FGV Launches Campaign to Improve Quality Of Fresh Fruit Bunches



Felda Global Ventures Holdings Bhd (FGV) is committed to helping settlers and smallholders increase their income by improving the quality of fresh fruit bunches (FFB) supplied to its mills throughout the country.

Group President and Chief Executive Officer Dato' Zakaria Arshad said through its daily operations, the FGV Group is very much connected to the settlers and smallholders as two-thirds of the total FFB processed are supplied by the latter.

"FGV has set a long-term goal to achieve an oil extraction rate (OER) of up to 22% by 2020. This goal can only be achieved with the cooperation of our various stakeholders.

"In addition to improving the quality of FFB delivered to the mills and improving the average rate of OER, this campaign can help increase the income of the settlers and smallholders in the long run through good estate management practices," he said at the launch of the FFB Quality Improvement Campaign 2017 at Kilang Sawit Serting in Negeri Sembilan.

The event was also attended by FGV's Chairman, YB Tan Sri Mohd Isa Haji Abdul Samad, Director General of Felda, Dato' Hanapi Suhada and Malaysian Palm Oil Board (MPOB)

representative Mohammad Jasni Satar.

The nationwide campaign was launched with the theme “Quality FFB Brings Higher Returns” with the aim to encourage FFB suppliers to strive for the specified quality which is 100% ripe fresh fruits in accordance to MPOB’s Third Edition Oil Palm Fruit Grading Manual.

FFB suppliers were also briefed on the grading system, factors of penalties as well as the role of Quality Improvement Consultative Committee (JPPK) in determining the quality of the FFBs.

Dato’ Zakaria said FGV also shared its expertise on best practices of estate management from planting, caring of the trees, methods to control rodent infestation to harvesting in ensuring a more productive FFB production.



“Information on the quality of FFB is very important as there is a lot of confusion on how grading is done and the price paid. There are several factors that would affect the grading of the fruits received including fruits that are under-ripe, rotten, etc.

“We remain committed to sharing our experience and expertise with our suppliers to ensure the best quality of FFB and at the same time able to increase their income,” he explained.