



UNIVERSITI PUTRA MALAYSIA
AGRICULTURE • INNOVATION • LIFE

FOOD VALUE CHAIN (FVC) OF FRESH FRUITS AND VEGETABLES (FFV) IN MALAYSIA

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PRESENTATION OUTLINE

- 1. DEFINITION OF FOOD VALUE CHAIN IN MALAYSIA**
- 2. CASE STUDY IN MALAYSIA**
- 3. LEARNING & BENEFIT FROM JAPANESE FOOD INDUSTRY TOUR**
 - 3.1 INSTITUTIONS VISITED**
 - 3.2 PROCESSES LEARNED**
- 4. ACKNOWLEDGEMENT**



DEFINITION OF FOOD VALUE CHAIN

**Food Value Chain covers all
agricultural activities
through the supply chain from
production until final consumption.**



CASE STUDY IN MALAYSIA

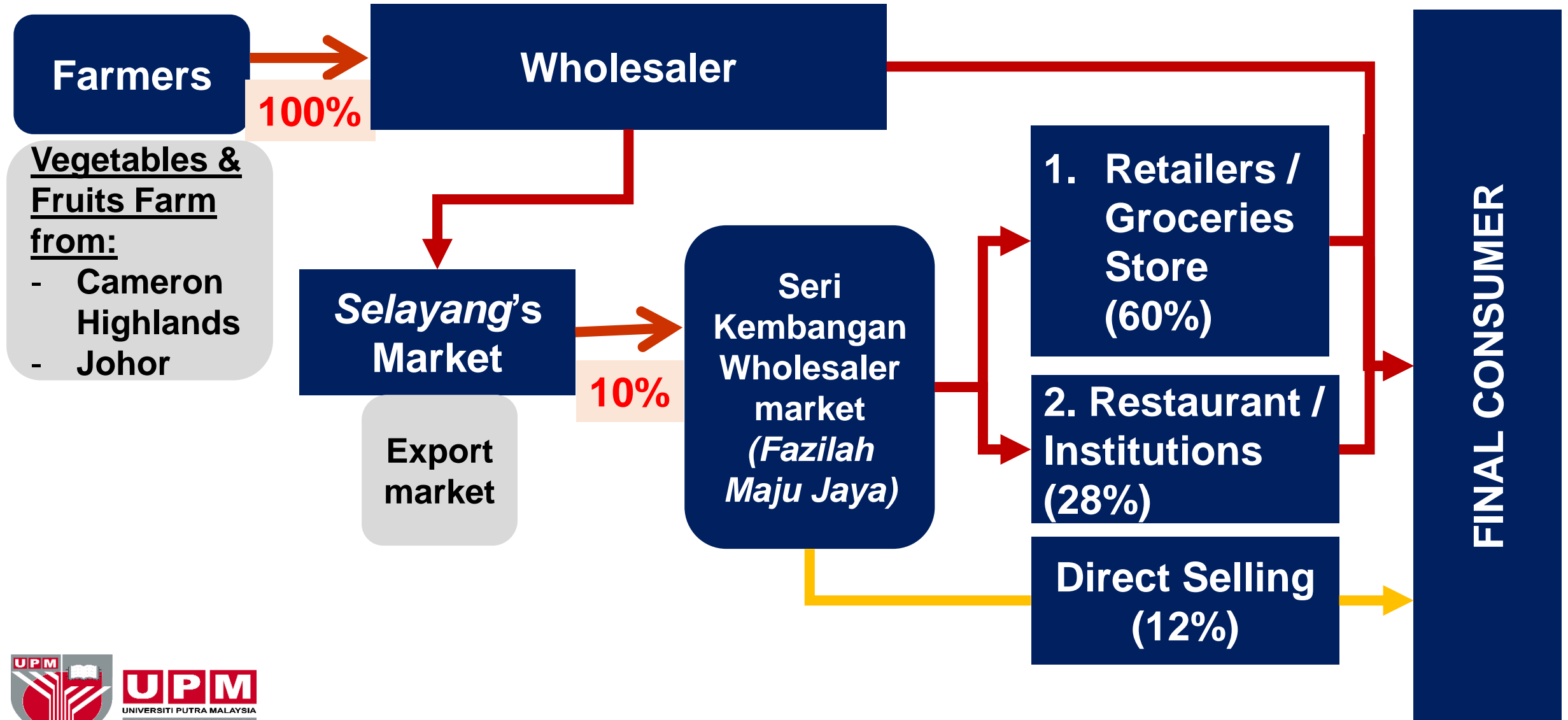
Name: Fazilah Maju Jaya Sdn. Bhd.

Location: Sri Kembangan Wholesale Market

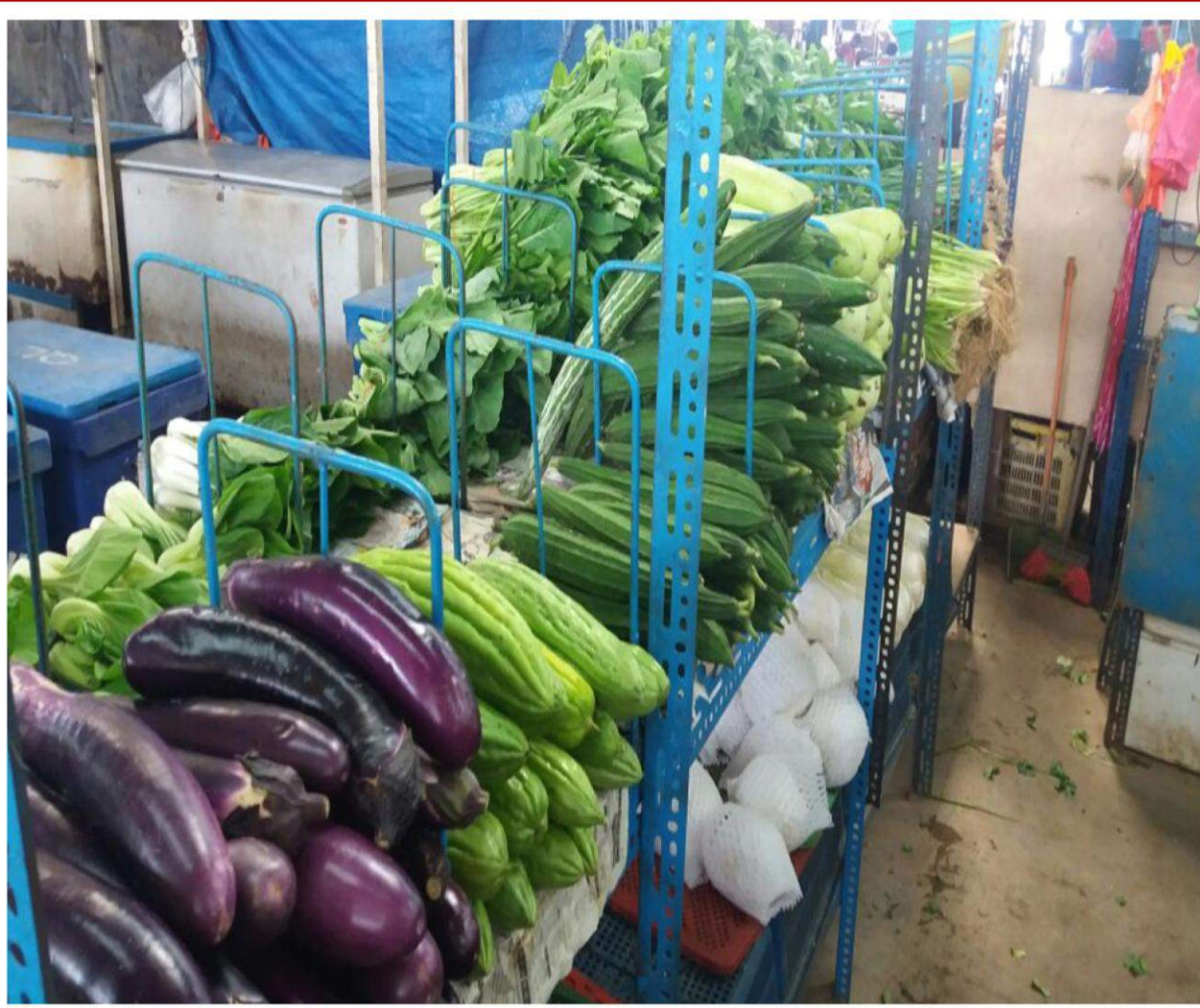
Business Services: Procuring, Supplying, & Selling Fresh Fruits and Vegetables



CASE STUDY IN MALAYSIA : FOOD VALUE CHAIN



CASE STUDY IN MALAYSIA : FOOD VALUE CHAIN







Banana



Papaya




Guava



Pineapples

VALUE ADDED : PACKAGING



**300g =
RM4.00 @
100 yen**

Mushroom

LEARNING & BENEFIT FROM JAPANESE FOOD INDUSTRY TOUR

PRIMARY SECTOR

Input & Production

1. Tango Kingdom
2. Nogi Farm
3. Nakakou Coop
4. Takii Seed

SECONDARY SECTOR

Processing / Manufacturing

1. Fuji Oil
2. Takeoka Soy Sauce
3. Yamato Transport
4. Yoshinoya

TERTIARY SECTOR

1. Retailers / Groceries Store
2. Restaurant / Institutions

1. Ota Market
2. Pasona
3. AEON
4. Nagoya University

FINAL CONSUMER

LEARNING & BENEFIT FROM JAPANESE FOOD INDUSTRY TOUR

PRIMARY SECTOR

Input & Production

1. Appropriate technology.
2. Zero waste.
3. Good quality seed.

SECONDARY SECTOR

Processing / Manufacturing

1. Standardize Operating Procedure (SOP).
2. Systematic logistic services.
3. Good manufacturing practices (GMP).

TERTIARY SECTOR

1. Retailers / Groceries Store
2. Restaurant / Institutions

1. Certified & sustainable product.
2. Revitalization human resources.
3. Efficient price discovery.
4. Centralize market & accessibility.
5. Direct selling
6. Commercialization of research & developments.



ACKNOWLEDGEMENT



Japan-ASEAN Cooperation



MAFF

Ministry of Agriculture,
Forestry and Fisheries

農林水産省



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ACKNOWLEDGEMENT

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MEGMILK SNOW BRAND

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Thank You

