

FGV Produces Nutritious, High-Quality Feed and Supplies of Fresh Native Chicken Nationwide



SERDANG, 9 August - FGV Holdings Berhad (FGV) via its wholly-owned subsidiary, FGV Integrated Farming Sdn Bhd (FGVIF) launched its high-quality native chicken feed brand, ALMA as part of FGV's initiatives in responding to the government's call and contributing towards the National Food Security agenda and National Agrofood Policy 2.0, on Monday.

The launching ceremony was held at the Malaysia Agriculture, Horticulture and Agrotourism 2022 Exhibition (MAHA 2022) in Serdang, officiated by YB Dato' Sri Mustapa Mohamed, Minister in the Prime Minister's Department (Economy).

FGV collaborates with Padiberas Nasional Berhad (BERNAS) to produce a new formulation of chicken feed that uses by-products from local paddy and rice factories. This is in line with the "waste to wealth" initiative which has been practised by BERNAS.

This initiative is expected to reduce approximately 10 percent of production cost due to substitution of imported grain corn components. A total of 30,000 metric tons per year of by-product materials will be used to produce ALMA native chicken feed.



a Mohamed, Minister at Prime Minister's Department (Economy) (fourth from left) together with YB Datuk Sri Norol Azali Sulaiman, ADUN Guai and YB Datuk Dr. Nik Muhammad Zawawi Salleh, Deputy Minister of Agriculture and Food Industries (MAFI) today launched FGV ALMA-BERNAS native chicken feed and Ladang'57 fresh native chicken product with AEON BiG.

With the production of nutritious native chicken feed, Malaysia will be able to reduce its dependency on imported chicken feed and ultimately, ensure product availability at a reduced price.

Dato' Haris Fadzilah Hassan, Group Managing Director of BERNAS said, "The collaboration with FGVIF into animal feed is our contribution towards addressing the nation's food security and to add value to our by-products from paddy processing. Working together, we aim to offer high-quality animal feed at affordable prices to ensure the cost of chicken and meat are within reasonable levels."

Besides native chicken feed, FGV previously launched a range of ALMA animal feed products for beef, dairy cattle, goat and sheep.

Malaysia currently produces approximately 8 million heads of native chicken annually and almost 10 percent of the production is exported to Singapore while the rest is distributed mainly in Kuala Lumpur, Ipoh and Penang. The feed supply potential for this industry is expected to reach 32,000 metric tonnes per year.

To boost the supply and ensure the availability of the native chicken supply in the market,

FGV has been proactively leading the Projek Pembangunan Peneroka (PPP) under the Federal Land Development Authority (FELDA) and Program Pembasmian Kemiskinan Tegar Keluarga Malaysia (BMTKM) under the contract farming arrangement.

In conjunction with the launch, FGV also announced its fresh native chicken product, marketed under the brand Ladang'57, that will be available at AEON BiG hypermarkets nationwide. AEON BiG is one of FGV's marketing and distribution partners that helps to make the National Food Security agenda a success.

According to En. Sheikh Farouk Sheikh Mohamed, Managing Director of AEON BiG (M) Sdn. Bhd, "AEON is honoured to participate in this strategic collaboration by FGVIF and FELDA PPP. This will allow more opportunities for local farmers in participating towards elevating the national economy. This cooperation is aligned with AEON BiG's goal to help local farmers to market their products, at the same time we can ensure basic necessities such as fresh chicken can be supplied to consumers."

Dato' Mohd Nazrul Izam Mansor, Group Chief Executive Officer of FGV said, "These partnerships are aligned with our vision to become one of the world's leading integrated and sustainable agribusinesses. The collaboration will further expand our animal feed and poultry businesses."

FGV, BERNAS, FELDA and AEON BiG as the players of this synergistic collaboration aspire to help strengthen the National Food Security Agenda by supporting the local animal feed industry to remain self-sufficient and to become more sustainable in the future.

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