

Headline **Kurup: Tree-planting campaign on track**
Date **28 Sep 2010**
MediaTitle **Malay Mail**
Section **News**
Journalist **N/A**
Frequency **Daily**
Circ / Read **20,816 / 49,000**

Language **English**
Page No **2**
Article Size **255 cm²**
Color **Full Color**
ADValue **2,118**
PRValue **6,355**



Kurup: Tree-planting campaign on track

By **JOSEPH KAOS JR**
joejr@mmail.com.my

KUALA LUMPUR: The government is optimistic it can achieve its target of replanting 26 million trees nationwide by 2014.

Deputy Minister of Natural Resources and Environment Tan Sri Joseph Kurup told reporters this morning its '26 Million Trees Planting Campaign', launched last April, is ahead of schedule.

"We have planted five million trees so far, which covers 4,400 hectares nationwide," said Kurup at the launch of the campaign by Shaklee Products (Malaysia) Sdn Bhd in Bukit Sungai Puteh Forest Reserve this morning.

"If you calculate, I think we are going ahead of schedule in our campaign. I am confident we can achieve our target of planting 26 million trees come 2014," he said.

Kurup said Perak recorded the most number of trees planted throughout the campaign, with 3.7 million trees planted since April.

Earlier in his speech, Kurup said it was important to deliver the message to the public how tree planting on deforested lands create environmental benefits.

"Tree planting is still the most relevant method to offset carbon footprint and reduce biodiversity lost. Planting of trees is hugely beneficial to the world in the face of accelerating climate change."

The tree planting ceremony marked the start of Shaklee's three-year joint venture with the Forestry Department of Peninsular Malaysia.

Shaklee is sponsoring trees worth RM10,000 each year for three years at the Bukit Sungai Puteh Forest Reserve. The personal care products company is also sponsoring a nature trail measuring 226m in length at the park.



GREEN THUMB: Kurup (right) planting a sapling as part of Shaklee's tree-planting campaign this morning — Pic: RAZAK GHAZALI