

FGV Partners With BERNAS To Produce Malaysian Fragrant Rice With Local Paddy Farmers



MAFI Minister Launches SAJI Aroma Malaysian Fragrant Rice

TANJONG KARANG, 29 March 2022 - FGV Holdings Berhad (FGV), through its subsidiary FGV Integrated Farming Holdings Sdn Bhd (FGVIF), has signed a Memorandum of Collaboration (MoC) with Padiberas Nasional Berhad (BERNAS) in a strategic move to strengthen the nation's fragrant rice industry.

FGV has successfully implemented FGVIF's Fortified Field™ Fragrant Rice (3FR) contract farming programme, which optimises local fragrant rice paddy farming through smart and effective agriculture practices and technologies. It is now expanding the programme with BERNAS at more locations nationwide.



From left: Abdul Razak Aya, Head of Integrated Farming, FGV Holdings Berhad, Datuk Seri Dr Ronald Kiandee, Minister of Agriculture and Food Industries, Datuk Dr Nik Muhammad Zawawi Hj Salleh, Deputy Minister of Agriculture and Food Industries and Norhisham Abdul Rahman, Head of Plantation Management Department, BERNAS.

The MoC signing was held today at Kilang Beras BERNAS Seri Tiram Jaya here in the presence of Datuk Seri Dr Ronald Kiandee, Minister of Agriculture and Food Industries.

FGV also had the honour of Dr Kiandee launching SAJI Aroma fragrant rice, which will hit the stores in May. SAJI Aroma is produced locally by farmers in Barat Laut Selangor and Seberang Perak from MRQ76 seeds, one of MARDI's top fragrant rice varieties known for its quality, taste and high yield.

In his speech, Dr Kiandee lauds the successful efforts by FGV and BERNAS in implementing MAFI's Large-Scale SMART Paddy Field (SMART SBB), a megaproject launched last year as part of the government's initiative to improve the standard of living of local paddy farmers.

"The efforts to develop the MRQ76 on large scales will complete the value chain in the nation's paddy and rice subsector. Currently, MAFI is also planning to collaborate with local researchers with the full support of industry players, to deepen and expand scientific studies related to the use of fragrant rice, which is increasingly seen to be the main choice of Malaysians," said Dr Kiandee.



From left: Datuk Dr Nik Muhammad Zawawi Hj Salleh, Deputy Minister of Agriculture and Food Industries, Datuk Seri Dr Ronald Kiandee, Minister of Agriculture and Food Industries, and Abdul Razak Aya, Head of Integrated Farming, FGV Holdings Berhad at the launch of SAJI Aroma Malaysian fragrant rice.

To date, FGVIF has managed to plant over 600 hectares of fragrant rice in Selangor and Perak states under its 3FR programme in just over a year, while BERNAS has expanded its Smart SBB's development area for local white rice and fragrant rice, from four locations in the early of 2021 to 12 areas nationwide.

Mohd Nazrul Izam Mansor, Group Chief Executive Officer of FGV, said; "We are thrilled to work together with BERNAS in implementing 3FR in more locations, giving our local paddy farmers higher returns from their crops. These are in line with FGV's aspirations, as a food producer, to become a player in the local rice industry and contribute to the country's food security."

Nazrul said FGVIF also plans to initiate corn fodder planting in between paddy planting seasons to increase farmers' income. FGV's animal feed brand ALMA can be the conduit for this initiative to promote the high protein and energy content in corn fodder, in the mix ration feed for the livestock industry including dairy cattle.

Abdul Rahman Mohd Nasri, Head of Upstream and Concession Management Division

BERNAS said; “BERNAS is committed to fulfilling the mandate by MAFI in developing the Smart SBB project. In addition, this collaboration will also focus on the downstream areas, which will enable both parties to leverage on our core capabilities and expertise in achieving operational efficiencies.

With the partnership, FGV and BERNAS will also look into the vast potential for research and development growth for the industry, explore by-products activities for animal feed and leverage each other’s distribution and logistics capabilities.

*SAJI Aroma is currently available on FGV’s e-commerce platform **GOGOPASAR.com** in 1kg and 5kg packaging.*

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