

FGV Launches Highly Nutritious Animal Feed Brand, ALMA



Introduces new range of palm based products to reduce Malaysia's dependency on animal feed import

Kuala Lumpur, 11 March 2021 - FGV Holdings Berhad (FGV) through its subsidiary, FGV Integrated Farming Holdings Sdn Bhd (FGVIF) has launched its high-quality animal feed brand ALMA, for FGV's expanding animal feed and animal nutrition business.



Dato' Haris Fadzilah Hassan, FGV's Group Chief Executive Officer said the company's domestic sales of palm kernel expeller (PKE) and animal feed products have increased from only 8,000 metric tonnes (MT) in 2018 to 39,000 MT last year with a compound annual growth rate (CAGR) of 121 percent.

"For 2021, FGV is allocating 75,000 MT which is equivalent to 20 percent of our annual PKE production for the production of animal feed. We target to achieve 150,000 MT by the year 2024. Based on the ruminant statistics in Malaysia, the requirement of an animal feed concentrate is approximately 240,000 MT per year, in which FGV has already supplied 17 percent of this requirement last year to meet the demand of our local farmers. We shall be able to contribute approximately 60 percent of the local concentrate feed demand for

ruminant by year 2024,” said Haris Fadzilah.

“FGV will continuously support the local animal feed industry to remain self-sufficient. Our new range of ALMA animal feed products are free of antibiotics and include healthy formulations for beef and dairy cattle feed, goat and sheep feed, chicken and native chicken feed, natural mineral feed and additional feed for livestock. We have also established our distributorship programme to ensure that the feed reaches our local farmers effectively throughout the Peninsular and shall increase the numbers of distributors this year,” he added.

“As a feed and animal nutrition manufacturer with more than 30 years of experience in processing palm kernels, FGV ensures the feed quality and safety of our products are of the highest standards with emphasis on increased productivity for sustainable livestock farming. ALMA animal feed products contain ingredients which are approved by the Food and Drug Administration (FDA) such as grains, minerals and vitamins, and does not contain prohibited waste materials from animals such as blood, bones or internal organs. Internal sourcing of PKE is also very important for traceability, which is another key feature of our products,” he continued.

In conjunction with ALMA’S product launching, FGV and the Department of Veterinary Services Malaysia (DVS) had worked together in providing relief for local animal farmers who were affected by the recent flood situation in Selangor, Pahang, Kelantan and Terengganu. The East Coast region records the largest number of livestock per capita in Malaysia, and is the most affected region by the recent flash floods disaster.

A total of 800 bags of ALMA animal feed equivalent to 40 MT, were contributed in stages to 300 farmers from 22 February until 7 March 2021. A flag-off event was held at DVS’s Headquarters in Putrajaya, and was officiated by Dato’ Dr Norlizan Mohd Noor, Director-General of DVS to mark the deliveries of ALMA animal feed to Pusat Sumber Genetik Ternakan (PSGT) in Ulu Lepar Gambang (Pahang), Pusat Veterinari Manir (Terengganu) and Pusat Veterinari in Kubang Kerian (Kelantan). Each location received 200 bags of ALMA animal feed products.

FGV operates four kernel crushing plants located in Kuantan (Pahang), Pasir Gudang (Johor), Pandamaran (Selangor) and Lahad Datu (Sabah) to produce PKE. For those interested to purchase FGV’s ALMA product range may send their inquiries to aztidian.a@fgvholdings.com / FGVIF social media at @fgvalma, or contact FGVIF’s nationwide official distributors.

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