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Individual Action Plan

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Japanese Food Industry Field Study for AMS

30th Sept – 6th October 2019



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Food Supply Chain System

Typical Supply chain system in Malaysia
(outsource processing)



Raw material imported
from other country



Transportation



Direct to the restaurant



Restaurants



To the houses



Issues:

- The quality is hard to control
- Less efficient in production
- Involve more labours which lead to higher cost

Food Supply Chain System

Yoshinoya (吉野家) supply chain system



Raw materials planted, harvested
and processed at *Yoshinoya* Farm



Yoshinoya
Restaurant

Advantages:

- Quality is guaranteed
- More efficient in production
- Lower cost involve

Food Supply Chain System

Expected improvement of supply chain system in Malaysia



Self produced
and processed
raw materials

Technology application



Restaurants

Expected outcomes:

- Reduce labour cost
- Encourage research and development activities
- Enhance the quality of food industry

Time frame:

- 4-5 years

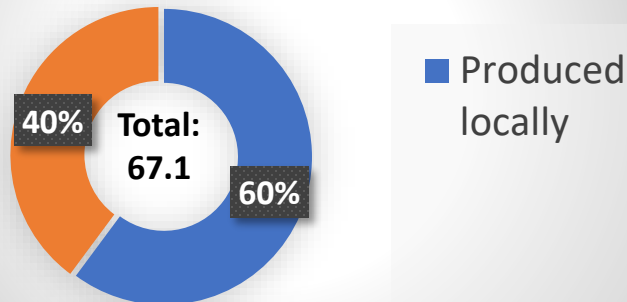
Self Sufficiency Level (SSL) of Dairy Products

Malaysia

- Self Sufficiency Level (SSL) for Fresh Milk and Dairy Products in 2018:

61.44%

Volume of Fresh Milk & Dairy
Product Demanded in 2018
(Million Tonnes)

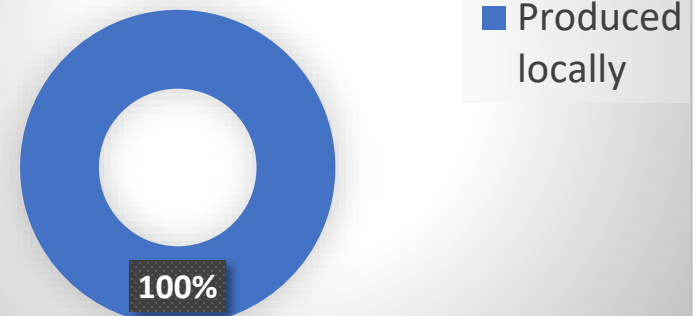


Japan

- Self Sufficiency Level (SSL) for Fresh Milk and Dairy Products in 2018:

59.00%

Volume of Fresh Milk & Dairy
Production in 2018
(percentage)



Source: Minister of Agriculture and Agro-based Industry, Malaysia (2019)

Source: Statistica Research Department (2019).
Retrieved from
<https://static3.statista.com/statistics/1039832/japan-food-self-sufficiency-ratio-milk-dairy-product/>

What Japan did as their Initiatives?

Research and development centre for dairy farming (*ROKUSOKEN*)

Japan young dairy farmers research association (RAKUSEIKEN)

Demonstration of dairy farm field & operation management

MEGMILK SNOW BRAND MUSEUM
(Sapporo City)

What Japan did as their Initiative?

Establishment MEGMILK SNOW BRAND Group

1) Snow Brand Seed Co., Ltd

2) Snow Brand Parlor Co., Ltd.

3) Snow Brand KODOMO-NO-KUNI
Ranch

Plan of action

- Apply the management structure practiced by Malaysian Palm Oil Industry.



Approximate time needed: 5-6 years

Thank you

