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General

Pasor Online platform sells fresh fruits and vegetables from the farm

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Kuantan, May 15, 2020 - An increasingly changing lifestyle in the use of services and businesses on the Internet is accelerating the growth of online shopping.

The COVID-19 pandemic that hit the country today has also given rise to public digitization and a solution for people to get wet goods such as the purchase of fresh vegetables and fruits online right in front of their doorstep.

Pasor Online was introduced by UMP Technology Sdn. Bhd. (UMPT) is a subsidiary of UMP Holdings Sdn. Bhd. (UMPH) is a new online vegetable and fruit selling platform with home delivery service with delivery charges starting as low as RM4.00 only around Kuantan.

According to UMPT General Manager, Mohd Nizam Abdul Rashid, he was aware of the need for households in the provision of kitchen and wet goods including vegetables and fruits especially during the period of the Movement Control Order (MCO).

“To begin with, we also conducted a survey on the trend of buying everyday necessities to get an idea of the trend of buying household necessities with the aim of devising strategies to help provide appropriate services.

“The source of Pasor Online vegetables comes from smart cooperation with surrounding suppliers and vegetables through fertilization techniques at the UMP Fertigation Farm at UMP Gambang Campus.

"Pasor Online is also a platform to help smallholders market their crops as they are affected by the shortage of buyers in the face of the current COVID-19 outbreak," he said.

In addition, it also supports healthy lifestyle practices by eating fresh vegetables and fruits for the whole family.

“Delivery is done on Tuesdays and Fridays of the week while for vegetable and fruit orders, minimum orders are as low as RM20.00 per order.

“Delivery charges start from RM4.00 up to RM7.00 only depending on the location of each delivery.

"With these online purchases too, people do not have to struggle to find the goods or get crowded and queue for payment. Thus it saves you through the convenience of buying essential goods packages," he said.

He further explained that the fertility farm located at UMP Gambang Campus uses agricultural techniques that maximize crop yield through the use of controlled water and fertilizers.

“Planting can be done without fertile soil and can be done in urban areas or in areas with limited soil.

“Landless systems can also improve yields by preventing soil-borne diseases.

"Besides cucumbers and long beans, 16,000 eggplants have been planted in this field," he said.

It intends to expand its vegetable cultivation so that UMPT can become one of the largest fresh vegetable suppliers in Pahang.

UMPT also sought advice from the Pahang State Department of Agriculture throughout the project development process and collaborated with the Federal Agricultural Marketing Authority (FAMA) for commercialization of crop yields.

The 3.86-acre and largest fertilizer farm in the state of Pahang has also been certified Good Agricultural Practice (GAP).

For those who are interested in undertaking their own agricultural activities, UMPT also offers consulting and training services appropriate to start the project.

For those in need of Pasor Online booking service, you can visit Pasor Online facebook or use the order form at https://forms.gle/fQBQpJ98zAuckNvi7.

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