 79 (D189), which offer improved yields and greater resistance to diseases like root borers and stem canker.

The institute also highlighted its broader breeding initiatives, noting that its second hybridisation programme, launched in the late 1980s, involved crosses between 10 different varieties.

Several promising hybrids from this programme are now in the final stages of assessment and are expected to be introduced under the 13th Malaysia Plan.

Mardi's third set of hybrids is undergoing evaluation and assessment.

The institute is optimistic about the potential of these new hybrids.

"While Musang King and Black Thorn continue to set the bench-

mark in terms of market presence and price, we believe that our own developed hybrids, particularly MDUR 88, have the characteristics and quality to compete in the international market," it said.

Federal Agricultural Marketing Authority (Fama) director-general Abdul Rashid Bahri said that in addition to Musang King, premium varieties including D24, Black Thorn, IOI and D9 have been sent for assessments to ensure they meet phytosanitary and quality compliance for targeted export markets like China.

"Fama is also working to expand market access beyond China and Hong Kong to countries such as the United Kingdom, Canada, the United Arab Emirates, Australia and the Netherlands," he said.

Abdul Rashid said that strategic initiatives include participation in trade fairs, digital marketplace

partnerships, in-store promotions and collaborative awareness programmes with the Malaysian embassies.

"To strengthen Malaysia's competitive edge and credibility in premium markets, the ministry is also enhancing the national branding of agricultural produce through Malaysia's Best, a certification that assures quality and safety for both domestic and international standards," he said.

In 2023, Malaysia exported 54,374 tonnes of durians, valued at RM1.51bil, with China accounting for more than 45.7% of the total export.

Abdul Rashid said the volume is expected to increase following China's approval for fresh durian imports.

"Fama will continue to work with industry stakeholders to monitor market trends, optimise logistics, and scale up capacity to meet growing international demand," he said.

Malaysia's durian cultivation area has been steadily expanding in recent years, with data from the Agriculture Department showing an increase from 70,286ha in 2019 to a projected 92,129ha in 2024.

Durian production followed suit, rising from 390,635 tonnes in 2020 to a projected 568,852 tonnes this year, despite some fluctuations due to weather and cost challenges.

The increase has been driven largely by global demand especially for premium varieties.

Projek benih padi Perlis disasar capai 1,575 tan

KANGAR: Projek tanaman benih padi di Kampung Semadong, Perlis yang sebelum ini mencetuskan semangat baharu dalam kalangan petani muda, terus mencatat perkembangan positif apabila mencatatkan purata hasil sebanyak 4.2 tan metrik sehektar pada musim kedua 2024.

Pengerusi Jawatankuasa Pertanian Negeri, Razali Saad memberitahu, prestasi memberangsangkan itu menjadi asas kepada perluasan projek berkenaan ke enam kawasan tambahan bermula musim kedua tahun ini.

"Projek di Kampung Semadong masih diteruskan pada tahun 2025. Melihat kepada kejayaan terdahulu, kita telah merangka peluasan projek ini ke kawasan Mata Ayer, Bintong, Chuping, Kampung

Banggol Sena, Kampung Paya Tengah dan Kampung Paya Besar.

"Keluasan keseluruhan yang terlibat ialah 450 hektar dengan penglibatan seramai 391 orang petani. Sasaran kita ialah menghasilkan sebanyak 1,575 tan benih padi," katanya.

Beliau berkata, kerja-kerja penanaman akan bermula pada musim kedua tahun ini dijangka sekitar Ogos 2025 dengan pelbagai agensi teknikal seperti Jabatan Pertanian, Lembaga Kemajuan Pertanian Muda (MADA) dan Lembaga Pertubuhan Peladang (LPP) bersedia menyelaras bantuan input serta persiapan tanah.

Mengulas latar belakang projek di Semadong, Razali berkata inisiatif itu bukan



Razali turun padang meninjau projek tanaman benih padi.

sahaja berjaya mengangkat semula kegemilangan pertanian di kawasan tersebut, malah turut menarik semula minat generasi muda, untuk terlibat dalam sektor penana-

man padi.

Sebelum ini, laporan Harakahdaily menyatakan bahawa projek perintis di Semadong digerakkan oleh pasukan petani muda di bawah bimb-

ngan Ketua Unit Semadong, Che Fariz Che Ya.

Pendekatan kolaboratif antara komuniti dan agensi kerajaan menjadikan Semadong contoh kejayaan pengeluaran benih padi berkualiti tinggi secara berskala.

"Semangat petani muda dan keberanian mereka untuk mencuba pendekatan baharu dalam pengurusan sawah menjadi antara faktor utama kejayaan ini. Kita mahu semangat ini menular ke kawasan lain," katanya.

Beliau turut menekankan bahawa projek ini bukan sahaja menyokong agenda jaminan makanan negara, malah bakal menyumbang kepada peningkatan taraf ekonomi petani serta kemampunan bekalan benih padi di utara tanah air.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26/6/2025	BERITA HARIAN		31

KONSERT Tom HEBOH

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THE MALAYSIA BOOK of RECORDS
Acara Padang Paling Lama di Malaysia

Oleh Sulisti Asri
sulisti@metro.com.my

Karnival Jom Heboh (KJH) kembali mengagungkan selatan tanah air selama tiga hari berturut-turut bermula dari 27 hingga 29 Jun 2025 (Jumaat hingga Ahad) dengan pelbagai aktiviti menarik untuk seisi keluarga.

Lebih istimewa, edisi kali ini turut meraikan Hari Nanas Malaysia secara besar-besaran dalam suasana penuh warna dan kemeriahan, sekali gus mengangkat buah tropika kebanggaan negara ke tahap lebih tinggi.

Hari Nanas Malaysia adalah inisiatif yang diwujudkan bagi mempromosikan industri nanas negara secara menyeluruh, merangkumi aspek pengeluaran, pemprosesan dan pemasaran.

Ia juga menjadi platform bagi mengiktiraf sumbangan pengusaha tempatan serta merakamkan nanas sebagai komoditi penting dalam sektor agro makanan negara.

Justeru, menerusi Karnival Jom Heboh Sempena Hari Nanas Malaysia yang akan diadakan di Padang B, Angsana Johor Bahru Mall, pengunjung dapat melihat sendiri perkembangan industri nanas negara.

Anara tarikan utama termasuklah percubaan mencipta rekod Malaysia Book of Records bagi 'Most Pineapple Tart Bakes in the Event: Pertandingan Tart Nanas, Seminar Industri Nanas Antarabangsa 2025, pameran serta jualan produk usahawan berasaskan nanas.

Tidak ketinggalan, demonstrasi dan sesi uji rasa pelbagai produk berasaskan buah tropika itu. Pelbagai pertandingan seperti Pertandingan Teka Silang Kara, E-Sukan, Kupas Nanas, Rasa Buah serta peluang membawa pulang buah nanas secara percuma turut dianjurkan bagi memeriahkan suasana.

Sepanjang tiga hari ini juga, KJH bakal menyajikan pengalaman manis dan menyeronokkan buat semua lapisan masyarakat.

Berui meraktif seperti Studio Jom Heboh, Studio Tonton Drama Sangat, The New Straits Times Press (NSTP) serta Kedai Jom Heboh, misalnya ia tidak hanya memeriahkan suasana tetapi turut menawarkan barangan eksklusif kepada pengunjung.

Istimewa buat warga selatan, Studio Tonton Drama Sangat

KJH KE SELATAN TANAH AIR

Menariknya pelbagai aktiviti diadakan bagi meraikan Hari Nanas Malaysia secara besar-besaran di Angsana, Johor Bahru Mall



JACLYN Victor



NABILA Razali

dua malam berturut-turut. Untuk konsert malam pertama, antara yang akan membuat persembahan ialah Amir UK's, Tuju & Loca B, Wany Kayrie, Haiza dan Sofarz, manakala malam kedua pula menyaksikan gabungan hebat Nabila Razali, Sham Visa, Drama Band, K.O.I dan Jaclyn Victor.

Bagi yang gemar cabaran pula, jangan lepaskan peluang menguji skill memandu secara simulasi yang realistik seolah berada di luar perlumbaan sebenar menerusi NSTP Car Sim Experience.

Dengan peralatan berkejuruan tinggi dan cabaran mendebarikan, ia pasti menjadi aktiviti yang mencetuskan adrenalin.

Majlis ilmu dan program 'Jom Selawat' turut dianjurkan sempena sambutan Hari Nanas Malaysia pada jumaat jam 9 malam yang akan menampilkan penceramah terkenal seperti Fahmi Tajuddin dan Ustaz Azam Al Rangkari, selain persembahan khas Kumpulan Qasidah Fitrah Al-Masarrah.

Menambahkan kemeriahan KJH, lebih 170 gerai lain turut serta termasuk TikTok Shop, Perkampungan Jom Tani, 100PLUS, CelcomDigi, Affin Bank, Snekku dan banyak lagi yang menawarkan promosi hebat serta hadiah menarik sepanjang karnival berlangsung.

Apa yang pasti, sepanjang tiga hari ini pengunjung tidak akan pulang dengan tangan kosong kerana pelbagai hadiah lumayan seperti iPad, T-Shirt eksklusif dan barangan istimewa lain menanti untuk dieneangi.

Oleh itu, warga Johor dan seluruh penduduk selatan, luangkan hujung minggu anda bersama keluarga dan nikmati pelbagai aktiviti menarik, hiburan, makanan viral serta peluang bertemu selebriti kegemaran anda di KJH Sempena Hari Nanas Malaysia.

Ahadkan juga momen istimewa dan kongsikan keseronokan di KJH dengan menggunakan tanda pagar rasmi #TV3SentiasaBersamamu, #KarnivalJomHeboh dan #HariNanasMalaysia.