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Deputy Minister Arthur Kurup Officiates MyFood 2026 Pre-Launch, Highlights Kampung Lifestyle as a Post-MCO Asset

KOTA KINABALU, Malaysia

The Ministry of Agriculture and Food Security, in collaboration with Opulence Exhibition Services Sdn Bhd, held the pre-launch of MyFood 2026 on August 1 at the Sabah International Convention Centre (SICC).

The event was officiated by YB Datuk Arthur Joseph Kurup, Deputy Minister of Agriculture and Food Security, in conjunction with the national celebration of Hari Peladang, Penternak dan Nelayan Kebangsaan (HPPNK) 2025.

MyFood 2026 champions the 'slow food' movement - an international response to fast food culture that values traditional cooking methods, local ingredients, and sustainable practices. The concept advocates for food that is 'good, clean, and fair' - good in taste and nutrition, clean in production, and fair to both producers and consumers.

This movement is especially relevant in Malaysia, where rich culinary heritage meets an urgent need for food security and environmental responsibility. MyFood 2026 aims to bring this narrative forward - by empowering producers, attracting investors, and reconnecting Malaysians with healthy, locally grown food.

Reflecting on the COVID-19 lockdowns, Arthur pointed out that many urban residents spent nearly three months without stepping outdoors, while kampung communities remained self-sufficient - growing vegetables, catching fish, and harvesting fruits. He emphasized that this kampung lifestyle, inherited from generations past, proved valuable during times of crisis.

He welcomed the RM29 million allocation announced by Prime Minister Datuk Seri Anwar Ibrahim to support the agricultural value chain from cultivation to export.

MyFood 2026 is scheduled for May 7-9, 2026, at the Kuala Lumpur Convention Centre (KLCC), in parallel with the International Cafe and Beverage Show (ICBS) 2026.

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2 Ogos 2025

YB Arthur Kurup Rasmi Pra-Pelancaran MyFood 2026, Angkat Gaya Hidup Kampung Sebagai Warisan Bernilai Pasca-PKP

KOTA KINABALU, Malaysia

Kementerian Pertanian dan Keterjaminan Makanan bersama Opulence Exhibition Services Sdn Bhd telah menganjurkan pra-pelancaran MyFood 2026 pada 1 Ogos di Sabah International Convention Centre (SICC).

Majlis telah disempurnakan oleh YB Datuk Arthur Joseph Kurup, Timbalan Menteri Pertanian dan Keterjaminan Makanan, bersempena sambutan Hari Peladang, Penternak dan Nelayan Kebangsaan (HPPNK) 2025.

MyFood 2026 mengetengahkan konsep 'makanan perlahan' atau 'slow food' - sebuah gerakan antarabangsa yang menentang budaya makanan segera dengan memberi tumpuan kepada kaedah masakan tradisional, bahan tempatan, dan amalan mampan. Konsep ini menekankan makanan yang 'baik, bersih dan adil' - baik dari segi rasa dan khasiat, bersih dalam pengeluaran, dan adil kepada pengeluar dan pengguna.

Malaysia dengan warisan kulineri yang kaya serta keperluan mendesak terhadap keterjaminan makanan dan kelestarian alam, menjadi medan yang sesuai untuk gerakan ini. MyFood 2026 membawa naratif ini ke hadapan - dengan memperkasa pengeluar, menarik pelabur, dan menghubungkan semula rakyat dengan makanan sihat dari sumber tempatan.

Merujuk kepada pengalaman semasa PKP, beliau menyatakan bahawa ramai warga kota hidup selama tiga bulan tanpa menjejak tanah, sedangkan komuniti kampung kekal berdikari - menanam sayur, memancing dan memetik buah dari kebun sendiri. Gaya hidup ini yang diwarisi turun-temurun terbukti amat berguna sewaktu krisis.

Beliau turut menyambut baik peruntukan RM29 juta yang diumumkan oleh Perdana Menteri YAB Datuk Seri Anwar Ibrahim bagi mengukuhkan rantaian nilai sektor pertanian daripada pengeluaran hingga eksport.

MyFood 2026 akan berlangsung pada 7 hingga 9 Mei 2026 di Pusat Konvensyen Kuala Lumpur (KLCC) bersama International Cafe and Beverage Show (ICBS) 2026.

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