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PLS Plantations to establish Malaysia's first largest and advanced banana plantation

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PLS Plantations announced that its wholly-owned Brighthill Synergy Sdn Bhd has entered into a strategic partnership with Agrofresh Management Sdn Bhd to develop Malaysiaâ??s largest banana plantation.Â

Agrofresh is a wholly-owned subsidiary of Agrofresh International Sdn Bhd, which is extensively involved in the full value chain of the agriculture-based industry. Agrofresh specializes in Cavendish bananas, boasting a rich portfolio of activities encompassing R&D, seedlings, plantation, packaging, trading, and exporting to China, Europe and Middle East.

The joint venture establishes a new company named PLS Agrofresh Sdn Bhd,Â with PLS Plantations holding 60 % stake and the balance by Agrofresh. PLS Agrofresh willÂ develop, operate, maintain and harvest an initial 500-acre banana plantation. The partnership aims to scale up to 2,500 acres of banana plantations in the subsequent phases over three years.Â

PLS Agrofresh executive director and chief executive officer Datuk Tom Chow Chin Kiat said it will build the first large hyper-advanced and modern banana plantation in Malaysia with foresight in R&D, fertilizer production, tissue culture, product development, and international partnerships. By November of 2024, the maiden 500-acre banana plantation of PLS Agrofresh should produce its first banana harvest.

PLS Plantations group chief Executive officer Lee Hun Kheng said â??As part of the group's strategic collaboration with Agrofresh, PLS Agrofresh is assembling a team of experienced technical experts specializing in the development and operation of banana plantation with international standard from the Philippinesâ?.

PLS Plantations group intends to become one of the largest banana planters in Malaysia. The PLS Agrofresh initiative is expected to impact both local and international markets significantly. On a domestic level, the increased banana production will ensure a consistent supply for local consumers, as well as stimulate various sectors of the economy, such as retail, logistics, and food processing. Moreover, it may increase Malaysians' access to this nutritious fruit by lowering prices.