

For fresh fruit and vegetable marketing and distribution in Asia



By Liam
Callaghan

Wednesday 3rd February 2021, 3:12 GMT

Lazada supports Malaysian growers



Growers from the Cameron Highlands turn to e-commerce platform again during Malaysia's second lockdown

E-commerce platform Lazada is set to welcome outlet to growers from Malaysia's Cameron Highlands as Malaysia extends its second Covid-19 lockdown.

During Malaysia's first Covid-19 lockdown in March 2020, Lazada established Cameron Farmers, a special sales section to help growers who were being forced to discard produce due to supply chain issues.

In addition to the sales section, Lazada has also integrated growers with the company's end-to-end logistics to enable the produce to reach consumers.

According to a report from Vernonchan, since March 2020 Cameron Farmers has cultivated a store following of nearly 30,000 and sells an average of 10 tonnes of fresh produce each month.

Malaysia re-entered its lockdown on 11 January 2021 and on 1 February extended the lockdown for another two weeks mean consumers and growers will again turn online shopping.

Sherry Tan, chief business officer of Lazada Malaysia, said Malaysian's had become more accustomed to shopping

online the grocery category's daily average sales had increased over 170 per cent year-on-year across 2020.

Enjoyed this free article from Asiafruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Asiafruit Magazine](#).