FGV Teams Up with AEON Big to Sell Ayam Kampung Ladang'57 Nationwide

Meeting the Growing Domestic Demand for Poultry

KUALA LUMPUR, 15 August – FGV Holdings Berhad (FGV) proudly launches its latest agriproducts offering, the 'Ayam Kampung' under the Ladang'57 brand. This initiative is part of FGV's commitment to meet the market demand for fresh, free-range chicken while contributing to the national food security agenda.

In collaboration with FGV's retail and distribution partner, AEON BiG (M) Sdn. Bhd. (AEON BiG), the Ayam Kampung by Ladang'57 will be available across 21 AEON BiG hypermarkets throughout Peninsular Malaysia, ensuring both excellent quality and affordable pricing. These chickens were raised naturally without the use of hormone or antibiotic injections, undergo various hygienic processes such as halal slaughtering and thorough cleaning before being sealed and packed.

From left: Hasrin Ismail, Director Agriculture and Livestock Development Department of FELDA, Sheikh Farouk Sheikh Mohamed, Managing Director of AEON BiG, Abdul Razak Aya, Head Integrated Farming of FGV, Datuk Iskandar Sarudin, Chairman of AEON Co, YM Puan Raja Faridah Raja Ahmad, Deputy Director General Community Development of FELDA, Sulong Jamil Mohamed Shariff, FELDA National Settler Chief/Trolak Regional Settler Chief

"As Malaysia's premier food and agribusiness company, FGV is committed to playing an important role in the national food security agenda by delivering premium and nutritious food products at reasonable prices for all Malaysians. For this introductory phase, we aim to distribute 4,000 pieces/month of Ayam Kampung Ladang'57 to AEON BiG. This partnership with AEON BiG will not only assist us in fulfilling our commitment to the national food security agenda but also plays a crucial role in its resounding success," said Dato' Nazrul Mansor, Group Chief Executive Officer of FGV.

Sheikh Farouk Sheikh Mohamed, Managing Director of AEON BiG, feels extremely grateful for the opportunity to collaborate with FGV in launching the large-scale Ayam Kampung Ladang'57 promotion today at AEON BiG Wangsa Maju. This collaboration opens up opportunities for local farmers, especially, to further boost the country's economy. Additionally, this promotion is highly appreciated by AEON BiG's customers and visitors. This partnership is also in line with AEON BiG's goal of continually assisting local farmers in marketing their products.

"This program also provides an opportunity for AEON BiG to offer a fresh supply of native chicken as an alternative to regular/normal chicken and it is also in line with AEON BiG's goal of continuously helping local farmers market their products. Through this network, AEON BiG can ensure that essential items like chicken will continue to be supplied to consumers," he added.

For today's Ayam Kampung Ladang'57 launch, AEON BiG is offering a one-day promotion at its Wangsa Maju hypermarket, a buy 1 get 1 free deal. Following that, customers can enjoy special price offer of RM9.90 per kg available nationwide until the 31st August. Shoppers can also purchase various Ladang'57 products from AEON BiG, including MD2 pineapples, Cavendish bananas, fresh MD2 pineapple juices and cuts, Horeca fragrant rice, and sweet corn.

Abdul Razak Aya delivering his speech during the launching event today.

FGV has taken a proactive lead in the contract farming arrangement with Program Pembangunan Peneroka (PPP) under FELDA. Ayam Kampung Ladang'57 is supplied by 21 PPP participants who were also present at the launch event. This program, PPP, embodies a strategic collaboration between FGV and FELDA, aimed at improving the livelihoods of FELDA settlers, fostering rural economic development, and contributing to the national food security agenda.

FGV is fully committed to meeting the surging demand for quality, nourishing and affordable products in the market through its various consumer goods brands such as SAJI, ADELA, SERI PELANGI, GULA PRAI, LADANG'57 and BRIGHT COW. Being one of the key food players in Malaysia, FGV aims to play a significant role in the country's national food security agenda by bringing high-quality and nutritious food products at affordable prices to all Malaysians.

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