



LAPORAN LIPUTAN MEDIA HARIAN
ISNIN 30 JUN 2025

| BIL. | TAJUK KERATAN AKHBAR | KEMENTERIAN / JABATAN / AGENSI |
|------|--|---|
| 1. | LALAT DARI LADANG AYAM PUNCA BELENGGU 3,000 PENDUDUK, LOKAL, HARIAN METRO - 20 | JABATAN PERKHIDMATAN VETERINAR (DVS) |
| 2. | FIVE PINEAPPLE WASTE PROCESSING CENTRES IN THE PIPELINE, NATION, THE STAR – 11 | LEMBAGA PERINDUSTRIAN NANAS MALAYSIA (LPNM) |
| 3. | SWEET SUCCESS FOR ENTREPRENEURS AT KJH, NEWS, NEW STRAITS TIMES – 10 | |
| 4. | LPNM RANGKA PELAN KOMPRESIF, BISNES, HARIAN METRO – 22 | |
| 5. | LPNM DAPAT PENGIKTIRAFAN MBOR HASILKAN LEBOH 3,000 TART NENAS, NASIONAL, BERITA HARIAN – 7 | |
| 6. | PINEAPPLE WASTE INDUSTRY SET FOR BOOST WITH COLLECTION KIOSKS, NATIONAL, THE SUN – 4 | |
| 7. | PLANTATION OWNERS WELCOME CAMPAIGN TO STABILISE PRICES, NATIONAL, THE SUN – 4 | |
| 8. | SECURING THE TAMBUN POMELO IDENTITY, NATION, THE STAR – 7 | |
| 9. | MANFAATKAN SISTEM FERTIGASI PINTAR, AKADEMIA, HARIAN METRO – 35 | |
| 10. | CHE MAT SATAY SASAR 1,000 FRANCAISI, NIAGA, KOSMO – 31 | |

UKK KPKM

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

Lalat dari ladang ayam punca belunggu 3,000 penduduk

Temerloh: Kerajaan Pahang mengesahkan masalah lalat yang membelunggu 3,000 penduduk membabitkan lima kampung di Mukim Songsang, di sini, berpunca daripada ladang ternakan ayam berkapasiti 60,000 ekor di Kampung Paya Pamah.

Pengerusi Jawatankuasa Pertanian, Industri Asas Tani, Bioteknologi dan Pendidikan Pahang, Datuk Seri Mohd Soffi Abd Razak, berkata perkara itu disahkan selepas Jabatan Perkhidmatan Veterinar (JPV) Pahang menyiasat masalah yang berlaku.

Malah katanya, siasatan turut mendapati ladang itu tidak diturus dengan baik dan banyak bangkai ayam serta larva lalat membiak di kawasan berkenaan.

"Ladang itu sudah diarahkan untuk menghentikan operasi selama enam bulan selepas kesemua ayam yang diternak berusia 45 hari dijual.

"Selepas semua ayam itu

dikeluarkan dari empat reban, ladang itu perlu dikosongkan dan pengusahan perlu dilaksanakan semua syor dan arahan dikeluarkan JPV iaitu melakukan penambahbaikan sistem pengurusan, pembersihan dan membaiki sistem longkang.

"Selepas semua tindakan itu dilakukan pengusaha ladang terabit dibenarkan beroperasi semula dan memastikan masalah lalat tidak berulang," katanya ketika ditemui.

Mohd Soffi berkata, pemantauan susulan akan dilakukan selepas ini dan jika masalah ancaman lalat masih berulang, pihaknya akan mengambil tindakan tegas menutup terus operasi ladang ayam di kampung berkenaan.

Terdahulu media melaporkan, lebih 3,000 penduduk membabitkan lima kampung di Mukim Songsang, di sini dibelunggu dengan gangguan lalat sejak 13 tahun lalu.



PEKERJA restoran, Aziati Abdullah, menyapu lalat yang mati selepas disembur racun serangga di Kampung Raja, Temerloh.

| TARIKH | MEDIA | RUANGAN | MUKA SURAT |
|-----------|--------------|---------|------------|
| 30/6/2025 | HARIAN METRO | LOKAL | 20 |

| TARIKH | MEDIA | RUANGAN | MUKA SURAT |
|-----------|----------|---------|------------|
| 30/6/2025 | THE STAR | NATION | 11 |

Five pineapple waste processing centres in the pipeline

JOHOR BARU: The Malaysian Pineapple Industry Board (LPNM) is formulating a comprehensive plan to strengthen the country's pineapple waste industry, says its director-general Mohd Khairuzamri M. Salleh.

He said the plan includes the proposed setting up of five Pineapple Waste Processing Centres (PPSN) and 50 waste collection kiosks nationwide.

The initiative will be funded under the 13th Malaysia Plan (13MP), he added.

Mohd Khairuzamri said the five centres are expected to be built in the east coast, southern, northern, central and Sarawak zones, to turn farm waste into a new source of income for farmers while supporting the nation's environmental sustainability goals.

"The PPSNs will collect and process pineapple waste such as leaves and stems into value-added products such as animal feed, planting media, paper pulp and composite materials," he told Bernama at the Malaysian Pineapple Day 2025 celebration held here yesterday.

He said the first pilot PPSN project began operations in Rompin, Pahang last year.

It is equipped with modern machinery, including harvesters, crushers, extruders and dryers, with a capacity to process between one and three tonnes of waste daily.

On the waste collection kiosks, Mohd Khairuzamri said they will be set up at the community and smallholder levels to facilitate the sale of pineapple waste to nearby PPSNs.

"These kiosks will streamline logistics and centralised waste collection, thereby accelerating the value chain process in the pineapple waste industry," he said.

| TARIKH | MEDIA | RUANGAN | MUKA SURAT |
|-----------|--------------|---------|------------|
| 30/6/2025 | HARIAN METRO | BISNES | 22 |

Bisnes

Bernamea

Johor Bahru

Lembaga Perindustrian Nanas Malaysia (LPNM) merangka pelan komprehensif bagi memperkukuh pembangunan industri sisa nanas di negara ini dengan merancang pembinaan lima Pusat Pemrosesan Sisa Nanas (PPSN) dan 50 kios pengumpulan sisa di seluruh negara.

Ketua Pengarah LPNM, Mohd Khairuzamri M Salleh berkata, usaha itu direncana melalui sejumlah peruntukan yang dimohon menerusi Rancangan Malaysia Ke-13 (RMK13).

Beliau berkata, lima pusat PPSN itu dicadang diwujudkan mengikut zon, iaitu Pantai Timur, Selatan, Utara, Tengah dan Sarawak, bertujuan menjadikan sisa tanaman sebagai sumber pendapatan baharu kepada pekebun selain menyokong agenda kelestarian alam sekitar negara.

"PPSN berperanan mengumpul dan memproses sisa nanas seperti daun dan batang untuk dijadikan produk bernilai tambah seperti makanan ternakan, media tanaman, pulpa kertas dan bahan komposit," katanya sempena sambutan Hari Nanas Malaysia 2025 di sini, semalam.

Beliau berkata, projek perintis PPSN pertama telah mula dilaksanakan di Rompin, Pahang bermula tahun lalu dengan dilengkapi peralatan moden se-



MOHD Khairuzamri menunjukkan antara produk dihasilkan daripada sisa nanas untuk dijadikan produk bernilai tambah seperti makanan ternakan, media tanaman, pulpa kertas dan bahan komposit.

SAMBUTAN HARI NANAS MALAYSIA 2025

LPNM RANGKA PELAN KOMPREHENSIF

perti mesin penuaian, penghancur (*crusher*), pengekstrak dan pengering, serta berkapasiti memproses antara satu hingga tiga tan sisa sehari.

Beliau berkata, kios pengumpulan sisa akan diwujudkan di peringkat komuniti dan pekebun kecil bagi mengumpul dan menjual sisa nanas kepada PPSN berhampiran.

"Kios ini akan memudahkan urusan logistik dan pengumpulan sisa secara

berpusat, sekali gus mempercepat proses rantaian nilai industri sisa nanas," katanya.

Mohd Khairuzamri turut menjelaskan bahawa pendekatan tuaian tiga kali yang diperkenalkan LPNM, iaitu tuaian buah, benih dan sisa dilihat mampu meningkatkan kecekapan ladang dan memberi pendapatan tambahan kepada pengusaha nanas.

"Ia selaras Dasar Agro Makanan Negara melalui

program pengurusan sisa sifar serta memenuhi kehendak Matlamat Pembangunan Mampan yang digariskan Pertubuhan Bangsa-Bangsa Bersatu (PBB)," katanya.

Menurut data LPNM, setiap ekar tanaman nanas boleh menghasilkan hingga 51 tan sisa dan secara keseluruhan dianggarkan sebanyak dua juta tan sisa nanas dihasilkan setahun berdasarkan keluasan tanaman sedia ada sebanyak

18,664 hektar di seluruh negara.

"Kita melihat potensi besar industri ini bukan sahaja dalam aspek ekonomi, tetapi juga dari sudut kelestarian dan penggunaan sumber secara optimum.

"Dengan penjana pendapatan melalui konsep tiga kali tuaian serta penghasilan produk yang pelbagai dan bernilai, kita menganggarkan nilai sepokok nanas adalah antara RM30-RM50," katanya.

| TARIKH | MEDIA | RUANGAN | MUKA SURAT |
|-----------|-------------------|---------|------------|
| 30/6/2025 | NEW STRAITS TIMES | NATION | 10 |

NATIONAL PINEAPPLE DAY

Sweet success for entrepreneurs at KJH

OMAR AHMAD
JOHOR BARU
news@nst.com.my

KARNIVAL Jom Heboh x National Pineapple Day at Angsana Johor Baru Mall was more than just a crowd-pulling event.

It also served as a platform to boost entrepreneurs and promote domestic products.

Organised with the support of government agencies and private sector partners, the carnival provided exposure for micro-, small- and medium-scale enterprises (MSMEs).

It also offered business coaching, advisory services and networking opportunities.

This year's edition featured a stronger presence from local vendors in sectors such as food, fashion, handicrafts and digital technology.

This aligns with the government's aspiration to strengthen the national entrepreneurial ecosystem.

The event also played a role in boosting the local economy, generating employment and increasing public awareness of domestically produced goods.

Ananas Premium Entrepreneur Development manager Lai Mun Siong was participating in the Karnival Jom Heboh x National Pineapple Day for the first time.

He said the constant stream of visitors helped entrepreneurs build brand recognition.

"The carnival is amazing. Even with the rain, many people still came to visit for three days.

"It would be great for us to participate in a carnival like this every year. The carnival helps people, especially visitors, become aware of consuming domestic



Ananas Premium Entrepreneur Development manager Lai Mun Siong (third from left) and staff promoting their products at Karnival Jom Heboh x National Pineapple Day in Johor Baru yesterday. NSTP PIC BY NAJMI NORAZAM

fruits, particularly pineapples.

"Among the popular products were pineapples, pineapple juice and pineapple sausages.

"Hundreds of kilogrammes of pineapples have been sold throughout these three days. It's a good promotion for entrepreneurs like us."

Water Gang founder Azrin Md Isa, who has been participating in KJH since 2017, said this year's response was one of the best he had seen.

"Friday being a public holiday added to the excitement. The turnout was fantastic and sales were strong," he said.

Held in conjunction with Na-

tional Pineapple Day, the carnival highlighted the fruit in a vibrant and festive setting.

A total of 170 stalls were featured at the carnival. These included booths by entrepreneurs from the Jom Tani Village under the Agriculture and Food Security Ministry, as well as Urban Development Authority entrepreneurs.

There were also interactive booths, such as Studio Jom Heboh, Studio Tonton Drama Sangat (TV3, TV9 and Tonton), New Straits Times Press and Kedai Jom Heboh.

In addition to activities such as a children's colouring competi-

tion and family interactive games, the event offered several attractions for children.

These included the Ejen Ali Explorace and the NSTP Car Sim Experience booth, where visitors could test their driving skills on a racetrack simulator.

The carnival also drew crowds with appearances by celebrities and Media Prima personalities from dramas, including *Aku Bukan Ustazah 2*, *Polis Peronda*, *Baby Papa* and *Pasca Kau Pergi*. Among those present were Ahmad Syafiq, Kodi Rasheed, Shah Iskandar, Faizal Hussein, Kirana Batrisyia, Liza Abdullah, Aleza Shadan and Didie Alias.

| TARIKH | MEDIA | RUANGAN | MUKA SURAT |
|-----------|---------------|----------|------------|
| 30/6/2025 | BERITA HARIAN | NASIONAL | 7 |



Sheikh Umar menerima pengiktirafan daripada MBOR bagi kategori Most Pineapple Tart Bakes in An Event pada KJH sempena Sambutan Hari Nanas Malaysia 2025 di Angsana Johor Bahru Mall, kelmarin, sambil disaksikan Arthur dan Syed Hussian (dua dari kiri). (Foto Najmi Nor Azam/BH)

Rosilah bersama anak, Nafiz Adli yang memenangi tempat pertama pada pertandingan Tart Nanas Fresh From Oven.

LPNM dapat pengiktirafan MBOR hasilkan lebih 30,000 tart nanas

100 usahawan nanas bimbingan LPNM sertai Pertandingan Tart Nanas Fresh From Oven

Oleh Mohamed Farid Noh
farid_noh@bh.com.my

Johor Bahru: Lembaga Perindustrian Nanas Malaysia (LPNM) melakar sejarah apabila di-anugerahkan pengiktirafan Malaysia Book of Records (MBOR), di sini, kelmarin.

Ia menerima pengiktirafan bagi kategori *Most Pineapple Tart Bakes in An Event* pada Karnival Jom Heboh (KJH) sempena Sambutan Hari Nanas Malaysia 2025 di Angsana Johor Bahru Mall.

Lebih 30,000 tart nanas berjaya dihasilkan kelmarin hasil penyertaan 100 peserta daripada 50 kumpulan yang menyertai Pertandingan *Tart Nanas Fresh From Oven*.

Peserta adalah dalam kalangan usahawan nanas bimbingan LPNM dari seluruh negara bagi merubut anugerah tart paling enak Malaysia. Anugerah itu diserahkan pegawai MBOR kepada Pengerusi LPNM, Sheikh Umar Bagharib Ali di Pavilion Nanas KJH.

Ia disaksikan oleh Timbalan Menteri Pertanian dan Keterjaminan Makanan, Datuk Arthur Joseph Kurup dan Pengerusi Kumpulan Media Prima,



Arthur (tiga dari kanan), Syed Hussian dan Sheikh Umar bersama pemenang Pertandingan Tart Nanas Fresh From Oven, di Johor Bahru, kelmarin.

Datuk Seri Dr Syed Hussian Aljunied.

Sementara itu, Arthur berkata, sambutan hebat peserta serta pengunjung terhadap acara pertandingan tart nanas anjuran LPNM yang meraih rekod MBOR itu, membuktikan potensi besar Hari Nanas Malaysia.

Sambutan hebat

Oleh itu katanya, usaha Kementerian memasukkan sambutan Hari Nanas Malaysia dalam takwimnya setiap dua tahun sekali mulai tahun ini amat bertepatan susulan sambutan hangat dari pengunjung KJH Sempena Hari Nanas Malaysia.

"Tahniah pada LPNM yang terima anugerah MBOR *Most Pineapple Tart Bakes in An Event* hari ini (kelmarin).

"Apabila melihat sambutan hebat Hari Nanas Malaysia semalam, Kementerian yakin akan capai sasaran pengunjung 500,000 untuk KJH Sempena Hari Nanas Malaysia.

"Hari ini (kelmarin) urus setia KJH memaklumkan kita sudah melebihi 50 peratus sasaran, jadi tiada masalah untuk capai sasaran 500,000 pengunjung pada hari terakhir.

"Ini menunjukkan minat orang ramai terhadap nanas dan produknya amat tinggi.

"Oleh itu Kementerian akan terus memfokuskan potensi nanas untuk menjadi sumber kekayaan baharu rakyat," katanya selepas menyampaikan anugerah Pertandingan *Tart Nanas Fresh From Oven*.

Tempat pertama pertandi-

ngan tart nanas berkenaan di-menangi Cravory Foods dari Kempas yang menghasilkan *Pineapple Rose Cheese Tart*, sekaligus meraih hadiah wang tunai RM9,000.

Cravory Foods turut meraih Anugerah Tart Pilihan Ramai.

Tempat kedua dan ketiga pula masing-masing dimenangi Tart Nenas Demok dan Kiah Tart Klasik dengan meraih hadiah wang tunai RM7,000 dan RM5,000.

Pemilik Cravory Foods, Rosilah Ahmad, 56, berkata, beliau tidak menyangka dapat menewaskan nama-nama besar dalam industri pembuatan tart nanas negara.

Beliau yang menyertai pertandingan itu dengan anak ketiganya, Nafiz Adli Azmi, 24, ber-

kata beliau hanyalah pengusaha kecil-kecilan yang menghasilkan tart keju dari rumah untuk kenalan dan pelanggan mengenalnya.

"Berbanding dengan pengusaha lain yang juga pemilik perusahaan tart nanas besar dan dikenali ramai, kemenangan ini membakar semangat untuk saya terus memajukan perniagaan tart keju ini.

"Resipi pertandingan ini saya cipta tiga minggu lalu berikutan suami membelikan pemanis mulut yang mempunyai serpihan kelopak mawar yang berkhasiat.

"Ia menggabungkan penggunaan serpihan kelopak mawar, safran dan keju, selain inti daripada nanas sebagai tart nanas inovasi kami," katanya.

| TARIKH | MEDIA | RUANGAN | MUKA SURAT |
|-----------|---------|----------|------------|
| 30/6/2025 | THE SUN | NATIONAL | 4 |

Pineapple waste industry set for boost with collection kiosks

JOHOR BAHRU: The Malaysian Pineapple Industry Board is formulating a comprehensive plan to strengthen the country's pineapple waste industry, with the proposed establishment of five pineapple waste processing centres (PWPC) and 50 waste collection kiosks nationwide.

Board director-general Mohd Khairuzamri M. Salleh said the initiative is being planned through funding requested under the 13th Malaysia Plan.

The five centres are expected to be built in the East Coast, and southern, northern, central and Sarawak zones to turn farm waste into a new source of income for farmers while supporting national environmental sustainability goals.

"The PWPC will collect and process pineapple waste such as leaves and stems into products that include animal feed, planting base, paper pulp and compost materials," he told Bernama at the Malaysian Pineapple Day 2025 celebration held at Angsana Mall yesterday.

He said the first pilot PWPC project began

operations in Rompin, Pahang last year and is equipped with modern machinery, including harvesters, crushers, extruders and dryers, with capacity to process between one and three tonnes of waste daily.

On the waste collection kiosks, Mohd Khairuzamri said they would be set up at community and smallholder levels to facilitate the sale of pineapple waste to PWPC located nearby.

"These kiosks would streamline logistics and centralised waste collection, thereby accelerating the value chain process in the pineapple waste industry," he said.

Mohd Khairuzamri also highlighted that the board's three-stage harvesting approach, covering fruit, seedlings and waste, could enhance farm efficiency and generate additional income for growers.

"This is in line with the National Agrofood Policy through zero waste management initiatives and supports the United Nations

Sustainable Development Goals," he said.

According to data from the board, each acre of pineapple plantation could generate up to 51 tonnes of waste.

It is estimated that about two million tonnes of pineapple waste are produced annually, based on the current nationwide plantation area of 18,664ha.

"We see immense potential in this industry, not only economically but also in terms of sustainability and optimal resource utilisation.

"By capitalising on the three-stage harvesting concept and the development of diverse, high-value products, the estimated value per pineapple plant is between RM30 and RM50," he added.

The inaugural Malaysian Pineapple Day celebration, themed "Nanas Kita Kebanggaan Negara", held from June 27 until yesterday, aims to promote pineapple as a key national crop and attract youth interest in modern agriculture.

— Bernama

| TARIKH | MEDIA | RUANGAN | MUKA SURAT |
|-----------|---------|----------|------------|
| 30/6/2025 | THE SUN | NATIONAL | 4 |

Plantation owners welcome campaign to stabilise prices

JOHOR BAHRU: Pineapple growers say the "Buy Malaysian Goods" campaign themed Jom Beli Lokal (Let's Buy Local), could help stabilise market prices and ensure steady demand for local agricultural produce.

Samarahan, Sarawak, pineapple grower Mohd Nasry Mohd Nasir, 38, said the initiative also promises stronger market assurance for farmers, provided consumers continue to support local products.

He added that the campaign would encourage greater demand for the various local pineapple varieties.

"This initiative is very good overall. It helps boost farmers' income while highlighting the quality of our pineapples, which are on par with those from overseas," he told Bernama when met at the International Pineapple Industry Seminar on Saturday.

Nasry, who has managed his family's pineapple farm for the past three years on over 100 acres, added that the campaign could also reduce reliance on middlemen if implemented over the long term.

"In Sarawak, for example, the Moris pineapple variety is relatively cheaper, with market prices at about RM10 for three fruits, but when sold to middlemen, the price drops to about RM2.50 each.

"Some middlemen resell them at RM10 for just two fruits, so this campaign may help reduce our dependence on them and allow buyers to purchase directly from us at better prices," he said.

Meanwhile, Johor-based pineapple grower Mohd Zulafiq Nordin, 38, believes the initiative could open broader market access for small and medium-scale farmers, including supermarkets and online sales platforms.

He said it would also help increase sales of lower-grade pineapples that are still of good quality.

Securing the Tambun pomelo identity

By IVAN LOH
ivanloh@thestar.com.my

IPOH: Just like harummanis mango from Perlis and Bentong ginger, perhaps it's time for the humble Tambun pomelo to assert itself to prevent pretenders to the throne.

"It's high time for the famed Tambun pomelo to be registered as an intellectual property (IP) under geographical indications," said Gopeng MP Tan Kar Hing.

He said the pomelo industry here has matured and that it should take the next step to protect its name and image.

"The Geographical Indications Act protects against falsely representing to the public that goods originate from another country, territory, region, or locality."

Speaking to reporters yesterday after attending a pomelo growers'

empowerment programme in Kampung Baru Ampang here, Tan said Tambun pomelo had already become a brand so "we need to protect its name and image."

"Several other places in the country are already growing the fruit. We don't want the efforts of our growers who have put in so much money and hard work to develop the industry to come to naught," he said, adding that Tambun pomelo has been grown here since the 1940s.

"An IP would also ensure the fruit can have added value," he added.

Tan said he hoped that the name "Tambun pomelo" would be exclusive to how it is grown and cultivated.

He said the growers and the state Agriculture Department would need to thrash out the necessary details to streamline the

specifics required for the product to be called Tambun pomelo.

These included the type of soil and minerals required to plant the fruit, the weather, varieties, taste, sizes, sweetness level and colours, he said.

"The product is ready and the quality of the fruits, especially those from Tambun, are assured. "We don't want growers from other areas to simply use the name, which could impact its image if anything were to go wrong."

"If the fruit is grown in Tenom, they should call it Tenom pomelo, instead of Tambun," he said, adding that he is hopeful that they could get it done within six months.

"After that, we can then push for Malaysia Good Agricultural Practices (MyGAP) certification and also develop the downstream



Exclusive origin: Pomelo grower Tan Swee Kong inspecting his harvest.

industry," he said, adding that the fruit was being exported to Hong Kong, Singapore, China and other countries.

"We are pushing for the grow-

ers from Tambun, Ampang and Ulu Piah to set up a non-governmental organisation so that we can go for the IP registration," he said.

30/6/2025

HARIAN
METRO

AKADEMIA

35

Manfaatkan sistem fertigasi pintar

Dalam mendepani cabaran sekuriti makanan dan perubahan iklim global, usaha memperkenalkan teknologi pertanian moden kepada generasi muda semakin menjadi keutamaan.

Menyedari keperluan ini, penuntut Universiti Putra Malaysia (UPM) tampil menerusi pendekatan inovatif, memperkenalkan sistem fertigasi pintar berasaskan Internet Keabandaan (IoT) di peringkat sekolah sebagai usaha awal membina kesedaran dan minat dalam bidang pertanian masa depan.

Melalui program pemindahan ilmu yang dinamakan AgriNova 1.0, Jabatan Kejuruteraan Biologi dan Pertanian, Fakulti Kejuruteraan, mengambil inisiatif penuntut terhadap bidang pertanian moden dengan membangunkan sistem fertigasi pintar di Asrama Baitussalam, Sekolah Sri Al-Amin Bangi, Selangor, baru-baru ini.



(CAdE-Lead) UPM dan EISmartwork Sdn Bhd. "Kerjasama ini mendapat sambutan positif daripada pihak sekolah yang melihat pendedahan awal kepada teknologi pertanian sebagai langkah penting untuk generasi muda," katanya.

Dr. Norhashila berkata, pengeluaran pertanian yang cekap dan berteknologi tinggi bukan sahaja dapat meningkatkan hasil, malah membantu negara memperkukuh sekuriti makanan dalam menghadapi cabaran masa depan.

"Program seperti ini membuktikan bahawa pendidikan dan inovasi teknologi di peringkat akar umbi mampu memaintankan peranan besar dalam memastikan kelestarian bekalan makanan.

"Ia sejajar dengan matlamat Malaysia untuk menjadi negara yang lebih berdaya dalam pengeluaran makanan," katanya.

"Sebanyak 72 pokok ditanam sebagai sebahagian daripada projek ini.

"AgriNova 1.0 ini turut mendapat sokongan tajaan daripada Persatuan Ibu Bapa dan Guru Sekolah Sri Al-Amin, Pusat Pembangunan dan Kecemerlangan Kepimpinan Akademik

berasaskan IoT melalui sistem fertigasi pintar.

Menurutnya, sistem itu membolehkan proses penyiraman dan pemberian nutrien kepada tanaman seperti bok choy dan sawi dijalankan secara automatik menggunakan 'timer', pam, dan sensor jumlah pepejal larut (TDS).

Madya Ir. Dr. Norhashila Hashim.

Ia turut membabitkan 17 penuntut universiti itu diketuai Arvin Raj Ramesh selaku pengarah program dan 40 pelajar sekolah terbabit.

Dr. Norhashila berkata, fokus utama projek itu adalah penggunaan teknologi pertanian

Program itu dijalankan menerusi pendekatan Service-Learning

Malaysia-University for Society (SULAM) di bawah kursus ENG3104 Jurutera dan Masyarakat yang dikendalikan Pensyarah Kanan Jabatan Kejuruteraan Biologi dan Pertanian, Fakulti Kejuruteraan, Profesor



IRDAWATY dan Fadzly tidak kekok membantu pekerja membakar sate apabila ada keperluan.



IRDAWATY turut membekalkan sate mentah kepada perniagaan di sekitar Batu Gajah dan Ipoh.

Che Mat Satay sasar 1,000 francais

PLATFORM PKS

- Bakal lancar konsep francais tahun ini
- Buka peluang jana pendapatan dengan menjual sate

Oleh MEGAT LUTFI MEGAT RAHIM

BATU GAJAH – Pasangan suami isteri, Fadzli Mohd. Rafdzi dan Irdawaty Ahmad Ariffin, masing-masing berumur 43 tahun tidak menyangka perniagaan sate mereka di bawah jenama Che Mat Satay bakal membawa dimensi baharu dalam kehidupan.

Jualan sate ayam, daging, kambing dan perut, selain kuah kacang segera sejak 2019 dengan menumpang di sebuah restoran milik rakan di Kampung Sentang, di sini, menjadi titik mula buat ibu bapa kepada empat orang anak ini untuk menerokai industri francais yang giat berkembang. "Mengapa sate dan kuah kacang? Hidangan ini digemari semua kaum di negara ini tanpa mengira umur dan pendapatan, malah ia dinikmati sepanjang masa, bukan hanya pada waktu tertentu atau musim perayaan.

"Selain itu, kaedah memproses sebenarnya tidak sukar jika betul caranya. Cukuk dan bakar dengan kadar pemanasan yang betul," kata Irdawaty kepada *Kosmo!* ketika ditemui di sini, baru-baru ini.

Ujarnya, daging dan perut



PASANGAN Fadzly dan Irdawaty bermula sederhana dengan sekadar menumpang di restoran milik rakan sebelum perniagaan mereka berkembang untuk menjual 50,000 cuduk sate sebulan.

Che Mat Satay tidak mempunyai lemak supaya pelanggan dapat merasai sepenuhnya kelazatan isinya, selain kuah kacang resipi turun temurun daripada nenek sendiri.

Konsep perhubungan awam pasangan ini mudah, iaitu membina hubungan baik dengan pelanggan, memastikan makanan sentiasa berkualiti dan bersikap rendah diri untuk menerima maklum balas.

Setelah lebih enam tahun terlibat dalam perniagaan sate, Irdawaty kini mampu menjana pendapatan kasar sehingga RM30,000 sebulan.

"Sekitar 50,000 cuduk sate terjual sebulan bermula pada harga RM1.20 hingga RM2 secukupnya tidak termasuk hirisan timun,

bawang dan nasi impit mengikut permintaan pelanggan.

"Saya turut mempunyai lima premis memproses sate mentah untuk lebih 10 peniaga sate, restoran serta catering sekitar Batu Gajah dan Ipoh yang mengambil stok secara konsisten setiap bulan. Ia menyokong usahawan tempatan lain selain membentuk jaringan perniagaan lebih luas," katanya.

Menyokong ekonomi setempat, Irdawaty membeli bekalan mentah daripada pembekal tempatan termasuk penternak ruminan di sekitar negeri ini.

Katanya, sepanjang terlibat dalam dunia makanan, dia banyak mendapat bantuan daripada pelbagai agensi kerajaan seperti Institut Penyelidikan

dan Kemajuan Pertanian Malaysia (MARDI), Lembaga Pertubuhan Peladang (LPP), Sekretariat Usahawan Negeri Perak (STeP), Lembaga Pemasaran Pertanian Persekutuan (FAMA) dan Kementerian Pembangunan Usahawan dan Koperasi (Kuskop).

Turut menyokong ialah Small Medium Enterprise Development Bank Malaysia Berhad (SME Bank), Perbadanan Nasional Bhd. (Pernas), Institut Keusahawanan Negara Berhad (Insken), SME Corporation Malaysia (SME Corp. Malaysia), Perbadanan Pembangunan Perdagangan Luar Malaysia (Matrade) dan Amanah Ikhtiar Malaysia (AIM).

Menurutnya, rangkaian agensi itu membantu menerusi geran peralatan mesin, pengubahsua-

ian premis, pinjaman boleh ubah dengan kadar faedah fleksibel, latihan, pembungkusan dan pelabelan produk, serta ujian makmal secara percuma.

"Agensi-agensi ini turut mengajar pengurusan akaun dan kewangan yang betul, selain memantau agar bajet dan kos operasi sempurna supaya perniagaan ini ada kesinambungannya.

"Malah, saya telah melakukan pendaftaran logo atau cap dagangan Che Mat Satay menerusi Perbadanan Harta Intelek Malaysia sebagai strategi memperkembangkan perniagaan menerusi konsep francais," katanya.

Irdawaty memaklumkan, Pernas memilih Che Mat Satay untuk dibimbing dan diperkembangkan menerusi konsep francais yang bakal dilancarkan pada tahun ini.

"Konsepnya mudah iaitu kadar pinjaman yang fleksibel, pakej latihan serta peralatan seperti poster, sepaduk, peti sejuk beku dan kanopi yang membuka peluang kepada ramai rakyat negara ini untuk menjana pendapatan stabil menerusi jualan sate.

"Pulangan pelaburan dijangka dalam tempoh masa singkat sekiranya diuruskan dengan betul, selain mendapat bimbingan khusus daripada kami dan Pernas sendiri," katanya.

Menuju ke arah itu, dia telah mendapat pensijilan halal dan kini dalam proses pengiktirafan Kementerian Kesihatan (KKM) untuk pensijilan Makanan Selamat Tanggungjawab Industri atau MeSTI, dan GMP (Amalan Perkilangan Baik).

Wawasan Irdawaty berdasarkan perancangan strategiknya, lebih 1,000 francais Che Mat Satay dapat diwujudkan dalam tempoh lima tahun selain jenamanya dikenali di peringkat tempatan dan antarabangsa.