

KERATAN AKHBAR

TARIKH : 18 MAC 2022
AKHBAR : NEW STRAITS TIMES
MUKA SURAT : 16

FGV's Ladang' 57 makes way to Mydin



(From left) Mydin managing director Datuk Dr Ameer Ali Mydin, Pasir Tumbuh state assemblyman Abdul Rahman Yunus and FGV Holdings Bhd integrated farming head Abdul Razak Aya with some of the Ladang'57 products.

PREMIUM LOCAL PRODUCE

FGV's Ladang'57 makes way to Mydin

KUALA LUMPUR: FGV Holdings Bhd's premium brand for its cash crop products, Ladang'57, will be available from this month at the Mydin chain of outlets nationwide.

Consumers can find premium quality local produce, such as MD2 pineapple, Cavendish banana, sweet corn, pandan coconut, MD2 juice and MD2 cuts, in 62 Mydin outlets.

In a statement yesterday, FGV said other seasonal products would be available from time to time, including its Chuping Harumanis mangoes from next month onwards.

"Our products are sourced straight from the farm with the best quality and taste. Through our subsidiary, FGV Integrated Farming Holdings Sdn Bhd, we promise consistent supply and premium quality of fruits for Mydin customers," FGV group chief executive officer Mohd Nazrul Izam Mansor said.

Produced and grown in Malaysia by FGV and its contract farmers, Nazrul said Ladang'57 represented the group's commitment towards the nation's food security programme by supporting and upscaling local farmers and their produce, which are safe

and sustainable.

"We are also positioning Ladang'57 as one of the food brands under the FGV group to propel FGV as a leading food producer in Malaysia."

FGV said the Ladang'57 debut in Mydin coincided with its latest and largest outlet in Tunjong, Kelantan that was launched in the presence of Mydin managing director Datuk Dr Ameer Ali Mydin and Pasir Tumbuh state assemblyman Abdul Rahman Yunus.

Ladang'57 was officially launched in February last year and is available in the Klang Valley.