

meal, fermented protein source from Taiwan. We do not use any animal protein sources to prevent any salmonella problems, so you could say our chickens are vegetarians. And definitely, we do not use antibiotics as growth promoters."

With such a management and disease programme in place, Gesing is able to raise birds that meet the high quality standards not only of its Malaysian customers, but also for its Singapore customers.

A growing market

And while Anxin chicken is priced roughly 40% higher than regular white broilers, demand is on the rise.

"Generally, our target market in Malaysia is the Chinese, who account for about 80-90% of our sales," said Mr Chong. "But these days, the Malays are becoming more interested in our chicken, although this market is relatively stable for us. We see a big potential for coloured



Gesing's breeder farm is quite isolated and is surrounded by complete perimeter fences.

birds within Malaysia itself, and we are focusing on that."

In the past, GGSB sent about 80% of its produce to Singapore. However, when Malaysia was hit by the avian influenza virus, it purposely cut its shipments to 50%.

Mr Chong noted however that the growth in the Malaysian market would mean that in future, it may sell more of its products to the domestic market.

"We've realised that the Malaysian market for our birds is even much bigger than Singapore, and we are

focusing on this," he said. "In the short term, we hope to grab 5% of the Kuala Lumpur market, where we currently only serve about 1.5%."

However, this does not mean the company will forego the global market.

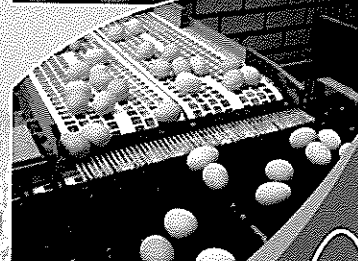
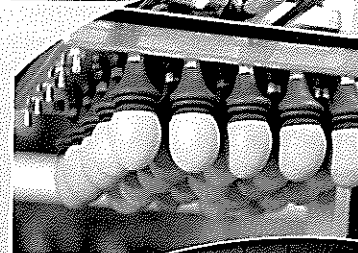
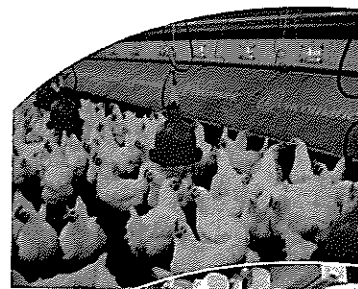
"We are still interested in exploring the international market," Mr Chong remarked. "And in the past we've had interested parties from Hong Kong and Japan. In the long term, we see ourselves continuing to export." ■

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