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Some subsectors within the
Malaysian agricultural market
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SOME SUBSECTORS WITHIN THE MALAYSIAN
AGRICULTURAL MARKET

THE CANADIAN HIGH COMMISSION
KUALA LUMPUR

RESEARCH
CONDUCTED FOR
THE CANADIAN HIGH COMMISSION

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MALAYSIAN SECTOR PROFILES
CONDUCTED FOR
THE CANADIAN HIGH COMMISSION
KUALA LUMPUR

SECTOR: AGRICULTURAL SUB SECTORS

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1.0 INTRODUCTION

This Sector Profile has a restricted coverage in that it seeks to address only certain identified areas within agriculture. Specifically it does not cover grains, oil seeds or fertilizer which have been addressed in other work recently conducted by Econsult for the Canadian High Commission in Kuala Lumpur. Nor does it cover non dairy food which is the subject of a separate Sector Profile now nearing completion. Finally it does not include any consideration of the rice, oil palm and rubber industries which, while of great importance to Malaysia, have only limited relevance to Canadian interests.

Coverage in this Profile is broadly restricted to livestock and livestock products; animal feeds; soyabeans; and tobacco.

Within these areas it can generally be said that Canada is a minor player in terms of the Malaysian market.

	1980	1981	1982
Total	1000	1000	1000
Canada	100	100	100
Malaysia	900	900	900

The Federal Agricultural Marketing Authority (FAMA) is actively promoting the consumption of fresh milk. A drink-fresh-milk campaign was launched in 1988. This was followed with a second campaign in 1989. The objective of these campaigns was to increase the consumption of fresh milk through the use of special fresh milk retail outlets. These outlets were set up in Kuala Lumpur as part of the promotional activities. These outlets sell fresh milk from the Department of Veterinary Services. FAMA is planning to set up similar outlets in other major towns. (Business Times, 20th Nov. 1989) and 21st Nov. 1989.

In an article in the Star of 20th Nov. 1989, the agricultural counselor of the Danish Embassy, Mr. Carsten Phillipson expressed the Danish hope of playing a role in modernizing and building up the Malaysian dairy sector. He stated that Danish dairy companies could provide their expertise and experience in the production of advanced dairy products like yogurt and ice cream. He also mentioned the provision of training and processing equipment and machinery by the Danish government as a form of cooperation. He also mentioned the provision of technical assistance by Danish companies.

2.0 DAIRY PRODUCTS

Malaysians consume about 40 litres of milk per person annually. Total consumption is estimated at around 600 million litres liquid milk equivalent (LME). Currently, local production of milk is about 25 million litres. Thus, there is a considerable market for imported milk in Malaysia valued at between M\$250 million and M\$300 million.¹ The authorities hope to raise local milk production to between 85 and 90 million litres by the year 2000 and so there will be a considerable market for imports for the foreseeable future.

The size of the market for milk and milk products in Malaysia attracts substantial commercial interest. At least six major companies are now involved in processing and packing. The dairy manufacturing industry in Malaysia is developed but depends largely on imported dairy raw materials. The main products manufactured locally are sweetened condensed milk, evaporated milk, recombined HT milk, ice-cream and yoghurt products. Lately the consumption of condensed milk has been decreasing in relative to the consumption of fresh milk and milk powder. According to documentation distributed at a March 1989 Symposium on Milk conducted by the Danish Dairt Board in Kuala Lumpur, sweetened condensed milk and powdered milk and powdered milk account for about 35% and 27% respectively of the total milk equivalent market in Malaysia. About 14% of the total requirements are marketed as infant formula, 6% as evaporated milk and 10% as other dairy products like butter, cheese and ghee. Ready-to-drink milk makes up about 8% of the milk marketed. An estimated 62% of the liquid milk requirement is locally produced fresh milk.

2.1 Development

The Federal Agricultural Marketing Authority (FAMA) is actively promoting the consumption of fresh milk. A drink-fresh-milk campaign was launched in 1986. This was followed with a second campaign in 1988. Advertising of fresh milk was done through the media. Special fresh milk retail outlets - 'Segaria' - were set up in Kuala Lumpur as part of the promotional activities. These outlets sell fresh milk from the Department of Veterinary Services. FAMA is planning to set up 'Segaria' outlets in the other major towns. (Business Times, 8th March, 1989)

In an article in the Star of 3rd March, 1989, the agricultural counsellor of the Danish Embassy, Mr. Cansten Philipsen expressed the Danish hope of playing a role in modernising and building up the Malaysian dairy sector. He said that Danish dairy companies could provide their expertise and experience in the production of advanced milk products like yoghurt and ice-cream and the supply of farming and processing equipment and machinery. Mr. Philipsen said that an immediate area of co-operation would be the im-

1. C\$1 = M\$2.30 approximately at current exchange rates (late November/early December 1989).

plementation of milk information campaigns in line with the Malaysian Government's campaign to increase local milk consumption from 43 litre per capita to 70 litres per capita in the year 2000. The Danish Dairy Board could help in areas such as school milk programmes, educational materials on the nutritional value of milk for children at nurseries and kindergartens, promotion at retail level, and sports sponsorships.

Co-operation between Denmark and Malaysia is also possible in cattle breeding and Danish companies could supply bull semen and embryos in the breeding of animals.

A US\$200 million joint-venture project is to be set up in Sungei Siput, Perak to produce halal milk and milk products. Plans for the project have been approved by the State Government and investors from Australia and Sri Lanka have made the decision to raise the investment from the original proposed US\$25 million to US\$200 million. Six companies, including two local companies, are involved in the project which is the biggest in South East Asia. The companies are Dubai based Andi and Group Private Ltd, Nusantana Pasifik and Andy Associates of Malaysia, Hiet Dew Co Ltd of Sri Lanka and Viva Villa Trading and CMPS Consultant of Australia. The project will produce six million litres of milk products a month when completed in 1993. The products will be exported to Islamic countries such as Libya and Iran where demand is good. (Business Times, 22nd June, 1989)

TABLE 1: IMPORT OF DAIRY PRODUCTS 1986 - 1989

SITC code	1986			1987			1988			1989*		
	Total	Canada	Canadian share %									
022	208389	2199	1.05	241557	136	0.06	399990	9956	2.49	267450	1560	0.58
023	32299	-	-	34549	-	-	45442	3	0.01	30669	-	-
024	4315	-	-	6277	-	-	7424	1	0.01	4456	24	0.08

Source: External Trade Statistics, Imports, Department of Statistics

* January - June

SITC Code : 022 - Milk and Cream
 023 - Butter
 024 - Cheese and Curd

2.2 Preferential Treatment

Australian and New Zealand fresh and powdered milk and cream enjoy preferential entry into the Malaysian market and powdered milk which normally attracts an import duty of M\$8.82/100 kilogrammes comes in duty free if sourced from Australia or New Zealand. The introduction of these arrangements could explain the decline of the Canadian share of Malaysian milk imports between 1988 and 1989.

3.0 LIVESTOCK

The livestock sector is an important aspect of Malaysian agriculture. Production of livestock worth about M\$2 billion annually, contributes about 3% of GDP, 15% of the overall agricultural production and 33-35% of the value of food produced in the country. The main types of animals reared in Malaysia are cattle, buffalo, goat, sheep, poultry and swine.

The livestock industry is growing steadily as reflected by the estimated 12.7% growth in the ex-farm value of livestock output in 1989 compared with the value in 1988. In terms of production, poultry meat and pork are expected to exceed their respective domestic demand in 1989. According to the 1988/89 Agricultural Directory and Index poultry meat output is expected to register a 10% increase in 1989 as total production is expected to reach 308,000 tonnes compared with 280,000 tonnes in 1988. Similarly, pork production is expected to grow by 5.2% to reach 176,000 tonnes in 1989.

Continuous efforts have been made over recent years to increase production of beef, however local production of beef is expected to meet only about 37.5% of the domestic demand for beef in 1989. The remaining requirements are expected to be met by imported beef the bulk of which will come from India. Per capita consumption of beef is expected to increase from the present level of 3.6kg (compared with 36kg in USA) to at least 4.4kg per capita by the year 2000 (Table 2). The current demand of about 33,000 tonnes will increase to at least 50,000 tonnes by the year 2000.

TABLE 2: PER CAPITA CONSUMPTION OF BEEF AND VEAL (KG)

	1960	1970	1983	1985	2000
US	31.5	39.2	35.7	36.3	n.a.
Malaysia	2.0	2.5	3.2	3.6	4.4.

Source: Malaysia, Agricultural Directory Index, 1988/89

In 1989, local mutton production is estimated to record a double digit rise of 11.7% to 600 tonnes while domestic consumption is anticipated to increase by 2.9% to 9,100 tonnes. Despite higher output growth, local mutton output in 1989 is expected to be able to meet only 8.5% of total domestic requirements. In order to alleviate the acute shortfall in the supply of mutton, a total of 7,500 tones of mutton is expected to be imported from Australia, New Zealand and the United States in 1989. Efforts to promote the domestic production of lamb and mutton through grazing of goat and sheep in rubber estates and the development of new cross breed are continuously being pursued with the objective of reducing the level of imports. A Malaysian Agricultural Research and

Development Institute (Mardi) officer will be sent to New Zealand to study sheep breeding, production and wool processing. Mardi is also experimenting with a French cattle breed called limousine. Mardi is observing the growth of six limousine calves at its Serdang livestock research station currently.

3.1 Development

The Agriculture Ministry will soon embark on an intensive livestock rearing programme in the Felda and Felcra smallholder land development schemes. The Ministry will also expand it to the plantation sector which had been identified as another potential area for livestock. The programme, which will concentrate on livestock rearing among settlers and estate workers, has an aim to supplement their income and to help meet the increasing demand for meat in the country. (Star 17th July, 1989)

American Beef Development is setting up a M\$40 million cattle breeding project in Pahang which will make Malaysia one of the largest beef exporter in Asia. The ranch will also serve as a research institute for seed development and cattle feed. The project will be built on a 2,000ha site near Mu'adzam Shah. (Star 20th April, 1989)

The Guthrie plantation group is expanding its livestock activities, particularly sheep rearing, to cope with the rising demand for sheep including that from Islamic countries overseas who want to be sure that the sheep have been slaughtered according to Islamic riles. The group will also study possible joint-ventures in the field in future. At present, Guthrie finds it difficult to meet demand and has had to turn down supply requests. Guthrie now has about 9,000 sheep on its six farms, four in Negeri Sembilan and one each in Selangor and Johore. It is understood that there is a huge market for mutton in Saudi Arabia especially during the haj season. (Business Times 9th November, 1989)

Malaysia plans to stage its own international livestock show in 1990 in a concerted effort to improve its technology and eventually to put the country on the map of respected livestock producing countries.

In late 1988 it was announced in the press that some form of technical co-operation programme or an officers exchange programme with Canada would be looked into to further gather and update technical information. According to the Public Affairs Division of the Department of Agriculture, this programme is now underway and there has been an exchange of staff from both sides.

Mardi has submitted a proposal for a M\$500,000 joint project on sheep rearing to Institute National de la Recherche Agronomique (Inra), and expects a reply by next June or July. If approved, the funding for this formal tie will come from a European agency. According to Mardi Livestock Research Division Director, Ahmad Tajuddin Zainuddin, Malaysia currently supplies only 11% of its mutton needs. It imports about 6,000 metric tonnes of mutton a

year. Through this proposed project, Mardi hopes to fulfil the Agriculture Ministry's target of one million sheep reared throughout the country by the year 2000. There are about 128,000 sheep in the country at present. In conjunction with the Institute's studies, the Department of Veterinary Services has already begun to import "exotic genetic material" to increase the sheep's base population. The sheep will also be introduced into an integrated farming scheme which will involve a tier system with plantation crops. (Business Times, 21st November, 1989)

TABLE 3: IMPORTS OF LIVE ANIMALS, CHIEFLY FOR FOOD
(M\$'000 CIF)

Country	1987	1988
Australia	21015	27658
Canada	-	241
New Zealand	-	4286
Singapore	7199	6875
Thailand	4561	4312
UK	1801	2273
US	3511	8918
Other	4775	7246
TOTAL	42862	61809

Source: External Trade Statistics, op. cit.

4.0 SOYA BEANS

Soya beans are not being cultivated on a commercial basis in Malaysia. Currently, local demands are met by import, the bulk of which comes from China, America, Vietnam and Argentina.

Recently, Nestle (Malaysia) launched 'Twin', a milk powder combining dairy and soyabean protein. Currently the Twin powder is imported from the Philippines before packing locally. To reduce this dependence on imported product Nestle's Agronomy Division has set up a pilot farm in Kedah where different varieties of soyabeans have been cultivated over the last nine months. The final objective is to develop a suitable strain for commercial cultivation which will eventually meet the soya requirements for the manufacturing of Twin. Nestle itself will not be growing soyabeans but will be providing technical and other assistance to the farmers who will be cultivating soyabeans on a commercial basis.

TABLE 4: IMPORTS OF SOYA BEANS

(M\$ '000 CIF)

Country	1987	1988
Argentina	-	54592
Brazil	13148	-
Canada	14808	16869
China	109185	113394
Kampuchea	-	4854
US	9271	41662
Vietnam	10284	33159
Other	1159	2984
TOTAL	157855	267514

Source: Ibid

5.0 ANIMAL FEEDS

The Malaysian feed milling industry is regarded as a well established one. The Department of Veterinary Services has estimated that the industry's annual turnover to be about M\$1.1 billion, taking into account small feedmillers and on-farm self mixers. According to the Director - General of the Department of Veterinary Services, Datuk Dr. Ahmad Mustaffa bin Haji Babjee, Malaysia produces very little feed ingredients for the animal feed manufacturing industry. It has to import more than 60% of grain and other raw materials and 100% of the requirements for feed additives or premixes.

Imports of raw materials for feeds amounted to about M\$520 million in 1987. An estimated 95% of the imported feedstuff is for the preparation of compound feeds for poultry and pigs. Estimated total production of compound feeds for monogastric animals in Peninsular Malaysia has reached about 2.1 million tonnes a year.

In 1989, Malaysia will spend nearly M\$1 billion importing live-stock feed. Poultry feed imports alone will amount to about \$400 million, and are expected to grow by 9% next year. Department of Veterinary Services projections indicate that by the year 2000 the demand for compound feeds in these two sectors alone will double the present production level. Table 5 shows the projected demand for compound feeds in Peninsular Malaysia.

TABLE 5: PROJECTED DEMAND FOR COMPOUND FEEDS IN PENINSULAR MALAYSIA (1987 - 2000)

Type of feeds	Projected demand (100 tonnes)													
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1999	1997	1998	1999	2000
Poultry feeds	1540	1700	1860	2030	2170	2300	2420	2530	2630	2720	2800	2860	2920	2980
Pig feeds	900	940	980	1020	1060	1100	1140	1180	1210	1240	1270	1300	1330	1360
Total	2440	2640	2840	3050	3230	3400	3560	3710	3840	3960	4070	4160	4250	4340

Source : Department of Veterinary Services., 1988

The above are the latest revised estimates of the Dept. of Veterinary Services. Calculations on demand are based on feeding requirements of projected annual population of poultry and pigs.

TABLE 6: IMPORT OF FEEDING STUFF FOR ANIMALS
(Excluding Unmilled Cereals)

(M\$ '000 CIF)

Country	1987	1988
Australia	9255	9544
Brazil	13597	-
Canada	227	376
China	78301	91315
Singapore	19169	29330
Thailand	41252	61078
US	-	22384
Other	75848	80744
TOTAL	237649	294771

Source: External Trade Statistics, op. cit.

5.1 Development

In an effort to reduce the percentage of poultry feed imports in the next five years, Mardi has intensified the joint poultry feed studies programme with its French counterpart, Institut National de la Recherche Agronomique. This programme has been operating over the past three years. The two institutes hope to expand the joint project to include cooperation with Spain and Venezuela through European Community (EC) funding. The French institute has submitted a proposal to the EC authorities detailing the expansion of the project on poultry feed in the tropics and expects to receive a reply in May next year. Even if EC approval does not materialise, Mardi will continue its poultry feed studies. The main objective is to alleviate the burden of poultry feed imports through the development of feed from local raw materials.

At present the imports comprise mostly maize and soyabean, fish and meat meal. There is potential to replace these materials with substitutes that can be found in Malaysia, such as tapioca, sweet potatoes, legumes and palm oil products. Malaysia produces more than five million tonnes of agro-industrial by-products annually, but the bulk of them have yet to be developed into useful feeds. A small amount of palm kernel cake is already being tested commercially in the feed industry. (Business Times 27th November, 1989)

6.0 TOBACCO

The Malaysia tobacco industry is a multi-million dollar industry with an estimated value of M\$132 million in a single year for tobacco leaves and M\$1500 million for cigarettes.

In 1987, a total of 12,314 hectares were planted with tobacco. There were 360 curing stations licensed by LTN (National Tobacco Board), of which 185 were in Kelantan, 95 in Terengganu, 29 in Kedah, 20 in Perlis, 14 in Malacca, 13 in Pahang and the rest in Johor and Negeri Sembilan. A total of 33,924 workers were employed at these stations. The cigarette manufacturing companies represent an important source of government revenue. Taxes on corporate profits, import and excise duties paid by the three major cigarette manufacturers namely Malaysian Tobacco Co. Bhd, Rothmans of Pall Mall (M) Bhd; and R.J Reynolds Tobacco Co. Sdn Bhd are estimated to be about \$600 million in 1987.

a) Production

Production of tobacco is regulated through a quota system, as determined on an annual basis by LTN, which has representation from all sectors of the industry. The amount of annual quota is based on demand for tobacco as well as the capacity of the industry to meet the demand without adversely affecting the quality of tobacco to be produced and the stability of the industry. In 1987 the quota allocated to the tobacco curers remained at the previous year's level of 11.4 million kg. The production of green leaves declined from 119 million kg valued at M\$82.55 million in 1986 to 109 million kg valued at M\$73.25 million in 1987. Consequently, the production of cured leaves declined from 12.87 million kg valued at M\$167.07 million to 10.68 million kg valued at M\$132.61 million.

b) Price

To ensure reasonable returns to the farmers, the LTN introduced a minimum price structure for both green and cured leaves. This is subject to review from time to time. Currently the average price is targetted at 67 cents/kg for green leaves and M\$13.00/kg for cured leaves.

c) Prospects

The government encourages the use of more local tobacco leaves in the production of cigarettes and has adopted various fiscal measures to this effect. The import duties on unmanufactured and cut-rag tobacco as well as imported cigarettes are M\$50, \$70 and \$85/kg respectively. The three major cigarette manufacturers on average purchase about 94% of the total local tobacco leaves. Imported tobacco is used to blend with the local tobacco in order to meet certain quality standards as well as to ensure the appropriate taste for the various cigarette brands. At present,

the local tobacco content in the manufacture of cigarette is about 64%. This level is expected to increase by 2% annually to achieve a target of 85% by the year 2000.

6.1 Research and Development

The Malaysian Agricultural Research and Development Institute will soon introduce to farmers two new tobacco varieties - TAPM 72 and TAPM 26. These varieties are resistant to bacterial wilt and leaf spot diseases. According to Mardi Director General, Datuk Dr. Haji Mohamad Yusof Hashim, the two varieties would give better yields to farmers and produce better leaf quality compared with the earlier TAPM 36 and TAPM 13. In the initial research at the Mardi Station in Telong, Kelantan, and Rantau Abang, Terengganu, the two hybrids proved capable of producing between 1,800 and 2,000 kg of good quality dried tobacco leaves per hectare. Nicotine content of the two varieties is between 1.5 and two per cent. Mardi has also succeeded in introducing granulated urea and new techniques for tobacco curing as well as new types of pesticides and a furrow irrigation system for the planting of tobacco in padi fields. (New Straits Times, 15th November, 1989)

TABLE 9: IMPORT OF UNMANUFACTURED TOBACCO, NOT STEMMED/STRIPPED, BLUE-CURED OR THE VIRGINIA TYPE

Country	Quantity	Value
Australia	12018.00	152012
Canada	4000.00	57803
Greece	30748.00	374838
Philippines	30000.00	380000
USA	1031388.00	18403030
TOTAL	1158183.00	20377784

Source: Ibid

TABLE 7: IMPORT OF UNMANUFACTURED TOBACCO, PARTLY OR WHOLLY
STEMMED/STRIPPED, FLUE CURED, OF THE VIRGINIA TYPE

(Quantity: Kilogram Value: M\$000 'CIF)

Country	1988	
	Quantity	Value
Brazil	123200.00	1518974
Greece	29.38	503
USA	1159152.00	23556952
TOTAL	1282381.38	25076434

Source: Ibid

TABLE 8: IMPORT OF OTHER UNMANUFACTURED TOBACCO, PARTLY OR WHOLLY
STEMMED/STRIPPED

(Quantity: Kilogram Value: M\$000 'CIF)

Country	1988	
	Quantity	Value
Brazil	2405.00	33565
USA	490620.12	9092140
TOTAL	493025.12	9125705

Source: Ibid

TABLE 9: IMPORT OF UNMANUFACTURED TOBACCO, NOT STEMMED/STRIPPED,
FLUE CURED OF THE VIRGINIA TYPE

(Quantity: Kilogram Value: M\$000 'CIF)

Country	1988	
	Quantity	Value
Australia	12016.00	152012
Canada	4000.00	57803
Greece	30749.00	374939
Philippines	50000.00	390000
USA	1031398.00	19403030
TOTAL	1128163.00	20377784

Source: Ibid

7.0 TANNING INDUSTRY

Mardi Director General Datuk Dr Mohd Yusof Hashim described the Malaysian tanning industry as 'backward' and 'small'. However it has the potential to grow and become a major money-spinner, especially in view of the anticipated increase in the number of cattle and sheep bred in the country in the next decade. Mardi has made provision in its Sixth Malaysia Plan proposal (1991-1995) to assist the development of the local tanning industry, with emphasis to be placed on efforts to achieve the use of new technology in two or three years time. Currently the local tanning industry is confined to a handful of people using traditional processing methods. Most of the existing tanneries are backyard industries passed down from generation to generation. They are also facing inconsistent supply of hides, most of which are of low quality. Nevertheless the government has taken steps to change the face of the industry. The move to send experts from Mardi abroad is aimed at adopting the latest methods used by countries such as Italy, Australia and France.

TABLE 10: IMPORT OF WHOLE HIDES & SKINS OF BOVINE ANIMALS, PRESERVED

(Quantity: Kilogram Value: M\$000'CIF)

Country	1988	
	Quantity	Value
Australia	85310.00	273091
Brunei	72103.00	145273
Hong Kong	868161.56	1671793
Indonesia	13000.00	3900
Japan	11850.00	20291
Netherlands	10.00	101
Singapore	39775.00	119325
TOTAL	1090209.56	2233774

Source: Ibid

TABLE 11: IMPORT OF OTHER HIDES & SKINS OF BOVINE ANIMALS, FRESH OR WET-SALTED

(Quantity: Kilogram Value: M\$000'CIF)

Country	1988	
	Quantity	Value
Brazil	168.50	2106
Hong Kong	52050.50	22246
Singapore	9266.00	61239
Thailand	275.20	1376
USA	20.00	82
TOTAL	61780.20	87049

Source: Ibid

TABLE 12: IMPORT OF OTHER HIDES & SKIN OR BOVINE ANIMALS, O/W, PRESERVED

(Quantity: Kilogram Value: M\$000'CIF)

Country	1988	
	Quantity	Value
Singapore	8630.60	25892
Switzerland	10.00	2525
TOTAL	8640.60	28417

Source: Ibid

Country	1988	
	Quantity	Value
Australia	12618.00	152012
Canada	4000.00	57803
Greece	30749.00	374039
Philippines	50000.00	300000
USA	1031388.00	19403032
TOTAL	1128185.00	20277266

Source: Ibid

8.0 CURRENT AGRICULTURAL TECHNOLOGY AND EQUIPMENT USED

a) Mechanisation

The mechanical agricultural implement market is expected to grow by 25% per annum in coming years, reflecting the country's increasing move towards mechanisation. In the past, the abundant supply of labour has slowed down the mechanisation process. However, Howard Alatpertanian Sdn Bhd Managing Director, Anker Nielson believes that the market will be quite substantial in five to ten years time.

Howard Alatpertanian is the largest agricultural implement manufacturer in South East Asia. It is a joint venture between the Thrige Agro Group of Denmark (51%) and the National Farmers Association (49%) of Malaysia. It has about a 60% share of the local market. The company has more than 20 different mechanised farm implements in its range. The products include rotavators (used for soil preparation), rotaslasher, (used for clearing undergrowth) and trunk mulchers (used to pulverise oil palm trunks for replanting purposes). Most of the implements are locally manufactured and designed to fit Malaysian conditions. Three years ago the company also introduced a locally designed and manufactured rough terrain tractor called Serbatrek. The tractor is specially designed for use in oil palm plantations. Together with the Unilever group, the company had improved the performance of the tractor and introduced the second generation Serbatrek. Currently the company is working with Mardi to modify the tractor so that a harvester for use in padi fields could be fitted.

b) Livestock Vaccine

A French-Malaysian firm plans to set up a bio-technology plant in the country to produce livestock vaccines for both the domestic and overseas markets. The plant expected to cost about M\$10 million will be the first bio-technology plant in the country. The company will also be the first exporter of locally produced animal vaccines to countries in South East Asia and China. It is expected to export about 20% of its products in the first year and this will be increased by 10% annually. The plant will be producing new vaccines to prevent poultry and other livestock diseases in the region.

The company a joint-venture between French based Rhone-Poulinc Malaysia and Permodalan Kelantan Bhd is presently waiting for the Government's approval to start production. It has shortlisted Johore and Klang Valley for plant location. (Business Times 6th June 1989)

c) Computerisation

Malaysia has taken the lead in this region to develop an Agriculture Information System (AIS). AIS is primarily aimed at accelerating the pace of agricultural development in the country in line with the 'green revolution' concept.

Essentially, the AIS is a computerised system within the Ministry of Agriculture where information on soils, crops, farmers and serving officers are stored and are retrievable for the purpose of planning and implementing extension programmes. Its purpose is to keep such information up to date and available to the extension service. Major applications of the system are in the areas of extension services, human resource management, inventory management, management of soil resources and in agricultural development planning.

Data in AIS can also be used by extension officers to increase farm output. The Department of Agriculture has records of more than 460,000 farmers in the country and this will enable it to identify groups of farmers for special attention. AIS also enables the Department to oversee the use of land so that it is put to maximum production. In agriculture development planning, the identification of areas suitable for crop development is important. AIS is geared for this purpose by the incorporation of information from computerised mapping software into the database.

9.0 DISTRIBUTION

a) Dairy Products

The Malaysian dairy importers are classified into two types, manufacturers importing for own use and distributors who supply to supermarkets and retailers. Milks are mostly imported in the form of milk powder for own use, while dairy products such as butter, cheese, ice-cream and yoghurt make up the bulk of imported manufactured milk products brought into the country by distributors. Appendix A presents a list of major importers.

b) Animal Feed

Most of the importers are manufacturers who import for their own use. Other importers distribute direct to manufacturers and farmers without going through wholesalers or agents. There are only a few distributors of animal feeds in Malaysia. However, a number of big farms have in-house feed-milling facilities. A list of feeds importers is provided in Appendix A.

c) Livestock

According to Dr. Zairi from the Livestock Division of the Department of Agriculture, all imports of livestock are handled by the private sector. Private importers are directly responsible for 100 per cent of live animals imported for slaughter and 15 per cent of breeding stock imports. The other 85 per cent of breeding stock are government projects tendered out to the private sector. The government does not engage themselves directly in importation of livestock.

A list of major importers is provided in Appendix A.

d) Tobacco

There is no distributor in the Malaysian tobacco industry. All importers are manufacturers who import to meet their own manufacturing requirements. There are three major tobacco manufacturers in Malaysia. They are listed under Appendix A.

APPENDIX A

IMPORTERS LIST

I. Dairy Products

- | | | |
|----|--|--|
| 1. | Cold Storage (M) Bhd | Jalan 14/29
46100 Petaling Jaya
Selangor

Tel: 03 7561100 |
| 2. | Malaysia Milk Sdn Bhd | 7 Jalan 19/1, Petaling Jaya
Postal Address :
P O Box 1026
46860 Petaling Jaya
Selangor

Tel: 03 7554388 |
| 3. | Nestle (M) Sdn Bhd | No.4, Lorong Persiaran Barat
46200 Petaling Jaya
Postal Address :
P O Box 385, Jalan Sultan
46918 Petaling Jaya
Selangor

Tel: 03 7554466 |
| 4. | Dutch Baby Milk Industries | 13 Jalan Semangat
46200 Petaling Jaya
Postal Address :
P O Box 122,
46710 Petaling Jaya
Selangor

Tel: 03 7567477 |
| 5. | Banfoong Sydney (JM) Sdn Bhd
(Distributors) | 110-A, Jalan Jejaka
Taman Maluri
55100 Kuala Lumpur

Tel: 03 9852644 |
| 6. | Pok Brothers Sdn Bhd
(Distributors) | 12, Jalan Pukul 16/5
40000 Shah Alam
Selangor

Tel: 03 5505030 |

II. Animal Feeds

1. Ban Seng Guan Sdn Bhd
(Distributor) 35, Leboh Pudu
50050 Kuala Lumpur
Tel: 03 2380583
2. Anglo Malayan Trading Co.
Sdn Bhd 8-B, Jelutong Road
P O Box 574
(Distributor) 11600 Penang
Tel: 04 60684
3. Cargill (Malacca) Sdn Bhd 78 Kawasan Perindustrian Air
(Manufacturer) Keroh
Malacca
Tel: 06 320633
4. Feedmill (M) Sdn Bhd 3 Jalan Semangat
(Manufacturer) 46100 Petaling Jaya
Tel: 03 7566477
5. Sin Heng Chan (M) Bhd 82 Jalan Kilang
(Manufacturer) 75300 Melaka
Tel: 06 222755

III. Livestock

1. Lazuli Sdn Bhd 19, Jalan SS 5A/11
(Cattle) Taman Subang
47301 Petaling Jaya
Tel: 03 7749244
Contact: Dr. Rosli Milam
2. MHY Animal Industry Suite 2.10, Wisma Central
(Cattle/Sheep) 1st Floor
50450 Kuala Lumpur
Tel: 03 2618299
Contact: Hanifa
3. Chop Lan Thye Trading Sdn Bhd 31, Jalan Besar
(Cattle) 41000 Klang
Tel: 03 3318160
Contact: Mr. Gan Tai Kuan

4. Sheep Trade 11, Jalan Gasing
46000 Petaling Jaya
Tel: 03 7921142
Contact: Dr. Kumal
5. Lengkuas Grafik Sdn Bhd
(Cattle/Sheep) 16990, Jalan Besar
Taman Selayang Baru
68100 Batu Cave
Selangor
Tel: 03 6183995
Contact Dr. Phakiam
- IV. Tobacco
1. Rothmans of Pall Mall (M)
Bhd Virginia Park
Jalan University
46200 Petaling Jaya
Tel: 03 7566899
2. R.J. Reynolds Tobacco Co.
Sdn Bhd Persiaran Raja Muda
P O Box 37
40700 Shah Alam
Tel: 03 5592901
3. Malaysian Tobacco Co. Bhd 178-3 Jalan Sungei Besi
57100 Kuala Lumpur
Tel: 03 2213066

APPENDIX B

List of Regulations and Acts relating to Agriculture

CONTROL OF PIG REARING ENACTMENTS

These are State Enactments passed by the State Legislative Assemblies of each State. So far four States have passed these Enactments. These were effective on 1st September, 1975 in Johor; 21st August, 1976 in Terengganu; 1st January, 1980 in Malacca and 1st January, 1981 in Negeri Sembilan. Under these Enactments, all pig farms in these four States are required to be licensed by the Director of the Veterinary Services Department of each state who may impose conditions necessary to control pollution from pig wastes. In the State of Kedah, Enactment No. 5 (Animal trespass) (Amendment) 1974 (Kedah) is in force which requires all pigs to be kept in properly fenced enclosure. In the State of Selangor, the Control of Cattle Enactment, 1971, provides for the control of livestock rearing including pigs in a Municipal Council or District Council areas. Written permission from the proper authority is required for keeping of livestock within such areas.

CONTROL OF SLAUGHTER RULES, 1975

Control of Slaughter Rules, 1975 provide for the slaughter of animals only in approved abattoirs. Other provisions included in the Rules are the application and fees payable by an operator, permits to slaughter outside the abattoir, emergency slaughter and the establishment of abattoirs. They also state the powers of inspection, offences and penalty, revocation, suspension or regulation and also delegation. Since 1975, abattoirs at Johor Alam, Seremban (Seremban), Johor Bahru, Ipoh, Taling, Kuala Lumpur, Malacca (The Kerin) and Alor Setar (Mergang) have been approved to date.

ENVIRONMENTAL QUALITY ACT, 1974

This Act related to the prevention, abatement, control of pollution and

the protection of the environment. For the purpose of this Act, the Environmental Quality Council was established. The term environment refers to the physical factors of the surrounding environment including land, water, air, noise, odour, taste, the quality of animals and plants and the quality of aesthetics.

An application for a licence or for any renewal or transfer thereof shall be made to the Director General in such form as may be prescribed and shall unless the Director General allows payment by instalments be accompanied by the prescribed fee. A licence specified under this regulation remains in force for a period of one year from the date of its issue and may be renewed upon application made within the time stipulated. This Act also contains the prohibition and control of pollution and the regulations of the Council.

FEDERAL AGRICULTURE MARKETING AUTHORITY ACT, 1965 (Revised - 1974)

This Act which empowers the Federal Agricultural Marketing Authority (FAMA) to supervise, co-ordinate and improve the marketing of agricultural produce in Malaysia and provide credit facilities for such marketing and matters connected therewith. Agricultural produce refers to any agricultural or horticultural produce, whether processed or otherwise, and any such other produce as may be prescribed by the Yang di-Pertuan Agong, but shall not include pineapple, rubber, paddy and rice.

Besides these functions, the Authority has powers to regulate the marketing of any agricultural produce, particularly through licensing of wholesalers, retailers, processors, exporters and importers, to prohibit, regulate or control the movement of any agricultural produce, to prescribe the grading, packing and sealing of any agricultural produce and to issue certificates in respect thereof, to establish agricultural industry equipment, to require persons engaged in the processing or marketing of any agricultural produce to register and to give in such manner as the Authority may specify, such information with respect to such produce as the Authority may deem necessary, to impose fees or any other charges it deems fit for giving effect to any of its powers or functions, and to exercise all functions and powers and perform all duties which under or by virtue of any other written law may be vested or delegated to it.

4. Sheep Trade B XICHENGA 11, Jalan Gasing
 46000 Petaling Jaya
 Tel: 03 7921142
 Contact: Dr. Kusal

relating to Agriculture

5. Lembaga Grafik Sdn Bhd 18900, Jalan Besar
 (Cattle/Sheep) Taman Selayang Baru
 68100 Batu Caves
 Selangor
 Tel: 03 6183985
 Contact Dr. Phokian

IV. Tobacco

1. Rothmans of Pall Mall (M)
 Sdn Bhd Virginia Park
 Jalan University
 46200 Petaling Jaya
 Tel: 03 7566899

2. R.J. Reynolds Tobacco Co. -- Paralelan Raja Muda
 Sdn Bhd P O Box 37
 40700 Shah Alam
 Tel: 03 5522901

3. Malaysian Tobacco Co. Sdn 175-3 Jalan Sungai Besi
 Bhd 57100 Kuala Lumpur
 Tel: 03 9213088

passed on 29th December, 1965 and requires the registration of all cattle in the State with the Penghulu of the Mukim. It also requires that all births, transfers, movements, deaths and slaughters be reported to the Penghulu who will submit monthly returns to the State Director of Veterinary Services. The State Director shall then compile an annual return to determine the increase or decrease of the cattle population in the State. Similar enactments are also in force in the States of Kelantan and Perlis.

CONTROL OF PIG REARING ENACTMENTS

These are State Enactments passed by the State Legislative Assemblies of each State. So far four States have passed these Enactments. These were effective on 1st September, 1975 in Johor; 21st August, 1976 in Terengganu; 1st January, 1980 in Malacca and 1st January, 1981 in Negeri Sembilan. Under these Enactments, all pig farms in these four States are required to be licensed by the Director of the Veterinary Services Department of each state who may impose conditions necessary to control pollution from pig wastes. In the State of Kedah, Enactment No. 5 (Animal Trespass) (Amendment 1974, Kedah) is in force which requires all pigs to be kept in properly fenced enclosures. In the State of Selangor, the Control of Cattle Enactment, 1971, provides for the control of livestock rearing including pigs in a Municipal Council or District Council areas. Written permission from the proper authority is required for keeping of livestock within such areas.

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ENVIRONMENTAL QUALITY ACT, 1974

This is an Act related to the prevention, abatement, control of pollution and

enhancement of the environment. For the purpose of this Act, the Environmental Quality Council was established. The term environment refers to the physical factors of the surroundings of the human beings including land, water, atmosphere, climate, sound, odour, taste, the biological factors of animals and plants and the social factor of aesthetics.

An application for a licence or for any renewal or transfer thereof shall be made to the Director General in such form as may be prescribed and shall unless the Director General allows payment by instalments be accompanied by the prescribed fee. A licence specified under this regulation remains in force for a period of one year from the date of its issue and may be renewed upon application made within the time stipulated. This Act also contains the prohibition and control of pollution and the regulations of the Council.

FEDERAL AGRICULTURE MARKETING AUTHORITY ACT, 1965 (Revised - 1974)

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Besides these functions, the Authority has powers to regulate the marketing of any agricultural produce, particularly through licensing of wholesalers, retailers, processors, importers and exporters; to prohibit, regulate or control the movement of any agricultural produce; to prescribe the grading, packing and sealing of any agricultural produce and to issue certificates in respect thereof; to deal in agricultural industry equipments; to require persons engaged in the processing or marketing of any agricultural produce to register and to give, in such manner as the Authority may specify, such information with respect to such produce as the Authority may deem necessary; to impose fees or any other charges it deems fit for giving effect to any of its powers of functions; and to exercise all functions and powers and perform all duties which under or by virtue of any other written law may be vested or delegated to it.

FISHERMEN'S ASSOCIATIONS ACT, 1971

This Act provides for the establishment of Fishermen's Associations in Malaysia whose objectives are to manage and operate a financial aid scheme to provide credit and capital resources to members; to promote member education and training, including circulation of information on matters of interest to members; to organize exhibitions, fairs and displays; to organize fishing operations or aquaculture; to organize the assembling, storage, processing, distribution and disposal of members' products; and to provide health centres, nurseries, thrift institutions, insurance, mutual aid and other welfare programmes. The other objectives of the associations are to assist in investigations and collection of statistics on the fishing industry; to provide buoys and other navigation aids and fishing harbour facilities; to mediate in disputes involving a member or members arising in the fishing industry; and to organize member participation in any conservation programmes directed by the Director General of Fisheries. This Act provides for the registration and list the categories of people who are eligible to be members of the associations.

FISHERIES ACT, 1985

This Act is related to fisheries, including the conservation, management and development of maritime and estuarine fishing and fisheries in Malaysian fisheries waters, and to turtles and riverine fishing in Malaysia. Fish in this Act means any aquatic animal or plant life, sedentary or otherwise, and includes all species of finfish, crustacea, mollusca, aquatic mammals, or their eggs or spawn, fry, fingerling, spat or young, but does not include any species of otters, turtles or their eggs. This Act outlines general licensing provisions, offences and enforcement procedures.

FOOD ACT, 1983

This is an Act that protect the public against health hazards and fraud in the preparation, sale and use of food, and for matters incidental thereto. By the powers conferred by the Act, the Minister of Health has made the Food Regulations of 1985. The term food refers to every article manufactured, sold or represented for use as food or drink for human consumption or which enters into or is used in the composition,

preparation, preservation of any food or drink and includes confectionery, chewing substance and any ingredient of such food, drink, confectionery or chewing substances.

The Minister may appoint authorized officers as he may consider necessary for the purposes of this Act. This Act contains the powers of authorized officer and also includes the offences and evidence. This Act also contains the provision for importation, warranty and defences of this industry.

LEMBAGA KEMAJUAN IKAN MALAYSIA ACT, 1971 (Amendment - 1977)

This Act provides for the establishment and incorporation of Lembaga Kemajuan Ikan Malaysia (LKIM) whose functions are to promote and develop efficient and effective management of fisheries enterprises, and to provide and supervise credit facilities for fish production, ensuring that these facilities are put to maximum use. Beside these functions, the Lembaga has the power to make such rules as regulate the control and management of any assistance (whether financial or otherwise) which may be accorded to fishing enterprises; and to control the marketing and distribution of fish belonging and assigned to the Lembaga. The term fish includes any of the varieties of marine, brackish-water or fresh-water fishes, crustacean aquatic mollusca, marine sponges, trepang and other aquatic life and the products therefrom, but does not include turtles or their eggs.

LEMBAGA PADI DAN BERAS NEGARA ACT, 1971 (Amendment - 1974)

This Act provides for the establishment of the Lembaga Padi dan Beras Negara (LPN) whose functions are to ensure a fair and stable price of rice for all consumers and farmers and also to ensure sufficient supplies of rice to meet any emergencies. This Act also contains the enforcement regulations and penalties for all offences related to activities in connection with this commodity.

MEAT INSPECTION RULES, 1985

The Meat Inspection Rules, 1985 are established under the provisions of the Animals Ordinance.

1953. The Rules stipulate the sanitary requirements of slaughter houses and provide for inspection services. They also stipulate the inspection fees and requirements for labelling, marking, sampling, laboratory examination and impose penalty. The Rules include four Schedules detailing the sanitary requirements of slaughter house, inspection services, inspection and judgement of livestock/ carcasses and inspection fees.

NATIONAL TOBACCO BOARD (INCORPORATION) ACT, 1973 (Amendment - 1975)

This Act provides the establishment of the National Tobacco Board for betterment and proper conduct of the tobacco-producing industry, and to make provisions respecting the Board and the industry. The duties of the Board are to regulate, control and co-ordinate all activities related to the growing, curing, selling, purchasing, storing and the movement of the tobacco; to consider and promote some measures for improving those activities; to consider, promote and take some measures to prevent the occurrence and spread of diseases affecting tobacco; and generally to do everything for the betterment and proper conduct of the tobacco-producing industry. This Act also contains the regulations imposed on this industry and the control of the Board. The Board has the power to produce or to cancel/refuse a licence. This Act also contains the enforcement regulations and penalties related to all the activities in connection with the tobacco industry.

PESTICIDES ACT, 1974

For the purpose of controlling pesticides, the Pesticides Board was established under this Act. The Act includes the control of importation and manufacture of pesticides by registration and permits. A person desiring to import or manufacture a pesticide may apply to the Board in the prescribed manner for registration of the pesticide. It also controls the manufacture, sale and storage of pesticides by licensing. A person desiring to manufacture a pesticide may apply to the Board in the prescribed manner for a licence to manufacture the pesticide. The control of the presence of pesticides in food and death and

injury occasioned by pesticides, come under the jurisdiction of the Act. Besides these, the enforcement rules and regulations are stated in order to provide a person who is interested in dealing with pesticides some guidelines.

POISONS ACT, 1952 AND POISONS REGULATIONS, 1952

This Act provides for the regulation of all drugs and chemicals that are classed as poisons. The Act controls import, storage, transport, labelling, supply (importation, possession, manufacture, compounding, storage, transport, sale and use of poison) including veterinary drugs.

PALM OIL REGISTRATION AND LICENSING AUTHORITY (INCORPORATION) ACT, 1976 (Amendment - 1982)

This Act provides for the establishment of the Palm Oil Registration and Licensing Authority (PORLA) for the betterment and proper conduct of the palm oil industry and to make provision in respect to the Authority and the industry. Besides the functions are included the powers of the Authority which include making regulations such as the requirement of registration and licensing of persons in respect to any or all activities that fall within the scope of the functions of the Authority; providing for matters relating to registration and licensing, including the manner of applying for registration and licences, the fee payable for licences, the matter to be considered in granting or refusing a licence, and the imposition and variation of conditions and restrictions.

VETERINARY SURGEONS ACT, 1974

This Act makes provision for the registration and practice of veterinary surgeons. It also contains provisions with regard to a period of public service by veterinary surgeons after registration. This Act regulates the conduct of the veterinary profession.

POISON ACT, 1952 AND POISONS REGULATIONS - 1952

The Act provides for the control of poisons and the regulation of the sale and use of poisons. It defines 'poison' as any substance which is liable to cause death or serious injury to man or other animals if taken, inhaled or absorbed.

PAIN OF REGISTRATION AND LICENSING AUTHORITY (INCORPORATION) ACT, 1978 (Amendment - 1982)

This Act provides for the registration and licensing of persons engaged in the business of selling, distributing or otherwise dealing in poisons. It also provides for the regulation of the sale and use of poisons.

VETERINARY SURGEONS ACT, 1974

The Act provides for the regulation of the profession of veterinary surgeons and the control of the practice of veterinary surgery. It defines 'veterinary surgeon' as a person who is registered as such under the Act.

NATIONAL TOBACCO BOARD (INCORPORATION) ACT, 1973 (Amendment - 1975)

The Act provides for the incorporation of the National Tobacco Board and the regulation of the tobacco industry. It defines 'tobacco' as any leaf of the plant Nicotiana glauca or Nicotiana glauca var. glauca.

PESTICIDES ACT, 1974

The Act provides for the regulation of the manufacture, sale, distribution and use of pesticides. It defines 'pesticide' as any substance which is intended to be used for destroying or controlling any pest.

MEAT INSPECTION RULES, 1985

The Rules provide for the inspection and control of meat and meat products. They define 'meat' as any edible part of a mammal or bird, and 'meat product' as any substance derived from meat.

Department of Agriculture (DOA), Peninsular Malaysia

APPENDIX C

Government Departments and Agencies

involved in the Agricultural Industry

The Department of Agriculture has come a long way since its formation in 1905. It has expanded tremendously to meet the rising demands of the smallholders sector and today, its main thrust is on agricultural extension.

OBJECTIVES

In consonance with the Government's New Economic Policy (NEP) and the National Agricultural Policy (NAP), the DOA addresses itself to the following objectives:

- To increase productivity of the farm through effective transfer of farm technology.
- To effect changes in the attitudes of farmers to be more willing to adopt new technology as well as to participate more actively in agricultural development.
- To increase the contribution of the agricultural sector to the national economy by encouraging and promoting the cultivation of specific crops.

STRATEGIES

In order to meet the aforementioned objectives, the following strategies have been formulated:

- Identification of the target groups in order to formulate appropriate programmes to meet their needs.
- Strengthening the extension services for effective transfer of modern technology by providing adequate facilities.
- To intensify social and institutional development activities for farmers in order to expedite changes in their attitudes to be more self-reliant, and to participate actively in commercial agricultural activities.
- Implement programmes to encourage farmers to cultivate specific crops collectively (group

farming) in order to increase productivity and income.

- Provide technical support services in crop production, crop protection, soils, irrigation and agricultural mechanization.
- Conduct pre-service training programmes for future agricultural operatives; in-service training programmes for officers in all categories; and specially designed programmes for potential entrepreneurs.
- Provide services for planning, co-ordination, monitoring and evaluation of Department's programmes/activities, and implementing agricultural information system.
- Enforcement of the Pesticide Act 1974, and the Plant Quarantine Act 1976.

FUTURE PLAN/PROGRAMMES

The DOA will continue to assume its role as a lead agency in agricultural development right up to year 2000. The DOA will intensify its efforts to ensure that 7,720 farmer groups embracing 488,100 farm families will be serviced by the F&V System.

The thrust of DOA's programmes will be towards inculcating in the farmers a spirit of self-help and group effort to uplift their standard of living. Towards this end, farming activities of farmers will go beyond merely subsistence level; it will take the form of a commercialized venture, through group farming.

With the launching of the NEP and the F&V (1986-1990), of emphasis on agriculture development will be concentrated towards achieving the objectives of the Policy and the Plan.

KEY PERSONNEL

Director General
Dato' Abu Bakar Mahmud

Deputy Director General
Tuan Hj. Khair bin Hj. Mohamed

Assistant Director General (Planning & Development)
Abou Wazir Jali

Assistant Director General (Extension)
Tuan Hj. Abdul Bas Mohd. Arabee

APPENDIX C

Government Departments and Agencies
Involved in the Agricultural Industry

Department of Agriculture (DOA), Peninsular Malaysia

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- Provide services for planning, co-ordination, monitoring and evaluation of Department's programmes/activities, and implementing the agricultural information system.
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The DOA will continue to assume its role as a lead agency in agricultural development right up to year 2000. The DOA will intensify its efforts to ensure that 7,720 farmer groups embracing 488,100 farm families will be serviced by the T & V System.

The thrust of DOA's programmes will be towards inculcating in the farmers a spirit of self-help and group effort to uplift their standard of living. Towards this end, farming activities of farmers will go beyond merely subsistence level; it will take the form of a commercialized venture, through group farming.

With the launching of the NAP, and the FMP (1986-1990), all efforts at agriculture development will be concentrated towards achieving the objectives of the Policy and the Plan.

KEY PERSONNEL

Director General

Dato' Abu Bakar Mahmud

Deputy Director General

Tuan Hj. Khairi bin Hj. Mohamed

Assistant Director General (Planning & Development)

Abdul Wahid Jalil

Assistant Director General (Extension)

Tuan Hj. Harun bin Mohd. Arabee

Director of Farm Institutions Development
Abdullah Ujang

Director of Commodity Development
Talib bin Majid

Director of Crop Protection
Nik Abdul Halim bin Nik Yusoff

Director of Soil Management
Abdul Jamil bin Mohd. Ali

Director of Training and Career Development
Kammaruzzaman bin Hj. Alias

Director of Administration and Finance
Rukiah Sham

Director of Cartography and Agricultural Information
Mohamad Noh bin Samik

Assistant Director of Coconut Area Rehabilitation
M. Sivanaser

Assistant Director of Agricultural Mechanization
Zainol Rashid bin Mohd. Daud

DEPARTMENT OF AGRICULTURE PENINSULAR MALAYSIA

5th - 7th Floors, Wisma Tani
Jalan Sultan Salahuddin
50632 KUALA LUMPUR
Tel : 03-2982011
Telex : TANIAN MA 33045
Cable : AGRICOLA

Key Personnel in the implementation of important projects and programmes of DOA

Foreign Technical Aid Programme
Sofian Mohd. Salleh
Mustafar Muda

International Relations (ASEAN)
Sofian Mohd. Salleh

Seed Project
Chin Chen Chiang

Fruit Programme
Ramli Burhanuddin

Cocoa/Coconut Programme
M. Sivanaser

Vegetable Programme
Chua Lee Kiang

Farm Management and Statistics Programme
Dr. Ir. Azmi bin Mat Akhir

Extension Training Programme
Ahmad bin Hj. Othman

Enforcement of Pesticides Act 1974
Dr. A. Balasubramaniam

Enforcement of Plant Quarantine Act 1976
Ding Siew Ming

Public Relations
Khamsiah Hj. Muhammad
Zainap Abdullah
Tel : 03-2986363

State Directors of Agriculture

Abdul Mutalib Ahmad
Pejabat Pertanian Negeri Johor
Jalan Bukit Timbalan
P.O. Box 772
80990 Johor Bharu, Johore
Tel : 07-243571, 243572 (Direct)

Tuan Hj. Hassan bin Lebai Mat
Pejabat Pertanian Negeri Kedah
Teluk Chengai
06600 Kuala Kedah
Alor Setar, Kedah
Tel : 04-723154, 721797 (Direct)

Hassan bin Harun
Pejabat Pertanian Negeri Kelantan
Lundang
15990 Wakaf Siku, Kelantan
Tel : 09-742400, 742702 (Direct)

Tuan Hj. Ismail bin Hj. Othman
Pejabat Pertanian Negeri Melaka
Jalan Hang Tuah
75300 Melaka, Malacca
Tel : 06-226190, 223458 (Direct)

Abdul Aziz Dollah
Pejabat Pertanian Negeri Sembilan
Tingkat 3D
Bangunan Kompleks Sekretariat dan Dewan
Undangan Negeri Seremban, Negeri Sembilan
Tel : 06-722652, 723545 (Direct)

Zaharudin Jaafar
Pejabat Pertanian Negeri Pahang
Tingkat 6 & 7
Kompleks Tun Razak, ATABARA
25990 Kuantan, Pahang
Tel : 09-501133, 501062 (Direct)

Department of Veterinary Services (DVS)

Over the years, the Department of Veterinary Services has evolved dramatically from a horse and small animal practice to an agency responsible for national livestock development and animal health. It is an important arm of the Ministry of Agriculture and plays a significant role in the uplift of rural farmers, the production of food to meet national requirements, and the development of livestock and animal based industries.

OBJECTIVES

The primary objective of the Department is to develop the livestock sector towards an economic level of self-sufficiency in beef, mutton, pork, poultry meat, eggs, milk and milk products and for export. It also aims to control and eradicate diseases. Through various development projects, the Department strives to increase the income of livestock farmers and employment opportunity by this sector especially in the rural areas.

FUNCTIONS/ACTIVITIES

The functions and activities are geared towards providing technical services, together with regulatory, supervisory, administrative and other appropriate measures to stimulate the production of livestock and food of livestock origin. The formulation of departmental strategies for future purposes are guided by the main government policies, such as the New Economic Policy (NEP) and the National Agriculture Policy (NAP). The Animals Ordinance 1953, and other Acts or Regulations thus established, provide the necessary authority to the Department with respect to animal disease eradication, conservation and improvement of health and production status of livestock, as well as matters related to veterinary public health.

KEY PERSONNEL

Director General
Dr. Ahmad Mustaffa bin Hj. Babjee

Deputy Director General
Dr. Nik Mahmood bin Nik Mohamed

Administrative Officer
Abdullah bin Mohd. Taha

Director (Planning)
Dr. Anwar bin Hassan

Research Officer (Planning)
Ahmad Burhan bin Zainal Mokhtar

Data Bank
Dr. Sofian bin Johar
Chang Kum Wah

Asst. Director General (Production)
Dr. Hadi bin Dato' Hashim

Director (Farm Unit)
Dr. Cheah Pin Fook
Lot 18, Bangunan FOLIN
Jalan 223
46100 Petaling Jaya, Selangor
Tel : 03-7573350, 7573288

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86007 Kluang, Johore
Tel : 07-784301

Director (Breeding Unit)
Dr. Hawari bin Hussein

Veterinary Officer (Breeding Unit)
Dr. Rosini binti Alias

Director (Dairy Unit)
Dr. Hawari bin Hussein

Veterinary Officer (Dairy Unit)
Dr. Zainal bin Hassan

Veterinary Officer (Dairy Unit)
Dr. Kamaruddin bin Md. Isa

Director (Beef and Mutton Unit)
-vacant-

Veterinary Officer (Beef and Mutton Unit)
Dr. Mohd. Zairi bin Hj. Serlan

Veterinary Officer (Beef and Mutton Unit)
Dr. Ibrahim bin Che Embong

Director (Poultry and Pig Unit)
Dr. Chee Yee Song

Veterinary Officer (Poultry and Pig Unit)
Dr. Mohd. Aziz bin Taib

Veterinary Officer (Poultry and Pig Unit)
Dr. Khoo Kay Hup

Asst. Director General (Health Division)
Dato' Dr. Kardin bin Hj. Shukor

**Director Herd Health and Diagnostic Services
(Health Division)**
Dr. Heng Ngak Howe

**Veterinary Officer, Quarantine and Import/Export
(Health Division)**
Dr. Mustapa bin Jalil

**Veterinary Officer, "One-stop" Unit/Rebate
(Health Division)**
Dr. Wan Nor Aidah binti Wan Ibrahim

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46630 Petaling Jaya, Selangor

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Dr. P.G. Joseph
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Dr. Mohd. Nordin bin Mohd. Nor

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Dr. Zainul Abidin bin Ismail

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50630 KUALA LUMPUR
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P.O. Box 734
80730 Johor Bahru, Johore
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Dr. Zaliha bte. Abdullah
Veterinary Officer
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Tel : 07-784712



Federal Agricultural Marketing Authority (FAMA)

The Federal Agricultural Marketing Authority (FAMA) is a statutory body under the Ministry of Agriculture, established in September 1965.

OBJECTIVES

The main objective of the Authority is to improve the marketing of agricultural produce in Malaysia. The commodities under its purview includes almost all agricultural produce except paddy and rice, rubber, palm oil, tobacco, pineapples and marine fish.

FUNCTIONS

Its main functions in accordance with the Act are :

- To coordinate marketing activities of agricultural produce.
- To promote and develop markets and market outlets.
- To promote the management of agricultural enterprises.

KEY PERSONNEL

Chairman

Y.B. Tuan Hj. Hashim bin Safin

Director General

Tuan Hj. Ahmad bin Tokimin

Deputy Director General (Marketing Supporting Services)

Tuan Hj. Abu Bakar bin Abdul Hamid

Deputy Director General (Management)

Tuan Hj. Abdul Majid Hussein

Senior General Manager (Trading Services)

Ragavan Nair

Marketing Director (Fruits, Vegetables, Coffee and Cereals)

Low Wan Kim

Marketing Director (Cocoa, Coconuts and Livestock)

Tang Loon Boon

Director (Corporate Planning)

C. Mahendran

Assistant Director (Finance)

Puan Hajjah Ramlah Jalaluddin

Assistant Director (Corporate Affairs)

Khafiah Rose

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5 - 8th Floor, Bangunan KUWASA

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50350 KUALA LUMPUR

Tel : 03 2932622

Telex : FAMA MA 1669/31769

Cable : PEMASARAN

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Mansor bin Omar

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05200 Alor Setar, Kedah

Tel : 04-719344

Tuan Hj. Farinordin bin Ibrahim

Pejabat FAMA Negeri Pulau Pinang

c/o FAMA Cocoa Grading Centre

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13600 Perai, Penang

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Federal Agricultural Marketing Authority (FAMA)

The Federal Agricultural Marketing Authority (FAMA) is a statutory body under the Ministry of Agriculture, established on September 1952.

OBJECTIVES

The main objective of the Authority is to improve the marketing of agricultural produce in Malaya. The commodities under its purview includes almost all agricultural produce except rubber and certain types of tobacco products and marine products.

FUNCTIONS

- To coordinate marketing activities of agricultural produce.
- To promote and develop markets and market outlets.
- To promote the management of agricultural enterprises.

KEY PERSONNEL

- Chairman
Y.A. Tuan Hj. Hashim bin John
- Director General
Tuan Hj. Ahmad bin Jamin
- Deputy Director General (Marketing Services)
Tuan Hj. Abdullah bin Abdul Hamid
- Deputy Director General (Management)
Tuan Hj. Abdul Wahid Hussein
- Senior General Manager (Trading Services)
Rahman bin



Marketing Director (Cocoa, Coconut and Livestock)

Director (Others)

Assistant Director (Marketing)

Assistant Director (Finance)

Assistant Director (Corporate Affairs)

FEDERAL AGRICULTURAL MARKETING AUTHORITY

5 - Tingkat Bangunan KUISA
Jalan Raja Basile, 51120-00

TELEGRAM ALUMINUM
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State Director
2-2229-95

Marketing Officer
Regional FAMA

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Jalan Raja Basile

05200 Air Seter, Kedah
Tel: 04-11000

Tuan Hj. Jamin bin Jamin
Regional FAMA

Regional FAMA
Regional FAMA

Malaysian Agricultural Research and Development Institute (MARDI)

The Government of Malaysia passed the MARDI Act in 1969 which paved the way for the establishment of the Malaysian Agricultural Research and Development Institute (MARDI). However, MARDI began its operations only in 1971. The Institute functions as a central, integrated organization to undertake agricultural research (except rubber and oil palm) geared towards the development of locally adapted technology to serve the farming community.

OBJECTIVE

The overall objective of MARDI is to develop and promote new and improved appropriate agricultural technologies capable of increasing productivity and efficiency towards modernization of the agricultural sector as well as maximizing income from agriculture in line with the National Agricultural Policy.

FUNCTIONS

The functions of MARDI are :

- To conduct scientific, technical, economic and sociological research in Malaysia with respect to the production, utilization and processing of all crops (except rubber and palm oil) and livestock.
- To serve as a centre for the collection and dissemination of information and advice on scientific, technical and economic matters concerning agricultural industry including the publication of reports, periodicals and papers relating thereto.
- To serve as a centre for specialist extension service in the agricultural industry.
- To advice on the training of workers for scientific and technical research and extension.
- To provide grants in aid for the purpose of pure and applied scientific, technical and

- economic research concerning the agricultural industry.

To maintain liaison with other organizations both public and private, indigenous and foreign which are engaged in scientific, technical, economic and sociological research concerning the agricultural industry.

KEY PERSONNEL

Director General

Dato' Dr. Hj. Mohd. Yusof bin Hashim

Deputy Director General, Administration

Ahmad Shafri bin Man

Deputy Director General, Commodity Research

Dr. Hj. Hashim bin Abdul Wahab

Deputy Director General, Research Support & Development

Dr. Mohd. Sharif bin Ahmad

Director, Finance Division

Adnan bin Mohd. Saad

Director, Administration Division

Mad Nor bin Ismail

Director, Paddy Research

Dr. Hj. Supaad bin Mohd. Amin

Deputy Director, Paddy Research

Dr. Mohamad bin Osman

Director, Cocoa/Coconut Research Division

Dr. Musa bin Mohd. Jamil

Deputy Director, Cocoa/Coconut Research Division

Jamadon bin Bahari

Director, Tobacco Research Division

Zulkifly bin Mohd. Zin

Director, Miscellaneous Crop Research Division

Dr. Saharan bin Hj. Anang

Deputy Director, Miscellaneous Crop Research Division

Lim Heng Jong

Director, Fruit Research Division

Dr. Abdul Wahab bin Ngah

Deputy Director, Fruit Research Division

Dr. Abdul Razak Shaari

Malaysian Agricultural Research and Development Institute (MARDI)

The Government of Malaysia passed the MARDI Act in 1987 which paved the way for the establishment of the Malaysian Agricultural Research and Development Institute (MARDI). However, MARDI began its operations only in 1977. The Institute functions as a central, integrated organization to undertake agricultural research (except rubber and oil palm) geared towards the development of locally adapted technology to serve the farming community.

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- To advise on the training of workers for scientific and technical research and extension.
- To provide grants in aid for the pursuit of pure and applied scientific, technical and

KEY PERSONNEL

economic research concerning the agricultural industry.

To maintain liaison with other organizations both public and private, indigenous and foreign which are engaged in scientific, technical, economic and sociological research concerning the agricultural industry.

- Director General
Yusuf Hj. Mohd. Yusoff bin Hassan
- Deputy Director General, Administration
Ahmad Shafiq bin Mohd.
- Deputy Director General, Commodity Research
Dr. Hj. Hashim bin Abdul Wahab
- Deputy Director General, Research Support & Development
Dr. Mohd. Shafiq bin Ahmad
- Director, Finance Division
Ahmad bin Mohd. Saad
- Director, Administration Division
Mohd. Nor bin Ismail
- Director, Paddy Research
Dr. Hj. Yusoff bin Mohd. Amin
- Deputy Director, Paddy Research
Dr. Muhammad bin Osman
- Director, Coconut/Cocosnut Research Division
Dr. Yusoff bin Mohd. Jomil
- Deputy Director, Coconut/Cocosnut Research Division
Jomil bin Mohd. Bahari
- Director, Tobacco Research Division
Lukman bin Mohd. Zan
- Director, Miscellaneous Crop Research Division
Dr. Jonathan bin Hj. Anang
- Deputy Director, Miscellaneous Crop Research Division
Lim Heng Jang
- Director, Fruit Research Division
Dr. Abdul Wahab bin Noh
- Deputy Director, Fruit Research Division
Dr. Abdul Razak Shanon

National Tobacco Board (LTN)

The National Tobacco Board or Lembaga Tembakau Negara (LTN), a statutory agency under The Ministry of Primary Industries, was established in late 1973. Since its establishment, LTN has succeeded in providing the necessary control and facilities for the orderly conduct and development of the tobacco industry in Malaysia.

Its headquarters is located in Kota Bharu, Kelantan with branches in the states of Kelantan, Terengganu, Pahang, Malacca, Kedah and Perlis.

OBJECTIVES

The objective of the Board is to control, regulate, develop, control and modernize the tobacco industry in order to uplift the socio-economic standard of the rural people by improving the quality, yield and productivity of Malaysian Flue Cured Tobacco.

FUNCTIONS

The duties and power of the Board include :

- To provide regulations on the control and co-ordination of all activities related to the planting, cure, selling, storing and movement of tobacco.
- To consider and take steps to promote those activities.
- To consider and take steps to prevent the outbreak of diseases related to tobacco planting.
- Generally to undertake other measures to improve the industry.

FUTURE PROGRAMMES

Strategies for the future as outlined in the National Tobacco Plan and Fifth Malaysia Plan are

- To further improve the industry by increasing yield and quality of tobacco leaves and reduce production cost.
- To increase the income level and the standard of living of tobacco farmers.
- To bring development to the less developed areas especially those in the bris soil areas.
- To introduce and extend new production systems which integrate the development of physical infrastructure (adequate suitable land, drainage, irrigation) and supporting services as provided by LTN.
- To further improve the various supporting services available to the tobacco industry.
- To develop and improve infrastructure like land, drainage and irrigation facilities for traditional tobacco planting areas.
- To control and supervise the marketing of tobacco to ensure market stability and fair practices.
- To modernize the tobacco industry with the introduction of new innovations and technologies.

KEY PERSONNEL

Chairman

Dato Mohd. Yusof bin Basir

Director Genreal

Tuan Hj. Nawawi bin Hj. Daud

Principal Assistant Director (Operation)

Teo Hui Bek

Principal Assistant Director (Technical)

Tuan Hj. Abdullah bin Hj. Awang

National Tobacco Board (LTN)

The National Tobacco Board or Lembaga Tembakau Negara (LTN), a statutory agency under the Ministry of Primary Industries, was established in late 1973. Since its establishment, LTN has succeeded in providing the necessary control and facilities for the orderly conduct and development of the tobacco industry in Malaysia.

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OBJECTIVES

The objective of the Board is to control, regulate, develop, control and modernize the tobacco industry in order to uplift the socio-economic standard of the rural people by improving the quality, yield and productivity of Malaysian Fine Cured Tobacco.

FUNCTIONS

The duties and power of the Board include:

- to provide regulations on the control and co-ordination of all activities related to the planting, cure, sales, storage and movement of tobacco.
- to consider and take steps to promote those activities
- to consider and take steps to prevent the outbreak of diseases related to tobacco planting
- Generally to undertake other measures to improve the industry

FUTURE PROGRAMMES

Strategies for the future as outlined in the National Tobacco Plan and Fifth Malaysia Plan are:

- to further improve the industry by increasing yield and quality of tobacco leaves and reduce production cost.
- to increase the income level and the standard of living of tobacco farmers
- to bring development to the less developed areas especially those in the less developed areas
- to introduce and extend new production systems with integrate the development of physical infrastructure (adequate suitable land, drainage and irrigation) and supporting services as provided by LTN
- to further improve the various supporting services available to the tobacco industry
- to develop and improve infrastructure like land, drainage and irrigation facilities for tobacco planting areas
- to control and supervise the marketing of tobacco to ensure market stability and fair practices
- to introduce the latest technology with the introduction of new innovations and technologies

KEY PERSONNEL

Chairman --
Datuk Mohd Yusoff bin Bakar

Director General
Tuan Hj. Hawawani Hj. Daud

Principal Assistant Director (Operation)
Tuan Hj. Bak

Principal Assistant Director (Technical)
Tuan Hj. Abdulrahman Hj. Awang

Federal Land Consolidation and Rehabilitation Authority (FELCRA)

The Federal Land Consolidation and Rehabilitation Authority (FELCRA) is a land development agency under the Ministry of National and Rural Development.

OBJECTIVES

FELCRA's objectives through its land rehabilitation and consolidation efforts are :

- Creation of more employment in the agricultural sector.
- Increase in the productivity of the participants with improved agricultural methods and management of resources.
- Increase in income or land ownership with equitable distribution.

FUNCTIONS

FELCRA's functions are :

- To rehabilitate state land schemes either on its own and with the approval of the State Government or at the request of the appropriate state authority or settlers concerned.
- To develop land schemes with the approval of State Governments.
- To rehabilitate or develop alienated lands.

FUTURE PROGRAMMES

FELCRA's target under the Fifth Malaysia Plan is to develop 110,000 hectares of land throughout

the country. FELCRA's financial allocation for the period amounts to M\$ 787.77 million. For the year 1988, FELCRA plans to develop 30,000 hectares of land. The financial allocation approved amounts to M\$291,214,100.

KEY PERSONNEL

Chairman

Y.B. Md. Noor Md. Dom

Director General

Mustapha Juman

Deputy Director General

Abdul Wahid Hj. Azahari

Special Functions

Idris Hj. Abdul Rahman

Director of Implementation

Tuan Hj. Kamaruzzaman Abdul Majid

Director of Management Services

Mohd. Nor Ahmad

Director of Technical Services

Ng Bian Hoo

Director of Social Services

Md. Ariff Ariffin

Director of Trans-Perak Project

Tuan Hj. Ibrahim Karim

Director of Marketing and Processing

Mohd. Dzaki Hj. Mohd. Rejab

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Cable : FELCRA KUALA LUMPUR

Federal Land Development Authority (FELDA)

The Federal Land Development Authority (FELDA) was established on 1st July, 1956 as a federal statutory body under the Land Development Ordinance No. 20, 1956. FELDA is administered by a Board responsible to the Minister of Land and Regional Development. It is now one of the biggest land development agencies of the Malaysian Government. Based on a fully integrated "package deal" approach, FELDA's operations include land clearing, planting of main crops, development of villages, selection and emplacement of settlers, management of projects, provision of credit, processing, marketing service and facilitating social and community development. FELDA is in fact a multi-functional development agency.

FUNCTIONS

- To develop hitherto unused (forest) land for agriculture and settlement.
- To relocate suitable persons who are landless or almost landless with the objective of raising their standard of living through modern agriculture.
- To organize and implement systematic development of land by the provision of licensing, credit facilities and supervisory and management services.
- To construct and operate modern processing facilities in order that settlers obtain better returns.
- To guide the development of settler communities so that their attitudes and sense of values are consistent with the developmental needs.

KEY PERSONNEL

Group Chairman

Raja Tan Sri Muhammad Alias Raja
Muhammad Ali

Director General

Datuk Alladin Hashim

Deputy Director General (Development)
Jutaludin Jaatar

Director, Senior Development
S. Perumal

Director, Development 1
Sulaiman Lingam

Director, Development 2
Abdul Latiff Othman

Director, Development 3
Mohd. Yusoff Shariff

Director, Development 4
Hamzah Hj. Teh Mohamad

Director, Development 5
Syed Mahadzar Fadaah

Director, Development 6
Mohd. Nor Zakaria

Director, Development 7
Amin Sarji Rais

Director, Development 8
Rozan Abdullah

Director, Development 9
Wong Wee Han

Director, Community Development Services 1
Abdul Ghani Suratman

Director, Community Development Services 2
Za'bah Hj. Mohamad

Deputy Director General (Services)
Mohd. Fadzil Yunus

Director, Finance Division
Yee Chee Seng

Director, Personnel Division
Ahmad Idris Talib

Director, Budget and Planning Division
Abd. Ghafar Hj. Abd. Wahab

Director, Engineering Services
Choy Joy Leong

Director, Process Division
Baharuden Hj. Ali

Director, Survey, Land and Settler Emplacement
Abdul Hamid Samad

APPENDIX D

BIBLIOGRAPHY

1. Malaysia Agricultural Directory and Index 88/89 Pantai Maju Sdn Bhd
2. Agro Industrial Symposium March 89 - Milk for Health Danish Dairy Board
3. Profile of the Primary Commodity Sector In Malaysia Ministry of Primary Industries Malaysia, April 1988.
4. Mid-Term Review of The Fifth Malaysia Plan, 1986 - 1990 Economic Planning Unit
5. Various news clippings Business Times, The Star, New Straits Times November 1988 - November 1989

Federal Land Development Authority (FELDA) BIBLIOGRAPHY

APPENDIX E

Management Update

<p>1. Malaysia Agricultural Directory and Index 1988/89</p> <p>2. Agro Industrial Synergising a New Era</p> <p>3. Profile of the Primary Agro-Industrial Sector in Malaysia</p> <p>4. Mid-term Review of the Fifth Malaysia Plan, 1988-1990</p> <p>5. Various News Clippings</p> <p>6. Director, Development 8</p> <p>7. Director, Development 9</p> <p>8. Director, Community Development Services 1</p> <p>9. Director, Community Development Services 2</p> <p>10. Deputy Director General Services</p> <p>11. Director, Finance Division</p> <p>12. Director, Personnel Division</p> <p>13. Director, Budget and Planning Division</p> <p>14. Director, Engineering Services</p> <p>15. Director, Process Division</p> <p>16. Director, Survey, Land and Settlements</p>	<p>1. Director, Agricultural Services</p> <p>2. Director, Agro-Industrial Services</p> <p>3. Director, Agro-Industrial Services</p> <p>4. Director, Agro-Industrial Services</p> <p>5. Director, Agro-Industrial Services</p> <p>6. Director, Development 8</p> <p>7. Director, Development 9</p> <p>8. Director, Community Development Services 1</p> <p>9. Director, Community Development Services 2</p> <p>10. Deputy Director General Services</p> <p>11. Director, Finance Division</p> <p>12. Director, Personnel Division</p> <p>13. Director, Budget and Planning Division</p> <p>14. Director, Engineering Services</p> <p>15. Director, Process Division</p> <p>16. Director, Survey, Land and Settlements</p>
--	---

KEY PERSONNEL

Group Chairman
Raja Idris bin Muhammad Ali Raja Muhammad Ali

Director General
Datuk Aki Priskahin

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Storage
CA1 EA952 89S57 ENG
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Malaysian agricultural market
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25070 - TANGERINE
25077 - TANGERINE - BA2507

ACCO CANADIAN COMPANY LIMITED
COMPAGNIE CANADIENNE ACCO LIMITÉE
TORONTO CANADA

