

Nurturing green living among urban folk

Organic Day gives producers chance to promote sustainable lifestyle



Mohd Najib (seated) with the organisers and sponsors of the 21st Organic Day at BBpark in Kuala Lumpur.

story by
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ORGANIC is the way to go when it comes to living the ultimate green and healthy lifestyle that will make for a cleaner and safer environment.

This health-conscious lifestyle is in line with the launch of the 21st edition of Organic Day, an event organised by Centre for Environment, Technology and Development Malaysia (Cetdem) and supported by Federal Hotels International, Bukit Bintang Event Spaces, Plaza Low Yat, BBpark and Wellness Concept.

The event was held at BBpark to promote an organic and sustainable lifestyle besides being a platform of networking and sharing information with producers and consumers.

Kuala Lumpur City Hall (DBKL) executive director (planning) Datuk Mohd Najib Mohd launched the event and congratulated the organisers for organising the environment-friendly programme that encouraged sustainable lifestyle among urban folk.

"We would like to encourage people living in the city to practise organic farming. Those living in apartments can practise vertical planting. DBKL is getting flat dwellers to take part in this investment for our future," he said.

He added that the Bangsar community was in the midst of planning a community park-farm on a piece of Tenaga Nasional Bhd (TNB) reserve land.

Federal Hotels International area general

manager Simon Leong noted that organic farming and organic agriculture had gained popularity in Malaysia, with consumers buying more organic, natural and sustainable foods, which were now easily available in hypermarkets, organic stores and pharmacies.

"We believe Organic Day is a very good platform to continue to help promote an organic and sustainable lifestyle.

"Increasing awareness on environmental issues, food safety and cleanliness are some of the important factors for a healthy lifestyle," he said.

An array of fresh organic produce and products were sold by exhibitors at their respective booths, such as fruits, vegetables, seedlings, honey, coconut oil and bodycare items besides organic noodles and freshly baked organic bread.

Throughout the day from 10am to 4pm,

the public was invited to participate in activities such as talks, demonstrations and showcases highlighting organic farming, genetically modified (GM) foods, benefits of plant enzymes and how to make *kaya* at home.

Cetdem plans to set up a website to help consumers verify organic farms.

"Consumers who wish to check the validity of their organic purchases can use the website to look up the farm where the product originated from.

"The website will list the organic farms that Cetdem has assessed and verified," said Cetdem organic farming project coordinator Tan Siew Luang.

Tan said the NGO was still raising funds among the public and corporations to operate the site, which was planned for launch at the end of the year.

For details on organic produce or to contribute to the fund, visit cetdem.org.my