

FGV Ensures Sufficient Supply of its Consumer Products during Lockdown



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KUALA LUMPUR, 2 June 2021 – Following the nationwide 14-day ‘total lockdown’ as recently announced by the Government, FGV Holdings Berhad (FGV) is ensuring a sufficient supply of its consumer products for the market.

FGV’s product range includes cooking oil, sugar, rice, coconut milk, margarine, vanaspati, instant noodles, creamers, fresh milk and various other food products under the brands SAJI, ADELA, GULA PRAI, SERI PELANGI, TIGA UDANG, BRIGHT COW and PREMEO.

Azman Ahmad, FGV’s Officer-In-Charge and Group Divisional Director of Logistics and Support Businesses Sector said, “As an organisation that is in the essential food industry, we assure that all FGV products will be available throughout this challenging period.”

“We will continue working vigilantly with our production factories and suppliers while adhering to the strict standard operating procedures (SOP) set. This to ensure that our end-to-end food supply chain from raw materials to packaging and delivery will not be disrupted during the total lockdown phase,” added Azman Ahmad.

“Furthermore, FGV is also helping to reduce the mobility of our consumers during this lockdown through Gogopasar, FGV’s e-commerce grocery marketplace. Gogopasar is currently increasing its next-day home deliveries for fresh vegetables, fruits, seafood, meat and chicken to meet the needs of consumers in Klang Valley,” he continued.

Gogopasar’s app is available for Android and iOS users, as well as via its portal www.gogopasar.com.

FGV also offers additional online shopping options for its consumers, where products are readily available on the KedaiFGV platform via its website www.kedaifgv.com, as well as on Shopee at <https://shopee.com.my/kedaifgv>.



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FGV has full integrated supply chains from farm to table, especially through palm-based products which help to ensure enough supply of oils and fats to the market. Through its Integrated Farming sector, FGV is embarking on new food segments such as cash crops, paddy as well as dairy to contribute to the nation’s food security and reduce dependency on imported goods.

“Sufficient supply of our new high-value cash crops such as MD2 pineapples and Cavendish bananas under the Ladang’57 brand is also available in the local market throughout the lockdown period.”

“Apart from consumer products, FGV’s animal feed products’ supply under the ALMA brand is currently catering adequately to the local demand for cattle, dairy cattle, goats, sheep and chicken feed, as the industry is also considered as essential by the Government,” added Azman Ahmad.

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