



MSM Malaysia Aims to Revive Local Sugarcane Farming to Cut Import Reliance

By **Vivek Waghmode** - Monday, 12 May 2025



Kuala Lumpur: Refined sugar producer MSM Malaysia Holdings Bhd (MSM) is planning to restart sugar cane farming in the country in an effort to reduce its full reliance on imported raw sugar. The move is part of the company's broader strategy to respond to rising global uncertainties including climate change, geopolitical tensions, and disruptions in supply chains, reports *The Star*.

MSM's group chief executive officer Syed Feizal Syed Mohammad said the company is currently conducting feasibility studies to reintroduce

domestic sugar cane plantations. Speaking during Bernama TV's 'Bual Bisnes' programme on Saturday, he mentioned that Sarawak and the northern states of Peninsular Malaysia have been identified as potential locations for large-scale cultivation.

MSM had previously operated sugar cane plantations covering around 4,000 hectares in Chuping, Perlis, since the 1970s, but the project was halted due to economic challenges.

In addition to restarting sugar cane farming, the company is exploring alternative raw materials, including palm-based sugar, to diversify its supply sources. Syed Feizal said palm sugar, especially from Nipah coconut, could meet consumer preferences in the Asia-Pacific region, unlike sugar beet, which is used widely in Europe but is not suited to local tastes.

Although palm sugar may not be produced on a large scale, it could serve niche consumer segments. Syed Feizal said these efforts are part of MSM's long-term plan to strengthen its supply chain and respond to evolving market demands.

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