FGV Sees Upsurge of Demands For its Fertilisers – Due to Increasing Number of Home Gardening and Urban Farming During MCO


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The bottled fertilisers by FGV: SF65: Baja Subur and SB45: Baja Penggalak Bunga dan Buah

KUALA LUMPUR, 7 August 2020: FGV Holdings Berhad (FGV) found a niche market for its fertiliser business following a surge in demand during the Movement Control Order (MCO) period amongst home gardeners and urban farming communities.

FGV Group Chief Executive Officer, Dato' Haris Fadzilah Hassan said, "This is a positive trend as communities are more aware about food security. It gives us an opportunity to explore the consumer market with a product which we are already producing for many years. Our initiatives into consumer products segment will create diversification, add value and capture new markets."

Through its subsidiary FGV Fertiliser Sdn Bhd, FGV is already producing 15% market share or more than 680,000 MT of compound fertiliser, compacted fertiliser and mixture/straight fertiliser annually, including customised-formulations to suit customers' requirements. FGV fertilisers are marketed under its own brands such as Sun Bear, Sunflower and Felda Series.

To meet the new increasing demand for retail purchase, FGV started to bottle a formulation

of its fertiliser in 1kg bottles for home plants, fruit trees, ornamental plants and landscape plants named SB45: *Baja Penggalak Bunga dan Buah*.

In July, FGV has also formulated SF65: *Baja Subur*, which is suitable for vegetables as well as fruit trees.

Both fertilisers are formulated to obtain good quality production for fruit trees, vegetables and plants by stimulating fruiting in fruit trees while helping to develop a strong resistance to diseases which are vital for vigorous plant growth.

“FGV has sold more than 13,000 bottles up to July this year compared to a total sale of 16,000 bottles throughout last year. The surge of interest in home gardening and urban farming throughout the MCO period has given FGV the opportunity to expand its fertiliser business. We target to sell 40,000 bottles of compound fertiliser in 2021. Additionally, we will be announcing a series of organic fertilisers to meet wide-ranging consumer demands,” added Haris Fadzilah.

Backed with more than 30 years of industry expertise, FGV is one of the biggest compound fertiliser manufacturers in Malaysia, owning the first production plant in the world that has the flexibility to produce either Urea or Ammonium Sulphate-based compounds. The plant was built with the assistance of experts from International Fertiliser Development Centre. This makes FGV a unique and very competitive compound fertiliser producer in the region.

Compound fertiliser is a chemical fertiliser which contains complete and balanced nutrients for crops through a homogenous mix of nitrogen (N), phosphorus (P) and kalium (K) or NPK compounds in each granule. The three macro-nutrient fertiliser NPK is widely known among gardening enthusiasts for its robust effect in promoting healthier and higher production of fruits and vegetables.

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