**LAUNCH OF KEBUN KITA(R), PENANG'S FIRST SELF-SUSTAINING COMMUNITY URBAN FARM**
MONDAY SEPTEMBER 14, 2020


**FAQS**

1. **What is Kebun Kita(r) and what does it aim to do?**
   Kebun Kita(r) is Penang's first self-sustaining community urban farm with the objective of educating communities on nutrition and food security, providing skills for urban farming, feeding underprivileged communities with fresh produce and developing opportunities for community building, entrepreneurship and employment.

   The urban farm will also serve as an active site for capacity-building and research, and act as a demonstrative showcase of closed-loop urban farming with digital processes from production through to harvest and distribution.

2. **Who is Kebun Kita(r) led by and who will benefit from it?**
   Kebun Kita(r) was developed in partnership with land provided by the Penang state government, funding by Think City, and technical support, farm design and expertise by Universiti Pendidikan Sultan Idris (UPSI). Think City's 'Kita to Kita' (K2K) digital platform will then facilitate the seamless distribution of fresh vegetables to lower-income families.

   Along with food security, many communities will be able to enjoy homegrown organic vegetables, potentially benefit from employment opportunities, and perhaps be inspired to join the urban farming revolution or innovate future technologies of their own.

3. **Where is Kebun Kita(r) located?**
   It is located within the Penang Digital Library—adjacent to Penang Free School.

4. **What is Kebun Kita(r)'s business model?**
   Kebun Kita(r) is a social enterprise where 60% of produce harvested will be channelled to underprivileged families while 40% will be sold to the public at competitive local market rates in order to cover operational costs.

5. **How long does it take to yield the first round of harvest and what is the capacity of each harvest?**
   Depending on the type of vegetable, it takes two to three months for a harvest. Each harvest can potentially feed 400 households.

6. **What is the size of Kebun Kita(r)?**
The urban farm area is approximately 2,000 square-feet.

7. **How does Think City's 'Kita to Kita' Programme work and how does it fit into this project?**
The farm is a positive extension of Think City's 'Kita to Kita' (K2K) programme utilising a digital platform to capture, analyse data and develop interventions that can improve the quality of life and wellbeing of the B40 communities. In this case, K2K will be used to register, track and distribute produce to B40 households.

8. **What is the investment cost of this project?**
The prototype is RM50,000. If the project were to be replicated, the cost per farm could potentially be reduced by half due to economies of scale.

9. **What opportunities lie ahead for this project?**
This pilot project could begin a Smart urban farming movement, with similar circular farms replicated and scaled to a national level, benefitting the 'rakyat' through food security, capacity-building, employment and entrepreneurial opportunities.

With its unique model, Kebun Kita(r) aims to encourage the growth of more agrotech-preneurs, encouraging young people to delve into this industry. It is also an opportunity for existing farmers to grow their businesses and break out of the B40 community.

The farm will act as a prototype to draw up state-level policy around converting or repurposing underutilised, vacant or state and local council-owned spaces into food fields to feed the *rakyat* with safe and nutritious food

10. **What are some of the challenges you will face?**
Moving forward, the aim is to identify and convert vacant or underutilised state or local-council-owned land into circular urban farms following the Kebun Kita(r) model.  There may be challenges on the policy level, and in obtaining approvals. However, Kebun Kita(r) could lead the way as a model and its founders could form a committee for future urban farm projects to manage the approval process.