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Generating RM200,000 from sale of pineapples

The Star, Malaysia



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MACHANG: Universiti Teknologi MARA (UiTM) Kelantan branch aims to generate up to RM200,000 in revenue this year from the sale of MD2 pineapples and slips that it grows on a 1.6ha land in Bukit Tiu here.

Its agrobusiness unit coordinator, Hadhifah Fadhlina Ismail, is optimistic about meeting the target because harvesting for the project, which began in April 2021, began last month.

"The proceeds from the sale will be used to expand the area for MD2 pineapple cultivation because we received high demand not only from UiTM but also from government agencies and local residents.

"I'm confident that this project will open up opportunities for students to become young agropreneurs and give surrounding residents a chance to work on this farm on a contract basis," she told reporters yesterday, Bernama reported.

Hadhifah said the unit also provides various training to students and local communities interested in agriculture, such as technical training in pineapple cultivation, crop management, entrepreneurship and digital marketing.

"The Malaysian Pineapple Industry Board helped us a lot with this project. It also contributed 40,000 MD2 pineapple seeds.

"We will use this opportunity to prove that UiTM Machang is capable of achieving success despite not specialising in the field of plantations," she said.



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SUMMARIES

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