



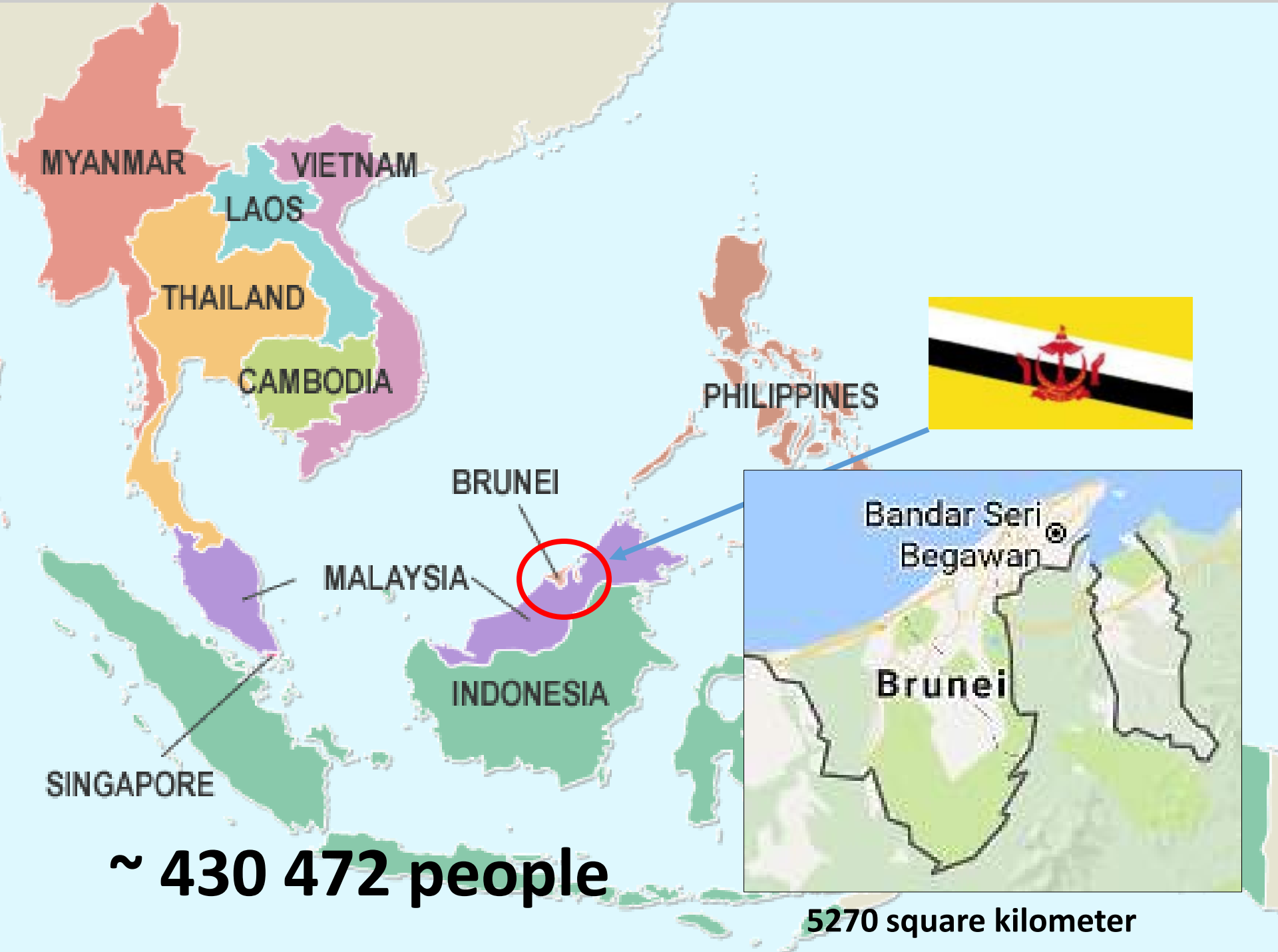
Japan-ASEAN Cooperation



DEPARTMENT OF
AGRICULTURE AND
AGRIFOOD
Ministry of Primary
Resources and Tourism

**Japanese Factory Visit Tour
for the Development of Food-Value-Chain in ASEAN
September 2016**

Farhanah, May, Terence, Ajmal, Dr. Hartini and Nasreyah



Diversifying Brunei Economy



Source Brunei Times



Source Brunei Times

CROPS INDUSTRY DEVELOPMENT 2015





Case Study 1 : Wasan Rice Project



Wasan Rice Project

- Encourage rice farming in Brunei
 - Started in the 1970s
- 1200 ha of land dedicated to rice plantation



Wasan Rice Project



Seeds :

- ✓ Quality
- ✓ Percentage Recovery / Yield
- ✓ Photo-period sensitivity
- ✓ Plant diseases resistance
- ✓ Suitability of growth on local soils
- ✓ Quality of rice produced



Source: Rice Knowledge Bank

- Import selected varieties from Malaysia and the Philippines
- Seed production by appointed local companies
- Develop better improved hybrid varieties by Department of Agriculture and Agrifood (DoAA), Ministry of Primary Resources and Tourism (MPRT)

Wasan Rice Project

Input

Producing

Processing
and
Packaging

Distribution

Consumer

Challenges faced in Brunei

Source: Brunei Times



Current varieties:

- susceptible to disease and pests
- high maintenance

Lack of varieties:

- ✓ sustainable in local farming conditions
- ✓ yet high yielding

Wasan Rice Project

Input

Producing

Processing
and
Packaging

Distribution

Consumer

Farming:

- ✓ Adequate land size
 - ✓ Irrigation
 - ✓ Drainage
 - ✓ Fertilizing
 - ✓ Soil acidity control
 - ✓ Pest control
- Supported by DoAA, MPRT



Source: The Brunei Times

Wasan Rice Project

Input

Producing

Processing
and
Packaging

Distribution

Consumer

Future plans of the government:



Source: The Daily Brunei Resources



Source: Baras Brunei

- Upgrade post harvest facility at the mill (eg. centralised drying)
- Encourage farmers to form cooperatives to be economical and reduce cost of production.

Wasan Rice Project

Input

Producing

Processing
and
Packaging

Distribution

Consumer

Milling:

- uses advanced Japanese technology i.e. SATAKE



Computerised systems



Dehusking



Cleaning and polishing



By products



Packaging



Sorting

Wasan Rice Project

Input

Producing

Processing
and
Packaging

Distribution

Consumer

Additional Process: Colour Assortment



✓ To produce premium quality rice

Wasan Rice Project

Input

Producing

Processing
and
Packaging

Distribution

Consumer

Packaging:

✓ semi - automated



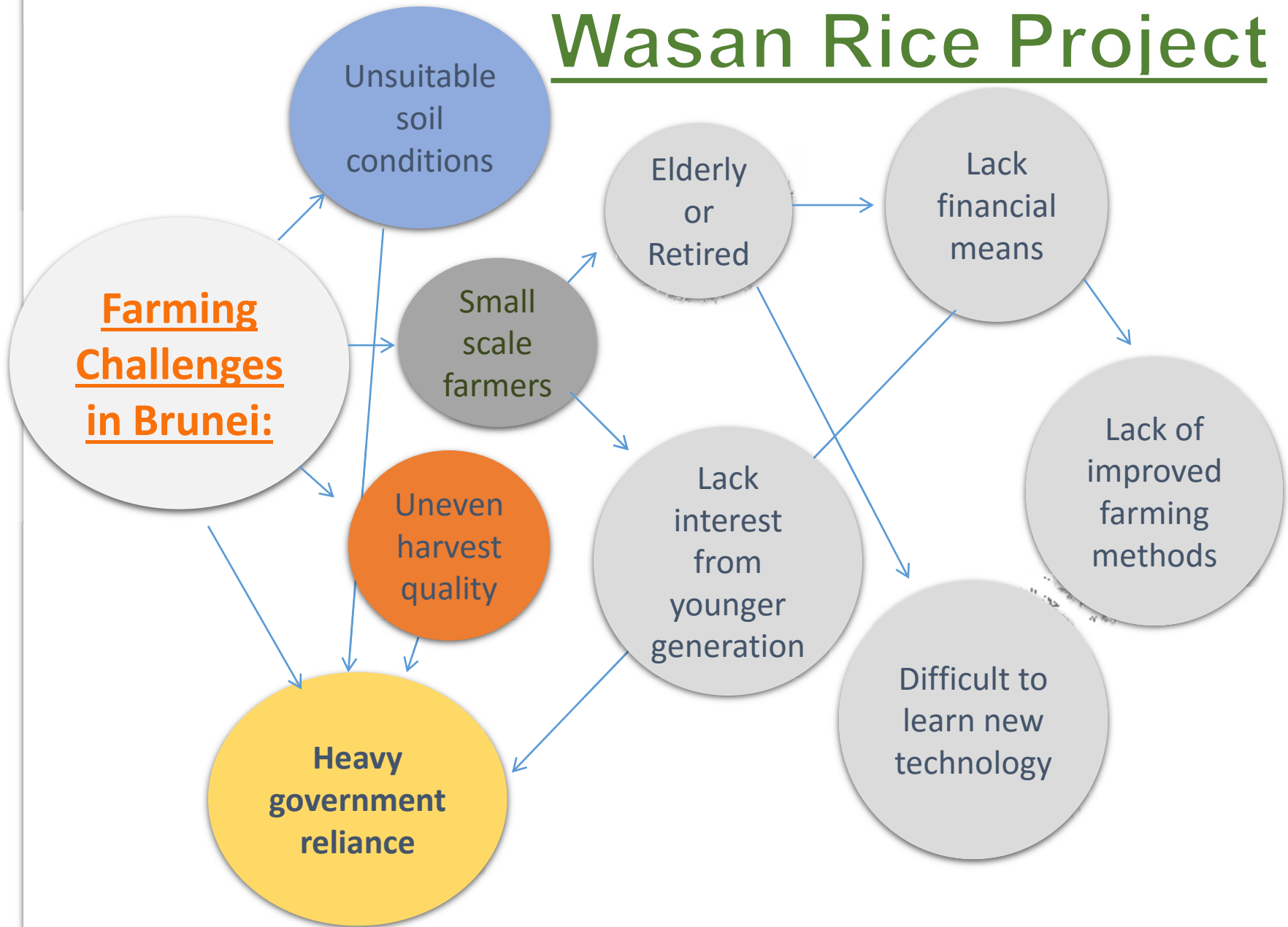
Wasan Rice Project



Distributed to major supermarkets of Brunei



Wasan Rice Project



Wasan Rice Project

Input

Producing

Processing
and
Packaging

Distribution

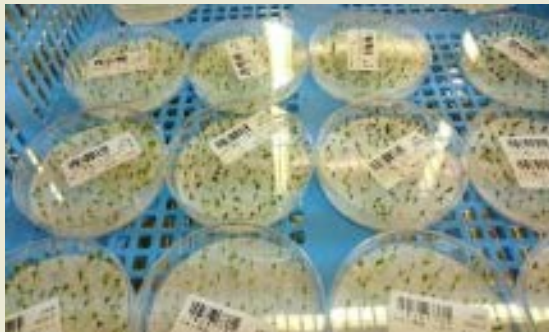
Consumer

Improvements learned from Takii Seed Co. :

Local seed manufactures can carry out

- ✓ DNA/Protein tests
- ✓ Extensive grow out trials

➤ To ensure: Genetic purity, seed health, germination and its vigour



Case Study 2 : Brunei Meat Company (BMC)

- Brunei's leading well-known local manufacturers and meat processing company
- Strictly comply with the requirements for Halal Certification issued by The Religious Council of the Government of Brunei Darussalam Certification Guidelines for Halal Certificate and Halal Label.
- All products are guaranteed 100% Premium Quality Halal
- Cleanliness and Quality Assurance – ISO 22000 and HACCP certified products.



INPUT

- Chicken from Local farms and also from Malaysia, Indonesia
- Beef from Australia and India
- Mutton from Australia
- Other ingredients from Malaysia, Singapore, Philippines.



PROCESSING &
MANUFACTURING



- Proper **set up** with equipment imported from Germany, Japan and USA.
- GMP, ISO 22000, HACCP, BRUNEI HALAL certified
- Only **food grade** materials used
- Factory workers are **well trained** by professionals
- Proper **pest control**
- **Microbiology services** provided by the Agricultural Department
- Resources Centre provides **technical supports and trainings**



LOGISTICS

- Handled by only appointed companies in the field.

MARKETS

- Local caterers and restaurants
- Franchise food chains
- Neighboring countries



Improvements

- Maintaining the right temperature between storage and delivery
 - Use of **conveyor belts** for transportations of raw materials and end products into temperature controlled area.
- Computerized system can be used for **proper management** of materials and products.
- **Additional technologies** such as X-ray scanners and weight checkers can be implied to further **enhance** food standard and safety.

What Brunei should learn from Japan?

Willingness To Try New Ideas/ Technologies

- Continuous R&D to adapt to changes/ challenges
- Food industry in Japan is able to attract younger generation



What Brunei should learn from Japan?

Conservation of Culture & Tradition in Japan's Food Industry

- Traditional products made modern, recognizable and widely available
- Upholding company images by providing the best services/ products



What Brunei should learn from Japan?

Work Ethics

- Hardworking
- Respectful
- Meticulous
- Creative



ACKNOWLEDGEMENT

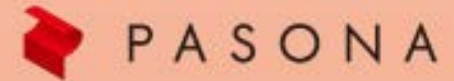
- Organizer: AFH
- Proponents: Kasetsart University & Department of Agricultural Extension, Ministry of Agriculture and Cooperatives



- Tour guide by JTB



- Participating companies



ACKNOWLEDGEMENT

- Department of Agriculture & Agrifood, Ministry of Primary Resources & Tourism Brunei
- Department of Economic Planning and Development (JPKE) Brunei
- Brunei Meat Company (BMC)

- Other universities
 - Bogor Agricultural University
 - Universiti Putra Malaysia
 - Yezin Agricultural University
 - Visayas State University



- Tokyo University of Agriculture's students



THANK YOU VERY MUCH!