



# Making customers Its Priority

Zenxin Agri-Organic promises its customers a no-pesticide and no-chemical guarantee for its organically grown fresh produce.

**Z**enxin Agri-Organic is the largest producer of fresh organic produce in Malaysia. Its farms, offering both lowland and highland organic vegetables and fruits, are spread all over Peninsular Malaysia. No pesticides or chemicals are used at any stage of its farming methods. Apart from allowing visitors to visit their farms to observe the farming process, Zenxin voluntarily applied to be monitored by an independent organic certification body, Skim Organik Malaysia (SOM), which is accredited by the Malaysian Department of Agriculture. Its farm at Simpang Renggam has been certified organic in August 2006. Two other farms at Lojin, Kelantan and Ayer Hitam, Johor, are now being monitored by SOM for certification. In the recent Malaysia Agriculture, Horticulture and Agrotourism Show (MAHA), Zenxin was rewarded for its effort by winning an award in the special vegetables category.

## Zenxin Organic Farms

Zenxin upholds transparency and integrity in the running of their farms and in conducting their business. When their farms were hit by a pest epidemic and crop diseases, Zenxin did not spray pesticides or chemical fertilisers to prevent crop losses. Every challenge only drives them to think

of better natural ways to prevent future outbreaks of crop diseases and learning how established foreign organic farmers solve similar crisis.

Today, such epidemics have been kept under control through good organic farming practices. The farm workers are well trained in soil management, crop rotation techniques and pest control the natural way. Visiting the farms, one will see colourful yellow sticky insect traps and circular light traps placed in between the rows of crops. These are effective in attracting harmful pests and trapping or killing them. Another innovative method is to use friendly predatory insects such as ladybirds and spiders to kill the pests. Zenxin is proud to declare that its farms do not have mosquitoes because these predatory insects keep them at bay.

To ensure that the soil in its farms remain rich, Zenxin produces its own in-house agri-compost and organic fertiliser, MIDORI, which is approved by SOM. The colonies of beneficial microorganisms in MIDORI help to break down organic matters and release nutrients into the soil. When the soil is organically replenished, it stays fertile. This makes the plants stronger and more resistant to diseases and infestations.

## Zenxin Organic Park

As part of its effort to educate the public on organic farming, Zenxin's Ayer Hitam farm was turned into a recreational park. Zenxin's Organic Park was launched three months ago by Tan Sri Muhyiddin Yassin, the Minister of Agriculture and Agro-Based Industry. Visitors can observe and even try their hand at growing organic crops. For those who are more adventurous, hands-on organic farming sessions can





be arranged by prior booking. Visitors are guided step-by-step on how to condition the soil, sow seeds, transplant seedlings and harvest the crops. Besides that, free guided tours around the 100-acre farm is held every Saturday and Sunday evening at 5.30 pm. Visitors may walk under covered walkways or ride a bicycle around the park to enjoy the beautiful hills. Those who are looking for a bite may stop by the restaurant and quench their thirst with a delightful concoction of organic fruit juices made from dragon fruit, pineapple and bitter melon. They may also sample the specially bred Tilapia fish from Kahang's Organic Paddy Field which is one of the ingredients for the healthy 'halal' Zenxin Organic Steamboat.

Located at Zenxin Organic Park is the Zenxin D&H Restaurant. It offers delicious and healthy organic cooked food. The chef is extremely creative and invents many unique dishes to suit the discerning palates of both Malaysian and Singaporean customers. This is also a great place for homemakers to learn new recipes and ways to cook organic ingredients without the excessive use of salt and food additives. One of the must-haves in this restaurant is the Zenxin Organic Steamboat. With a good variety of organic vegetables and the specially bred Tilapia fish, this is a good organic dish for organic veterans and first-timers alike. The price is only RM15 per person.

## Zenxin Organic Shops

Strategically located in big towns, Zenxin Organic Shops offer fresh organic produce, dry food and other health food. It is an ideal one-stop organic shop, meeting the needs of both local consumers as well as tourists. Consumers will enjoy shopping there as Zenxin's staff are knowledgeable and efficient. Check out the Zenxin Organic Shops in Kluang, Johor Bahru, Skudai and Melaka. More Zenxin Organic Shops are in the pipeline. Zenxin vegetables will be available in Singapore and Hong Kong in next January 2007.

### Product Range

Consumers can purchase a wide selection of Zenxin organic vegetables at reasonable prices. Some of the vegetables produced by Zenxin are kangkong, choy sum, siew pak choy, cabbage, cherry tomatoes, long

bean and french bean. Zenxin's delicious range of fruits - dragon fruit, pineapple, papaya and starfruit - are also available. More than 100 dealers in Malaysia and Singapore, including big hypermarkets, carry Zenxin's line of fresh produce.

## Serving With Integrity

Zenxin continues to make every effort to keep to its organic ideals. Zenxin pledges to deliver high quality organic vegetables and fruits to retailers and hypermarkets within the shortest time. This is to ensure that the organic consumers will get to buy the freshest produce. The company also aims to make organic vegetables and fruits more affordable so that more consumers can make the switch to this healthier alternative. Zenxin promises its customers that all organically grown fresh produce from the company will come with a no-pesticide and no-chemical guarantee.

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## Recreation Park (with Organic Retail Shop & Restaurant)

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