

SUSTAINABLE LIVING



AN INSIGHT ON FMC GREENLAND SDN BHD



MALAYSIA PRODUCTIVITY CORPORATION (MPC)

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Sustainable Living: An insight on FMC Greenland Sdn Bhd

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Introduction

Sustainable Living is a concept of human reducing their usage of earth's non-renewable resources such as fossil fuel, natural gas, and coal. Taking cognisance of current environmental issues, sustainable living is simply a lifestyle that attempts to use renewable products and to take as little from the earth as is humanly possible. With the rapid increase in global population and increasing demand for food, stabilising agricultural production and enhancing agriculture produce in sustainable manner become our compulsion. Plant yields have been declining due to erratic global climate, excessive harvesting and loss of habitat caused by unbalanced development planning. Hence, there is now the urgent need to harvest plants in ways that can ensure continuity of food production that akin to sustainable food productivity to meet the needs of a growing global population. This crucial need for sustainable living has already begun and practised. Farmers have started to apply crop rotation method to preserve the production capacity of agriculture designated soil. Besides, there is also the global call for organic living and vegetarianism to reduce the emission of CO² to the environment. People need to take stock of one's eco behaviour and embrace eco lifestyle change so that we could collectively reduce our ecological footprint. Global Footprint Network explains ecological footprint as a measure of community's demand on the carrying capacity of earth compared to nature's available long-term carrying capacity. In Malaysia, there are numerous home-grown companies such as FMC Greenland Sdn Bhd and its related business entities such as BMS Organic Stores and Be Lohas Healthy Cuisine Organic Café that use 100% organic produces in their products and services ranging from plant-based milk to daily supplements.

Overview of FMC Greenland

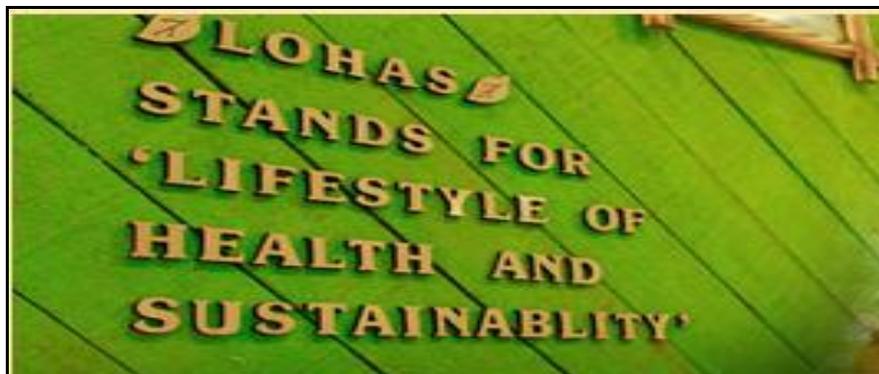
FMC Greenland is one of Malaysia's pioneer manufacturer, distributor and exporter of natural organic product. This company that began operation in 1997 by three Lee brothers has the mission to introduce and propagate the benefits of leading an organic lifestyle to Malaysians. Their main products range from organic beverage powders, seasoning oil, personal care items and health supplement foods. The founders have the philosophy that human deserve the best possible lifestyle that is achievable by consuming organic foods in their daily life. With their sight set on Quality, each product is produced by adhering to international organic standards and adopting techniques such as crop rotation, bio-pest control, green manure and compost. For pest control, the company uses fertiliser and pesticides made from flowers and insects that are free from any chemical element. FMC Greenland has the vision to "instil the concept of being healthy the natural way, and preserving the natural environment for the next generation."¹



BMS Organics is a business entity of FMC Greenland Sdn Bhd and a concept store that focuses on the "green" concept. It sells organic products that are imported from United States, United Kingdom, France, Italy, Austria, Germany, Australia, New Zealand, Japan, Korea, and Taiwan. Products sold at BMS Organics are GMP recognised by our Malaysian Government and achieved certifications by local as well as organic organisations such as Australia NASAA, USDA Organic, BCS and JAS. Treating their customers with utmost sincerity as indicated by their motto: "Do everything from your heart", is what the company's Managing Director has instilled in his co-workers. BMS Organics emphasises on healthy diet and the importance to stay healthy as well as on how organic products can help in the sustainability of Mother

¹ Source: www.fmcgreenland.com

Earth. Support from their regular customers and the enhanced awareness from the public on healthy living have enabled the company to grow to over 33 chains nationwide selling just organic products.



Be Lohas is a vegetarian café that serve organic cuisine. FMC Greenland introduced the Be Lohas concept that means "Lifestyle of Health and Sustainability" in 2007 with the aim of providing Malaysians with a choice lifestyle that cares for the health and the environment. FMC Greenland, through its BMS Organics stores pioneered the 2-in-1 business model whereby customers can shop for organic products as well as savour authentic organic foods from Be Lohas. Bandar Puteri Puchong was the 1st store-café outlet founded by the BMS Organics. This is the place where people may find genuine healthy foods that are made from organic vegetables. Foods from organic origins as well as natural spices and herbs contain low sugar, salt, oil and calories content but high in energy and nutrient. Cooking methods used at Be Lohas are mainly steaming and stewing, not deep fried. High temperature cooker is also being used to preserve nutrients of food served at the café (see Figures 1 & 2)



Figure 1 Lohas Salad



Figure 2 Rainbow Claypot Rice

Reasons to choose organic as a way of life is defined by several factors. Firstly, organic products meet stringent standards which mean products have been grown and handled according to strict procedures without persistent toxic chemical inputs. This means that organic food produced from natural farming systems do not damage the environment. Secondly, organic food tastes better. It's common sense that well-balanced soils produce strong, healthy plants that become nourishing foods for people. Thirdly, organic production reduces health risks. Although organic foods may seem to be more expensive than non-organic products, the prices of non-organic products do not reflect hidden costs such as health and environment damages. Organic agriculture is one way to prevent any more of chemicals from getting into the air, earth and water that sustain us. Fourth, organic farms respect our water resources. By eliminating chemicals and nitrogen leaching, farming done in combination with soil building can protect and conserve water resources. Long term soil fertility would be maintained by the creation of humus through replenishing organic matter, balancing mineral levels and increasing microbe life². Fifth, organic farmers build healthy soil. Soil is the foundation of the food chain. The primary focus of organic farming is to use practices that build healthy soils. Sixth, farmers work in harmony with nature organic agricultural that respects the balance demanded of a healthy ecosystem. Seventh, organic producers are leaders in innovative research, with innovative on-farm research aimed at reducing pesticide use and minimising agriculture's impact on the environment. Eighth, organic producers strive to preserve diversity. The loss of a large variety of species is one of the most pressing environmental concerns. Ninth, organic farming helps keep rural communities healthy. FMC Greenland walks the talk on organic farming through the company's own organic farm called "Bug's Paradise"³ at Mantin, Negeri Sembilan The farm also serves as the company's hands-on education centre to educate adults and children on organic growing processes and why organic food is good for us.

² Source: The Body-Mind-Soul Holistic Health Handbook (5th. edition, ver.2)

³ Source: www.fmcgreenland.com

Benefits from choosing organic foods⁴

Food choices that we make can impact our children's health in the future. It has been found that on average, a child has the possibility to be exposed four times more than an adult to at least eight types of widely used cancer causing pesticides in food. Demand for organic foods would encourage more organic farming that restores the natural ecosystem and protect our water quality. Abstinence from synthetic chemicals ensures our water supplies are not polluted with farm chemicals. Organically produced foods save energy too! Apparently, synthetic fertilisers consume more energy to be produced while organic farming reduces the need to transfer and dispose dangerous chemicals through transportation. Besides, researchers from the Rutgers University, New Jersey, USA, have found that non-organic foods have only a quarter of organic products' minerals content. Organic farming and consumption require its practitioners to respect nature and conserve all environment resources that in turn improve lifestyles and value systems through it.

Conclusion

Seventeen years into its existence, FMC Greenland Sdn Bhd is still a family-run business that upholds its corporate motto to promote holistic and healthy lifestyle that is complemented with eco-friendly diets. FMC Greenland Sdn Bhd is certainly living up to its tagline that says ' By investing in organic goods, we are investing in a better future '. With increasing outlets offering organic products and services, Malaysians are encouraged to think and live "green" as well as fine-tuning respective life's equation within sustainable lifestyle so that we are able to enjoy sustainable productivity in our daily lives. Sustainability in essence generally means not consuming resources faster than their production ability and not polluting the environment in an irreversible way. The goals for a sustainable future be it Malaysia or global, can be achieved if people could bring Mother Nature closer to themselves. Therefore, starting from now, Malaysians are encouraged to inculcate organic and sustainable living to stay healthy and to continuously practice a healthy lifestyle that is harmonious with Mother Earth.

⁴ ibid