



**LAPORAN LIPUTAN MEDIA HARIAN
RABU 3 JUN 2020**

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UKKMOA

UNIT KOMUNIKASI KORPORAT
KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN
(UNTUK EDARAN DALAMAN MOA, JABATAN DAN AGENSI SAHAJA)

Madu kelulut komoditi baharu negara

Penternak kelulut di Malaysia kini berupaya menaklusuk pasaran antarabangsa

Oleh HIDAYAH HAIROM

PUCHONG

Madu kelulut berpotensi menjadi komoditi baharu negara apabila para penternak kelulut kini berupaya menaklusuk pasaran antarabangsa dengan adanya kilang pemrosesan dan pembotolan madu kelulut pertama di Malaysia yang telah dibangunkan.

Timbalan Menteri Pertanian dan Industri Makanan II, Datuk Che Abdullah Mat

Nawi berkata, terdapat kira-kira 1,200 penternak kelulut berdaftar mampu memanfaatkan kemudahan yang ditawarkan kilang pemrosesan itu demi penghasilan produk madu kelulut berkualiti.

Menurutnya, perkembangan itu membantu menambah pengeluaran makanan dalam negara seterusnya merangsang ekonomi penternak kecil yang menjalankan penjualan secara tradisional dalam menghadapi kesan ekonomi pasca koronavirus (Covid-19).

"Pembinaan kilang ini adalah usaha untuk memperkasakan lagi industri madu kelulut dalam negara.

"Kilang pemrosesan yang moden ini membantu penternak kecil-kecilan meningkatkan lagi mutu pengeluaran madu yang memenuhi permintaan di peringkat antarabangsa.

"Pensijilan ISO22000, Ha-

FOTO: MOA



Dr Mohd Zulkifli (kanan) memberi penerangan tentang penghasilan madu kelulut kepada Che Abdullah (tiga dari kiri) semasa mengadakan lawatan di Puchong semalam.

an pertanian yang akan meningkatkan hasil buah-buahan negara.

"Kita harap para penternak kelulut melakukan amalan pertanian baik bagi menghasilkan madu lebih bermutu," katanya.

Sementara itu, Penasihat Akademik Honeygold Enterprise (M) Sdn Bhd, Dr Mohd Zulkifli Mustafa berkata, 2,000 kilogram madu kelulut sebulan diproses pada masa ini dan kapasiti itu mampu ditingkatkan sehingga 4,000 kilogram sebulan.

"Sebelum wabak Covid-19, kita menasaskan pasaran China, Jepun, Oman, Eropah dan Amerika Syarikat," katanya.

Kilang terletak di Alam Perdana Industrial Park itu diusahakan syarikat Honeygold Enterprise (M) Sdn Bhd dan kini dalam proses peniaian pensijilan ISO22000, HACCP, dan GPM.

akhtar selepas lawatan ke kilang tersebut di sini semalam.

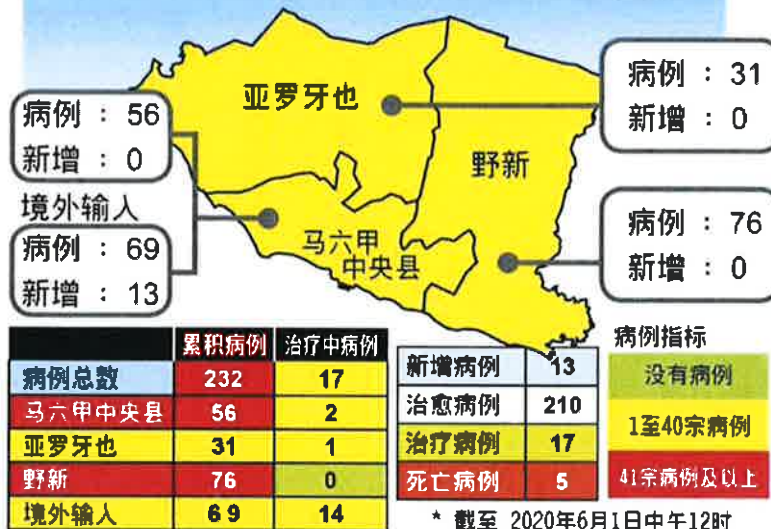
Che Abdullah berkata, pembangunan industri kelulut juga merencanakan lagi pertumbuhan pertanian negara dengan merangsang pengebungan tanam-

zard Analysis Critical Control Point (HACCP), Halal dan Amalan Pengeluaran Baik (GPM) akan melayakkan komuniti penternak kelulut menembusi pasaran antarabangsa," katanya pada sidang

Headline	Ahmad Hamzah : Melaka is most suitable place for aquaculture investment		
Media Title	China Press (Melaka)		
Date	03 Jun 2020	Color	Full Color
Section	News	Circulation	6,073
Page No	C2	Readership	18,219
Language	Chinese	ArticleSize	462 cm ²
Journalist	N/A	AdValue	RM 6,188
Frequency	Daily	PR Value	RM 18,564



馬六甲新冠肺炎病例分布圖



■ 养鱼场，右起为卡沙里及罗斯兰。
■ 阿末韩查（前排左2）视察阿兰迪士

阿末韓查：甲海岸線湖泊河流多 投資海產養殖最適合

（野新3日讯）农业及食物工业部第一副部长拿督斯里阿末韩查指出，甲州海岸线很长，又有许多湖泊及河流，适合发展水产养殖业，政府鼓励企业家投资鱼虾和其他海产的养殖业。

他说，鼓励甲企业家多投资有关工业，以期甲州在食品方面能自供自足，不必再从柔佛州的麻坡及其他渔港进口鱼类及各种海产。

他昨日视察万里望瓜拉双溪新邦的阿兰迪士养鱼场时，如此指出。陪同视察者，包括森州州议员拿督卡沙里、万望区州议员拿督罗斯兰及农业局官员。

阿末韩查说，鱼虾含有丰富的营养，是人类摄取蛋白质首选食物，它能帮助儿童发育成长，而且食用鱼虾，没有任何副作用，不像肉类因脂肪太多，会造成心血管阻塞，引发心脏病及其他慢性疾病，因此，消费者都选择鱼虾作为食物。

他赞扬阿兰迪士养鱼场协繁殖大量鱼虾，推出市场，让消费者能买到新鲜又便宜的鱼虾，同时也为当地青年制造就业机会。

他指出，养殖鱼虾，知易行难，年轻一代必须虚心向前辈们请教及学习，以期能掌握有关技能，将来自立门户，为国家食品工业作出贡献。

Ribuan udang galah, ikan mati di Sungai Sembrong

Kluang: Ribuan udang galah dan ikan air tawar ditemui mati tercapung di permukaan Sungai Sembrong, dekat Kampung Orang Asli Sedohok, di sini, petang kelmarin.

Tok Batin Kampung Orang Asli Sedohok, Halim Jahari, berkata kejadian disedari jam 5 petang itu disyaki berpunca daripada pencemaran air sungai berkenaan.

Katanya, penduduk berharap pihak berkuasa segera menyiasat punca kejadian itu yang dikhuatiri dicituskan kilang dan perusahaannya yang beroperasi di hulu sungai berkenaan.

"Air sungai kelihatan berminyak dan mungkin itu punca pencemaran ini sehingga udang serta ikan mati.

"Malah, saya ada mengambil sedikit air sungai berkenaan jika diperlukan pihak berkenaan untuk membuat kajian dan siasatan punca pencemaran," katanya di

sini, semalam.

Halim tidak mengesyaki kejadian itu berpunca daripada aktiviti menuba sungai kerana ia tidak menyebabkan air berminyak seperti berlaku petang kelmarin.



Saya ada mengambil sedikit air sungai berkenaan jika diperlukan pihak berkuasaan untuk membuat kajian dan siasatan punca pencemaran.

Halim Jahari,
Tok Batin Kampung
Orang Asli Sedohok

Sebagai langkah keselamatan, semua penduduk yang ada mengambil ikan atau udang ditemui terapung di sungai ini petang kelmarin dilarang memakannya kerana bimbang dicemari bahan beracun yang boleh menjejaskan kesihatan.

"Kami menuntut tindakan sewajarnya diambil terhadap pihak yang bertanggungjawab menjadi punca kepada pencemaran Sungai Sembrong ini kerana secara tidak langsung menjejaskan pendapatan nelayan darat yang bergantung kepada sumber sungai ini," katanya.

Halim berkata, pihaknya bimbang pencemaran itu akan menyebabkan sumber ikan serta udang galah sungai berkenaan berkurangan dan ia memerlukan tempoh masa yang lama untuk kembali pulih bagi membolehkan aktiviti perikanan dilakukan semula.



Pencemaran Sungai Sembrong menyebabkan ribuan ikan air tawar dan udang galah mati.
(Foto ihsan pembaca)

TARIKH	MEDIA	RUANGAN	MUKA SURAT
3/6/2020	EDISI VIRAL	ONLINE	

Jualan durian jatuh ketika PKP walaupun kini musimnya, bagaimana untuk mendapatkan raja buah tersebut?



Dengan taburan hujan yang tinggi di Malaysia dan petani mengalami kekurangan bantuan tenaga kerja akibat Perintah Kawalan Pergerakan (PKP) yang dilaksanakan, dijangkakan musim durian ini akan mengalami hasil yang lebih rendah berbanding musim biasa iaitu di bawah 300,000 tan metrik, menurut Lembaga Pemasaran Pertanian Persekutuan (FAMA).

Hal ini, ditambah dengan sekatan bagi aktiviti menikmati makanan di gerai tepi jalan demi membendung penularan wabak Covid-19, bakal membawa beberapa cabaran kepada industri durian.

Namun, meskipun dengan ekonomi global yang perlahan serta cabaran-cabaran ini, FAMA menjangka bahawa tahun 2020 akan menjadi tahun yang optimis bagi industri durian. Kebanyakan penjual durian meramalkan bahawa permintaan akan kekal kukuh di dalam dan luar negara terutama dari pasaran Singapura dan China terutamanya dengan ekonomi negara

China yang bermula untuk pulih. FAMA menyatakan, "Rakyat Malaysia mungkin tidak dapat menikmatinya di tepi jalan tahun ini tetapi pengambilannya tetap tinggi seiring dengan minat mereka terhadap durian. FAMA juga menggalakkan penjual untuk meneroka e-dagang bagi meningkatkan penjualan mereka dalam tempoh yang mencabar ini.

Dalam pada itu, Shopee mendapati penjual durian Malaysia tidak terkesan oleh gangguan tersebut dan sangat progresif dalam pendekatan mereka terhadap e-dagang. Ia menemui trend baharu serta menarik dan mendapati bahawa platformnya telah secara organik menarik petani yang menanam durian dari seluruh negara dalam pada mereka menawarkan D24, Musang King, XO, Hor Lor, Udang Merah dan banyak lagi atas talian. Ramai juga yang menjadi kreatif dengan kempen mereka sendiri seperti Duduk Rumah, Makan Durian untuk kekal relevan.

Covid-19 dilihat memberi kesan buruk kepada perniagaan dalam banyak sudut selain penjualan. Shan Cheng Durian yang biasanya menerima pelancong di ladang seluas 12 hektar di Balik Pulau, Pulau Pinang mendedahkan bahawa penularan virus telah menyebabkan pelancong untuk tidak lagi mengunjungi ladang tersebut. Kini, ketika mereka mencari cara baharu bagi menjual hasil tanaman mereka, mereka juga harus memikirkan kaedah inovatif demi memastikan durian yang dihasilkan kekal segar dan enak. "Ada banyak perkara yang perlu dipertimbangkan ketika melakukan penjualan atas talian. Kesegaran durian adalah salah satu daripadanya. Untuk memastikan pelanggan mendapat kualiti terbaik, kami mengumpul durian dari ladang pada waktu pagi, membuka dan membungkus semula ke dalam kotak serta menyimpan dalam bekas vakum sebelum penghantaran dilakukan pada hari yang sama. Dengan begitu banyak penjual atas talian yang bersaing untuk penjualan, ia bergantung kepada kualiti, perkhidmatan dan harga untuk memenangi hati orang ramai, kata **Leow E Shuen, Pengasas Bersama dan Pengurus Perniagaan Shan Cheng Durian Penang.**

Bagi Mountain Cat Durian, penularan Covid-19 memberi impak kepada penjualan produk diproses seperti *durian puff* dan aiskrim durian sebanyak 50%. Ini disebabkan oleh permintaan perniagaan-ke-perniagaan (B2B) yang rendah daripada sektor bakeri dan konfeksionari, serta peniaga makanan dan minuman. Syarikat yang berpusat di Puchong ini yang mempunyai ladang seluas 20 hektar di Broga, Negeri Sembilan, juga mengalami cabaran kewangan daripada perbelanjaan overhead seperti pekerja dan komitmen kilang. "Dengan penjualan luar talian dan B2B kami terjejas ketika kenaikan tekanan kos, kami menyedari sudah tiba masanya bagi kami untuk meneroka model luar talian-ke-atas talian untuk mengekalkan perniagaan dan memastikan durian kami tidak dibazirkan. Sebelum menjual secara atas talian, kami hanya mempunyai beberapa pesanan dalam sebulan; tetapi sekarang di Shopee, kami menerima pesanan setiap hari. Keadaan semasa merupakan pembuka mata bagi kami – ini menunjukkan kepada kami bahawa kami tidak boleh berpuas hati dengan pendekatan kami dengan mengabaikan dunia digital, kata **Ma Tuck Mun, pengasas Mountain Cat.** Isi Musang King pada masa ini merupakan produk terlaris mereka di Shopee.

Shopee mendedahkan selanjutnya bahawa pencarian kata kunci untuk "durian" di platformnya juga mula menjadi trend, menandakan minat pengguna ketika musim durian bermula. Dalam usaha untuk membantu penjual durian mengekalkan pendapatan mereka dan rakyat Malaysia mendapatkan durian kegemaran mereka, Shopee akan menampilkan Shan Cheng Durian dan Mountain Cat, bersama dengan 500 penjual durian dan buah-buahan lain dalam *6.6 Super Sale* yang berlangsung dari sekarang hingga 6 Jun 2020. Buah durian akan dijual dalam Jualan Kilat *Shocking Sale* pada harga RM0.66 dengan diskaun tambahan 10% di kedai untuk penjual terpilih sepanjang kempen.

"Kesan Covid-19 telah diterjemahkan ke dalam banyak aspek lain dalam kehidupan kita selain kesihatan. Ia telah menghalang kita daripada melakukan aktiviti kegemaran seperti merapatkan hubungan persahabatan dan kekeluargaan sambil makan durian. Namun, itu tidak bermakna kita tidak dapat menikmati durian atau memberi buah ini kepada orang yang kita sayangi. Dengan lebih banyak penjual durian yang menjual atas talian, rakyat Malaysia dapat membelinya daripada platform kami untuk dinikmati di rumah dengan selamat. Tambahan pula, penjual tempatan kita memerlukan sokongan berterusan demi ekonomi kita. Itulah sebabnya selain menampilkannya dalam kempen kami seperti *6.6 Super Sale*, Shopee komited untuk memastikan platform kami adalah kos efektif. Kami juga menasihati semua penjual agar memastikan bahawa mereka dapat memenuhi pesanan – bekalan, pembungkusan dan logistik – sebelum menjual. Kami memahami bahawa ini mungkin agak sukar bagi penjual yang pertama kali menjual secara atas talian dan disebabkan itu, kami menugaskan pasukan khusus untuk membantu mereka yang memerlukan pertolongan. Mereka dapat menghubungi kami di <http://tiny.cc/shopeefresh> dan kami akan menghubungi mereka, nasihat **Ian Ho, Pengarah Urusan Serantau Shopee**.

Untuk penjimatan lebih banyak lagi bagi pelbagai jenis produk, tawaran bermula daripada hanya RM0.66; nikmati penghantaran percuma dengan perbelanjaan minimum RM16 serta dapatkan baucar RM6 setiap hari pada *6.6 Super Sale* ini.

6.6 Shopee Live Festival juga akan diadakan yang menampilkan bintang pop Taiwan Alien Huang, Emma Wu, Tiffany Hsu, Sam Tseng dan Blaire Chang serta bintang tempatan Nabila Razali, Pongpong, Shalma Eliana dan Yonnyboli. Kemuncak sesi ini akan dibintangi ratu pop Malaysia, Dato Sri Siti Nurhaliza pada 6 Jun. Pengguna juga boleh bermain *Shopee Poly*, *Shopee Treasure Box*, *Shopee Catch*, *Flip & Match* dan banyak lagi untuk terus berhibur.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
3/6/2020	THE VOCKET.COM	ONLINE	

Cara FAMA Lawan 'Market' Durian Dengan Thailand



Nak tahu kenapa durian Musang King mahal? 15 tahun lalu, Musang King ini tiada harga pun. Malahan, durian juga tiada harga.

D24 gred AA saya ambil di Segamat RM0.90 sahaja sekilo. Jual dekat depan South City RM3.50 sekilo, tiga kilo RM10.

XO, 101 pun RM6 sekilo. Itulah paling mahal. Durian kampung orang campak-campak sahaja.

Sekarang tak payah cerita. Nampak gerai durian pun pecut laju-laju, takut anak-anak minta.



Anda mesti cakap 'ini kerja peniaga Cina, naikkan harga durian'.

Anda sebenarnya silap. Ini semua kerja orang kita. Atau lebih tepat lagi Lembaga Pemasaran Pertanian Persekutuan yang juga dikenali sebagai FAMA.

Selama bertahun-tahun durian yang masuk dalam pasaran China adalah durian Thailand. Durian ini agak tawar (bland), sebab dia diperam dan amalan agronomi mereka berbeza.

Tetapi selepas memasuki pasaran China bertahun lamanya dan menguasai pasaran di sana, orang China menjadi sudah terbiasa dengan rasa itu.

Strategi FAMA

10 tahun lepas, FAMA ditugaskan untuk menembusi pasaran China. Satu tugas yang hampir mustahil. Macam mana nak tembusi pasaran sana.

Jadi mereka pun bawa durian Raja Kunyit. Sebab warna dan rasa dia lebih kuat dari durian Thailand.



Bila sampai di Expo China mereka mempunyai masalah. Berapa nak letak harga?

Ada yang mencadangkan rendah sedikit daripada Thailand. Ada cadangan harga yang sama. Sebab ingin bersaing dan kalau mahal sangat orang tak beli.

Selepas perbincangan, mereka ambil satu keputusan drastik.

Memandangkan mereka tidak boleh bersaing dengan Thailand dari segi kuantiti mereka akhirnya bersaing dari sudut kualiti.

Dan harga dia letak *out of this world* (tidak masuk akal).

1500 yuan sekilo! Dekat RM800 sekilo!

Dan ceritanya adalah durian ini adalah durian yang *super rare* dan harganya amat mahal!

Hari pertama *booth* Thailand penuh, tapi masuk hari kedua *booth* Thailand kosong.

Semua orang datang bertumpu dekat *booth* Malaysia. Semua nak rasa durian 1500 yuan sekilo itu macam mana rasa.

Dan memang sedap, sebab mereka sudah biasa makan durian Thailand yang *tasteless* (tawar).

Durian jadi simbol status kekayaan

Walaupun harga 1500 yuan, orang ramai sanggup beli sehingga beratur dan yang membeli semuanya adalah golongan nyonya tua.

Bila dah nak habis, mereka (FAMA) bertanya kepada pembeli 'kenapa dia beli sedangkan harga mahal?'

Nyonya ini jawab, durian ini simbol status. Bila dia bawa balik ke rumah, jiran-jiran boleh menghidu baunya. Dan bila jiran tanya berapa harga, dengan bangga mereka jawab 1500 yuan sekilo!

Esoknya pula jiran itu datang, sebab mana boleh kalah. Sebelah rumah dah beli, dia pun nak juga.

Jadi dari sini, bermulalah kisah Malaysia mengeksport durian Musang King ke China.



Mereka memasarkan kepada emosi, bukan pada rasional akal.

Jadi bila sudah 'meletup', makin ramai orang nak cari durian Malaysia, permintaan makin naik dan secara tak langsung harga durian lain naik.

Itu yang jadi mahal sampai durian kampung mencecah harga RM12 sekilo.

Tapi tidak mengapa, sekurangnya orang kampung dan petani boleh mendapat duit lebih sikit. Rata-rata pun orang kita juga.

Itulah kisah kehebatan orang FAMA berniaga. Jangan anda cakap

orang kerajaan makan gaji buta sahaja.

Durian Musang King dari Malaysia juga mula dijual melalui rangkaian kedai Alibaba yang terkenal di China iaitu FreshHema. Baca lebih lanjut mengenainya di pautan di bawah.



02 JUN, 2020

Fama sees strong year for 'King of Fruits' despite 'thorny' issues

New Straits Times, Malaysia

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E-COMMERCE SWITCH

Fama sees strong year for 'King of Fruits' despite 'thorny' issues

KUALA LUMPUR: There will likely be a lower-than-normal yield of below 300,000 tonnes during the current durian season, according to the Federal Agricultural Marketing Authority (Fama).

This was due to Malaysia experiencing high rainfalls and farms lacking manpower due to the Movement Control Order, said Fama in a joint statement with e-commerce platform Shopee yesterday.

However, despite the slowing global economy and other challenges, Fama is expecting demand to remain strong for both the domestic and export markets, especially in China and Singapore.

Thus, it is encouraging durian sellers to embrace e-commerce to boost sales.

Meanwhile, Shopee found that durian sellers were unperturbed by the Covid-19 disruptions.

It said more durian farmers were offering their D24, Musang

King, XO, Hor Lor and Undang Merah varieties, among others, on its platform.

"Some have become creative by launching the 'Duduk Rumah, Makan Durian' campaign," it said.

The Covid-19 pandemic has also impacted durian farmers beyond sales.

Shan Cheng Durian, which used to welcome tourists at its 4.8ha farm in Balik Pulau, Penang, said the pandemic was a blow to business but it was now going online.

"There are many things to consider when going online. For example, we have to think of innovative ways to keep the durians fresh and delicious," said co-founder and business manager Leow E Shuen.

"To ensure that our customers receive the best quality fruits, we collect the durians from the farm in the morning, repack them into boxes and deliver them on the



Federal Agricultural Marketing Authority expects durian harvest to fall to below 300,000 tonnes in the current season due to the high rainfalls and lack of manpower.

same day. With so many sellers online competing for sales, it boils down to quality, service and price to win over the customers."

For Mountain Cat Durian, the Covid-19 pandemic has caused the sales of its processed products, such as durian puffs and ice cream, to fall by 50 per cent.

It cited lower business-to-business (B2B) demand from the bakery and confectionery sector, as well as food and beverage merchants.

The Puchong-based has an 8ha farm in Broga, Negri Sembilan.

"With our offline and B2B sales being hit amid rising cost pressures, we realised it was time to explore an offline-to-online model to sustain the business and ensure that our durians do not go to waste," said founder Ma Tuck Mun.

"The current situation is an eye opener for us. We can no longer be complacent in our approach and ignore the digital world,"

he added.

Meanwhile, Shopee said the keyword search for "durian" on its platform was beginning to trend, highlighting consumers' interest.

In a bid to help durian sellers sustain their incomes while giving Malaysians their durian fix, Shopee will be featuring both Shan Cheng Durian and Mountain Cat, along with 500 other durian and fruit sellers, in its 6.6 Super Sale from now to June 6.



02 JUN, 2020

Fama sees strong year for `King of Fruits` despite `thorny` issues

[New Straits Times, Malaysia](#)

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SUMMARIES

E-COMMERCE SWITCH

KUALA LUMPUR: There will likely be a lower-than-normal yield of below 300,000 tonnes during the current durian season, according to the Federal Agricultural Marketing Authority (Fama). This was due to Malaysia experiencing high rainfalls and farm-lacking manpower due to the Movement Control Order, said Fama in a joint statement with e-commerce platform Shopee yesterday.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
3/6/2020	NST	ONLINE	

Bullish 2020 for "King of Fruits" despite "thorny" issues



There will likely be lower-than-normal yield at below 300,000 tonnes during this durian season, according to the Federal Agricultural Marketing Authority (Fama).

KUALA LUMPUR: There will likely be lower-than-normal yield at below 300,000 tonnes during this durian season, according to the Federal Agricultural Marketing Authority (Fama).

This would be due to Malaysia experiencing high rainfalls and farms lacking

manpower support because of the Movement Control Order, Fama said in a joint statement with Shopee today.

Additionally, the prohibition of communal activities like squatting by roadside stalls and digging one's fingers into soft, creamy yellow flesh

as the country battles against Covid-19, was set to pose some challenges to the industry.

However, despite the slow global economy and all the challenges, Fama expects 2020 to be an optimistic year for the durian industry.

"Most durian sellers foresee demand to remain strong domestically and internationally especially from the Singaporean and Chinese markets with China's economy beginning to recover," Fama said.

"Malaysians may not be able to enjoy it by the roadside this year but consumption will remain strong in line with their love for durian," it added.

Fama encouraged sellers to embrace e-commerce to boost their sales during the challenging period.

Meanwhile, Shopee found that Malaysian durian sellers had been unperturbed by the disruptions and are very progressive in their approach to e-commerce.

It noted a new and interesting trend as its platform had organically attracted durian farmers from across the country as they bring their offerings of D24, Musang King, XO, Hor Lor, Udang Merah and more online.

"Many have also gotten creative with their own campaigns like Duduk Rumah, Makan

Durian in order to stay relevant. Covid-19 has seen to be impacting businesses adversely in many ways beyond just sales," Shopee said.

Shan Cheng Durian that used to take tourists at its 12-acre farm in Balik Pulau, Penang, revealed that the virus outbreak had stopped tourists from visiting the farm.

Now, as they look for new ways of selling their harvest, they have to also think of innovative ways to keep the durians fresh and delicious.

"There are many things to consider when going online. Freshness of the durian is

one of them," said Leow E Shuen, co-founder and business manager of Shan Cheng Durian Penang.

"To ensure that our customers receive the best quality, we collect the durians from the farm in the morning, open and repack into boxes and vacuum pack them before it goes out for delivery on the same day. With so many sellers online competing for sales, it boils down to quality, service and price to win the crowd."

For Mountain Cat Durian, the Covid-19 pandemic affected the sales of its processed products such as durian puffs and ice cream by 50 per cent.

This was due to the low business-to-business (B2B) demand from the bakery and confectionery sector, as well as the food and beverage merchants.

The Puchong-based company whose 20-acre farm is in Broga, Negri Sembilan

also experienced financial struggles from the overhead expenses such as labour and factory commitment.

"With our offline and B2B sales being hit amid rising cost pressures, we realised

it was time for us to explore an offline-to-online model to sustain the business and ensure that our durians do not go to waste," shared Ma Tuck Mun, founder of Mountain Cat.

"Prior to selling online, we only had a few orders in a month. But now on Shopee, we receive orders every day. The current circumstance is an eye opener for us - it showed us that we cannot be complacent in our approach by ignoring the digital world," he added.

Their Musang King pulp is currently their bestseller on Shopee.

Shopee said the keyword search for "durian" on its platform was beginning to trend, signifying consumers' interest as the season kicks off.

In a bid to help the durian sellers sustain their incomes and give Malaysians their durian fix, Shopee will be featuring both Shan Cheng Durian and Mountain Cat, along with 500 other durian and fruit sellers in its 6.6 Super Sale from now to June 6.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
3/6/2020	NEW SARAWAK TRIBUNE	ONLINE	

No changes too thorny for the King of Fruits



Traders move to Shopee to reach consumers

KUCHING: With Malaysia experiencing high rainfalls and farms lacking manpower support due to the conditional movement control order (CMCO), the Federal Agricultural Marketing Authority (Fama) expects a lower-than-normal yield at below 300,000 metric tonnes this durian season.

This, in addition to the prohibition of communal activities like squatting by roadside stalls and digging one's fingers into soft, creamy yellow flesh as the country battles against Covid-19, is set to impose some challenges to the industry.

However, despite the slow global economy and various challenges, Fama expects 2020 to be an optimistic year for the durian industry.

Most durian sellers foresee demand to remain strong domestically and internationally, especially from the Singaporean and Chinese markets with China's economy beginning to recover.

"Malaysians may not be able to enjoy it by the roadside this year but consumption will remain strong in line with their love for durian," Fama said.

It encouraged sellers to embrace e-commerce to boost their sales during this challenging period.



Meanwhile, Shopee found that Malaysian durian sellers have been unperturbed by the disruptions and are very progressive in their approach to e-commerce.

It noted a new and interesting trend as its platform has organically attracted durian farmers from across the country as they bring their offerings of D24, Musang King, XO, Hor Lor and Udang Merah.

Many have also resorted to creativity with their own campaigns like *Duduk Rumah*, *Makan Durian* to stay relevant.

Covid-19 has seen to be impacting businesses adversely in many ways beyond just sales.

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"With so many sellers online competing for sales, it boils down to quality, service and price to win the crowd," said Leow E Shuen, co-founder and business manager of Shan Cheng Durian Penang.

For Mountain Cat Durian, the Covid-19 outbreak impacted the sales of its processed products such as durian puffs and ice cream by 50 percent.

This was due to the low business-to-business (B2B) demand from the bakery and confectionery sector, as well as the food and beverage merchants.

The Puchong-based company whose 20-acre farm is in Broga, Negeri Sembilan, also experienced financial struggles from the overhead expenses, such as labour and factory commitment.

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Shopee also revealed that the keyword search for "durian" on its platform is also beginning to trend, signifying consumers' interest as the season kicks off.

In a bid to help the durian sellers sustain their incomes and give Malaysians their durian fix, Shopee will be featuring both Shan Cheng Durian and Mountain Cat, along with 500 other durian and fruit sellers in its 6.6 Super Sale happening from now until June 6.

Durians will be on Shocking Sale at RM0.66 with an added 10 percent in-store discount for selected sellers throughout the campaign.



Said regional managing director of Shopee Ian Ho: "The effects of Covid-19 have translated into many other aspects of our lives beyond our health. It has hindered us from activities we love like bonding with friends and family over durian.

"However, that doesn't mean that we cannot still enjoy durian or treat our loved ones to some. With more durian sellers coming online, Malaysians can get them from our platform to be enjoyed safely at home.

"Furthermore, our local sellers need our continued support for the sake of our economy. That is why besides featuring them in our campaigns like the 6.6 Super Sale, Shopee is committed to keeping our platform cost-effective."

He said sellers are cautioned to ensure that they are able to fulfil the orders – supply, packaging and logistics – prior to selling.

"We understand that this may be daunting for first-time online sellers and as such, assigned a dedicated team to assist those in need of help. They can reach out to us at <http://tiny.cc/shopeefresh> and we will be in touch," said Ho.

For savings on a wide assortment of products, deals start from only RM0.66 and customers enjoy free shipping with a minimum spending of RM16 as well as score daily RM6 vouchers during the 6.6 Super Sale.

There will also be a 6.6 Shopee Live Festival featuring Taiwanese pop stars Alien Huang, Emma Wu, Tiffany Hsu, Sam Tseng and Blaire Chang as well as local stars Nabila Razali, Pongpong, Shalma Eliana and Yonnyboii.



The session will culminate in Malaysia's queen of pop Dato' Sri Siti Nurhaliza on June 6