Headline	Conserving the nature		
MediaTitle	The Star		
Date	02 Feb 2019	Color	Full Color
Section	Star BizWeek	Circulation	201,943
Page No	20	Readership	605,829
Language	English	ArticleSize	106 cm ²
Journalist	N/A	AdValue	RM 5,676
Frequency	Daily	PR Value	RM 17,029





S. Conserving the nature: (from left) Yayasan Sime Darby Governing Council member Caroline Russell, Sime Darby Plantation Bhd deputy MD and COO (upstream) Mohamad Helmy Othman Basha and Forest Research Institute Malaysia forest biodiversity division director Dr Lilian Chua at a ceremony to celebrate Sime Darby Plantation's completion of its Jentar Plant-A-Tree project, a biodiversity conservation initiative that includes the largest collection of endangered, rare and threatened tree species in a single oil palm plantation in Malaysia.