

Food Value Chain: Lesson from Japan

Japanese Factory Visit Tour for Development of Food-Value-Chain in ASEAN

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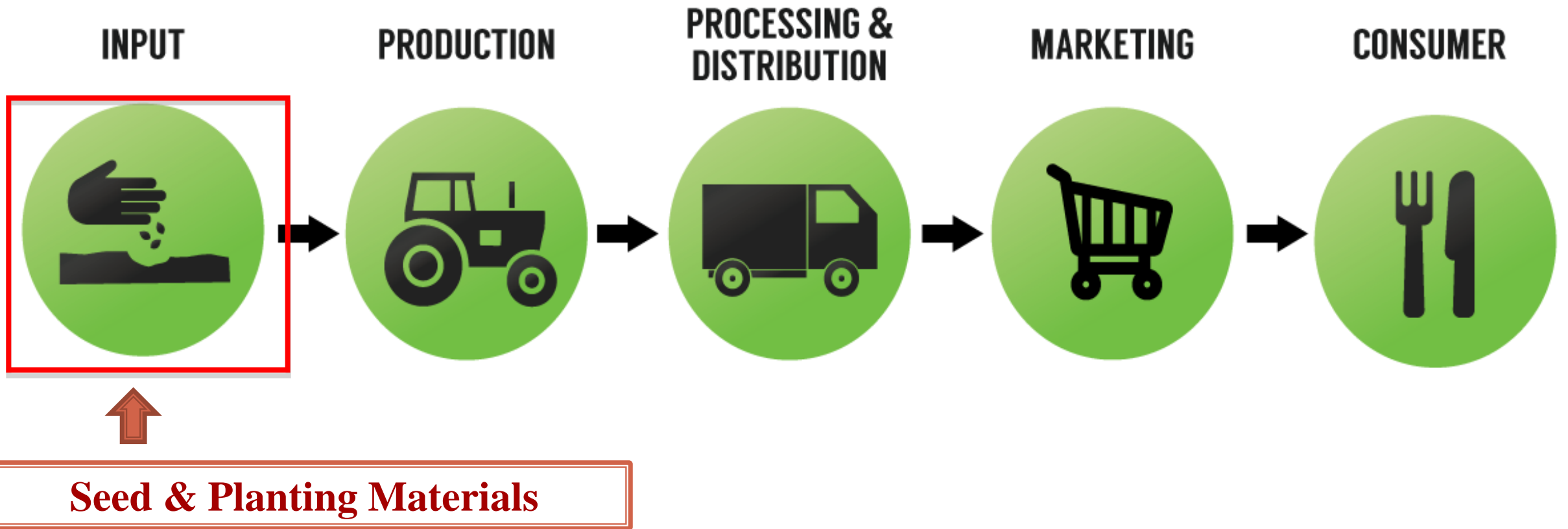
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Food Value Chain



Malaysian Seed Industry: An Overview

Seed Trade Value:

- Import → USD 3.8 million (China, Taiwan, Thailand, Japan)
- Export → USD 0.7 million

Certifying body:

- Department of Agriculture Malaysia
 - Banana (var. Berangan) J29
 - Mango (var. Harumanis) MA128
 - Coconut (var. Matag Green) CN13



R&D:

- Malaysian Agricultural Research and Development Institute (MARDI)



Seed Industry Development (Entry Project Point 14) 2014

- Anchor Company (Green World Genetics)



Malaysian Seed Industry: Current Scenario

- Disease occurrence



BANANA (Moko Disease)



PAPAYA (Dieback Disease)



COCONUT
(Red Palm Weevil)

- Insufficient seeds and planting material supplies
- High dependence on import of seed, seedlings and fruits

Malaysian Seed Industry: Challenges

1- Supply

- Low and inconsistent supply
- Food security

2- Research & Development

- Development of novel varieties (yield/ disease resistance etc.)
- Seed technology innovation

3- Regulatory mechanism

- National Seed Act (i.e. protection of Intellectual Property rights)
- Seed Certification Scheme

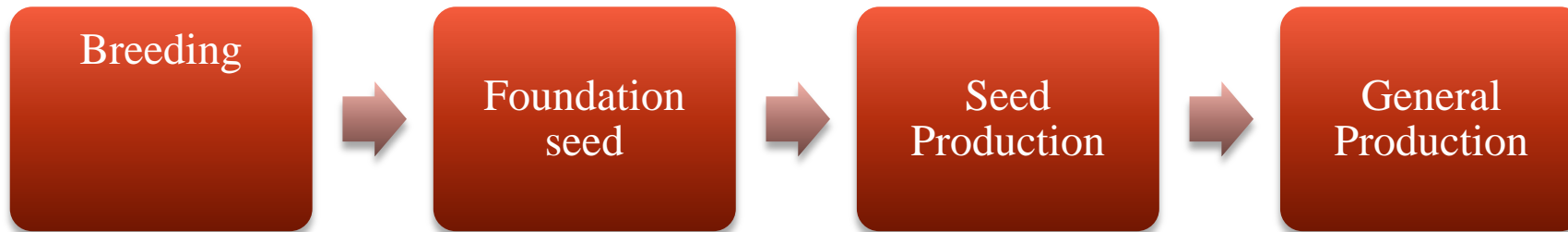
Japanese Seed Industry

Seed trade value

- Import → USD 56 million
- Export → USD 70 million

Seed supply system

- Major agricultural crops
- Fruits
- Vegetables



Japanese Seed Industry

Key features:

- Effort in meeting farmer/consumer demands
- Processing & quality control
- Partnership with foreign partners at each stage
- Seed production abroad
- Large production scale: supplying seeds in Asia and the world

Case study

Takii Seeds (Japan)



Green World Genetics (Malaysia)



Takii Seed



Established since 1920 (> 96 years)

2000 varieties developed

Seed Quality:

- Germination Test
- Seed Health Test
- Biochemical Test Laboratory
- Seedlings Test Laboratory

Technical Specialties:

- Molecular Breeding
- Technology – DNA markers
- Canna Laser Treatment



Green World Genetics (Malaysia)

- Established since 2010 (7 years)
- Focusing on R&D to develop new varieties
- Well integrated food value chain
- Products:
 - Commercial seeds
 - Melons, maize, cucumber, chili, tomatoes, rice
 - Home Garden
 - Vegetables and flower seeds
 - Fresh produce
 - Vegetables and fruits



What can we learn?



High production standard
(% germination, seed vigor, seed health, etc.)

Production Scale

Skilled workers (HR)

Locational trial to export seeds

Consideration

Feasibility studies

- Cost- Benefit Analysis (CBA)
- Expertise
- Resources (labor, land, etc.)

Conclusion

Challenges in Malaysian seed industry

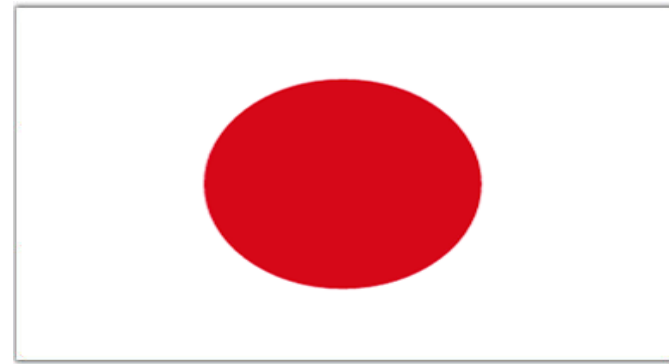
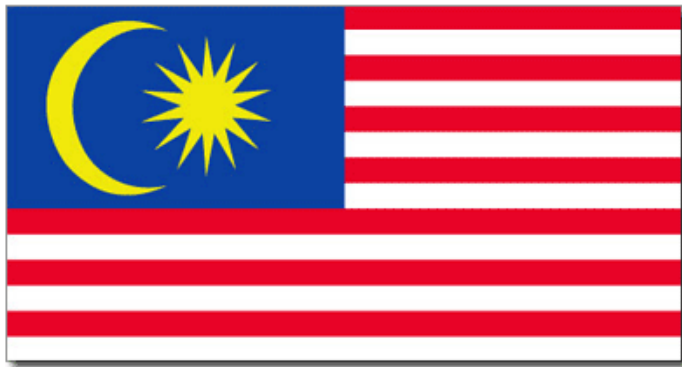
- Supply
- R&D
- Regulation

What can we learn?

- Quality Assurance
- Production scale
- Expertise

Feasibility studies required

Terima kasih !



Arigatou gozaimasu !