



TROPICAL RAINFOREST  
CONSERVATION  
& RESEARCH CENTRE



**BOH PLANTATIONS &  
TROPICAL RAINFOREST CONSERVATION AND RESEARCH CENTRE (TRCRC)  
PARTNER TO PROTECT MALAYSIA'S TROPICAL RAINFORESTS**  
*Participate in BOH's 90<sup>th</sup> Birthday Fun Run and support this cause*

**KUALA LUMPUR, 11 July 2019** - BOH Plantations recently joined hands with Tropical Rainforest Conservation and Research Centre (TRCRC) to grow and develop conservation initiatives in Cameron Highlands to support long-term forest preservation, restoration and biodiversity. The collaboration will also cover forest restoration at TRCRC's Tropical Living Collection (TRLC) Banun in Perak where BOH will sponsor 200 trees to be planted there to support ongoing conservation programmes to restore key forest corridors within the Central Forest Spine.

In addition, the initiative will also receive another boost of support from the public via **BOH's 90<sup>th</sup> Birthday Fun Run** which will take place on 22 September, 2019 in Cameron Highlands. This year is the 3<sup>rd</sup> edition of the BOH Run. For each edition, BOH identifies an organisation to receive the proceeds from the Run to be used for a specific environmental programme. In the last two Runs, Malaysian Nature Society (MNS) and Global Environment Centre (GEC) were the recipient organisations. MNS utilised the funds for an environmental school project in Cameron Highlands while GEC conducted peat swamp awareness programmes.

Commenting on BOH's decision to embark on this collaboration, **Caroline Russell, Deputy Chairman and CEO of BOH Plantations**, said "This year-long collaboration with TRCRC is certainly a strategic and sustainable initiative to protect Malaysia's treasured tropical rainforests."

TRCRC was established in 2012 to restore tropical rainforests and address the critical rate of biodiversity loss in Malaysia. It aims to safeguard rare, threatened and endangered plant species and reintroduce them into their native habitats through landscape-level initiatives.



“Environment conservation has always been a priority for BOH and we are pleased to support organisations who are committed and share in our common goal to preserve the environment. Collaborating with TRCRC allows BOH to contribute in the work to save our forests in Cameron Highlands and beyond. It’s especially significant that we are embarking in this long-term conservation effort at this juncture since it coincides with our 90<sup>th</sup> Anniversary. In 1929, J.A. Russell established the country’s first tea garden in Cameron Highlands and this has since been home for BOH. Hence, it is crucial that we proactively engage in efforts to maintain the delicate ecosystem that allows us to deliver the quality teas that BOH tea lovers have come to be accustomed to.

“It is commendable too that these initiatives under TRCRC support sustainable livelihoods for young Malaysians and will certainly play a key role to encourage them to become more sensitised to forest conservation and restoration,” added Russell.

According to **Dr Dzaeman Dzulkifli, Executive Director of TRCRC** said, “BOH’s partnership with TRCRC creates opportunity to support long-term conservation in the Cameron Highlands region and lays the groundwork for expanded conservation initiatives in the future.

“TRCRC will be conducting four seed surveys within Cameron Highlands forest reserves between July 2019 - April 2020 with support from BOH Plantations and Cameron Highlands Forestry Department. The goal of these explorations will be to identify and record locations of critically threatened tree species. Seed surveys are an important first step in the process of tropical rainforest conservation. During seed survey expeditions, TRCRC field teams will search for, locate, and document the locations of critical species categorised as threatened on the *IUCN Red List of Threatened Species*<sup>TM\*</sup>.

“This work is to support the broader mission of conservation. In years to come, conservationists may benefit from the information collected and potentially return to the surveyed sites to monitor for the rare occasions these species fruit and flower” explained Dr Dzaeman.

He shared that TRLC Banun is TRCRC’s 500-hectare conservation site located within the Amanjaya Forest Reserve in Perak. The site was established in 2013 with support from the



Perak Forestry Department and will be protected and managed by TRCRC over a 30-year gazettelement with intentions to renew. TRLC Banun holds an ex-situ collection of rare and endangered trees native to Peninsular Malaysia. The site serves to advance Malaysia's Central Forest Spine initiative with the aim of reconnecting forests across Peninsular Malaysia.

“Connectivity between forests helps establish routes for wildlife crossings and conserve threatened plant species. TRCRC’s ongoing conservation activities at TRLC Banun include seed collection of rare and threatened tree species, maintenance of forest tree seedlings in the site’s tree nursery, reforestation projects, tree planting, and more. As of April 2019, TRCRC has nurtured over 55,000 seedlings from 72 tree species of which 43 are listed on the *IUCN Red List of Threatened Species*<sup>™</sup>. Over 7,000 trees have also been planted,” said Dr Dzaeman.

In appealing to the public to play a part in this restoration and conservation initiative, Russell urged, “Join us at BOH’s 90<sup>th</sup> Birthday Run this September. Run to protect Malaysia’s tropical rainforests. It’s a great cause. The proceeds from registrations will be channelled to TRCRC. We expect approximately 600 participants who will have the unique opportunity to run along the lush and scenic views within BOH’s Sungei Palas Tea Plantation itself, which is rarely open to public. Participants will also be able to visit our new wing at the Tea Centre. So, everyone, let’s unite and together, lend a hand to protect our forests.”

**Ends**

*\* The IUCN Red List of Threatened Species<sup>™</sup> is the world's most comprehensive inventory of the global conservation status of plant and animal species. It uses a set of quantitative criteria to evaluate the extinction risk of thousands of species. These criteria are relevant to most species and all regions of the world. With its strong scientific base, The IUCN Red List is recognised as the most authoritative guide to the status of biological diversity.*

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Issued on behalf of **BOH PLANTATIONS SDN BHD** by **Pat-Lin Communications Sdn Bhd**. For further information, please contact Patricia at 03-7660 0400 ext 511/email [patricia@patlin.com.my](mailto:patricia@patlin.com.my)

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### **About BOH Plantations**

*BOH Plantations, Malaysia's leading tea grower celebrates 90 years of Ummph this year. From single garden teas to specially-crafted blends, BOH offers a delectable range of distinctive, robust and aromatic teas, to cater to different preferences and tastes of Malaysians and tea lovers from around the world. With a legacy dating back to 1929, BOH is among the few companies in the world which grows, processes, packs and markets its own brand of authentic highland teas, delivered fresh from 'tea bush to tea cup'. Today, BOH has 1,200 hectares of tea gardens and produces over 4.5 million kilograms of tea annually or 5.5 million cups daily. Its award-winning Sungei Palas Tea Centre in Cameron Highlands, is renowned to local and international travellers for the unique 'tea discovery' experience and captivating panoramic views. BOH has received many accolades for its high standards in product quality, esteemed brand identity and community initiatives. A strong advocate for sustainability, BOH also plays its part through its Corporate Responsibility programmes.*

For more information, log on to [www.bohtea.com](http://www.bohtea.com) and like our Facebook page: [www.facebook.com/BohTeaMalaysia](https://www.facebook.com/BohTeaMalaysia)

### **About TRCRC**

*Tropical Rainforest Conservation and Research Centre (TRCRC), a non-governmental organisation, was established in 2012 to restore tropical rainforests and address the critical rate of biodiversity loss in Malaysia. TRCRC's Mission is two-fold: to preserve tropical rainforest plant species and lead landscape-wide protection and reforestation projects throughout the country. TRCRC plans to reconnect forest fragments through the reforestation of degraded patches using native trees sourced from nurseries as well as seedlings from rescued threatened plants. It serves two important national conservation policies: ex-situ conservation for the preservation of plant species and genetic diversity under the National Biodiversity plan, and the Heart of Borneo and Central Forest Spine initiatives, to support Malaysia's commitments towards conservation. TRCRC has established a network of tropical living collection centres with the aim of safeguarding rare and endangered plant species that occur outside of protected areas by collecting, propagating and planting these species in its established sites.*

For more information, log on to [www.trcrc.org](http://www.trcrc.org)