



**Universiti
Putra
Malaysia**

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AGRICULTURE • INNOVATION • LIFE

Country Action Plan

Farmers Organisation



Japanese Food Industry Field Study for AMS

30th Sept – 6th October 2019



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Introduction

	MALAYSIA	JAPAN
	 National Farmers Organisation (NAFAS)	 Japan Agriculture Cooperative (JA)
Year of Establishment	1973	1947
No. of Organisation	293 Farmers Organization	652 JA
Total Members	920,000	10.37 million
Operation	Government funded	Independent
Structure of Function	National level (NAFAS) ↑ 13 State Farmers Organisation (PPN) ↑ 279 Area Farmers Organisation (PPK) Multilevel	National level (ZEN-NOH) ↑ Prefectural level (ZENKROYEN) ↑ Primary level Multilevel

Issue 1: Farmer's welfare in Malaysia

Problem :

Farmer's welfare were
not taken care of



Initiative:

Establish health care &
medical incentive



*Approximate
time for
improvement:
3-4 years*

Expected outcome:

Farmers will be more committed

Issue 2: Marketing in Malaysia



Problems

- ❑ Government agency
- Provide price information
- Contract farming
- Pasar Tani (Place to sell product directly to consumer)
- Rural Transformation Centre



- Unstable price
- Pasar Tani – farmers have limited time
- Rural Transformation Centre – inefficient/some not located in strategic area

8 Years



Marketing in Japan

Through adaptation



Expectation Outcome

- Efficient
- Optimum price
- Market guarantee
- Low market risk



- ❖ Cooperative/ Farmers as member
 - Members are people involve in farming (more motivated to find market)
 - Involve in marketing on behalf of producer /farmers
 - Efficient storage for shipment items
 - Efficient Farmers market
 - Save time farmers
 - Better packaging
 - Strategic area
 - Guarantee purchase products by JA Cooperative
 - Able to provide complete information



Farmer's Market in Fukushima, Japan



Pasar Tani in Malaysia

Issue 3: Facilities in Malaysia



- Government agency
 - Skills
 - Technology
 - Mechanisation (rent)
 - Financial provider (credit & subsidy)



Problems

- Government agencies
 - ☐ Lack of manpower (officer)
 - ☐ Lack of expertise
 - ☐ Some mechanisation unfitted
- Farmers attitude
 - ☐ Finance dependency
 - ☐ Subsidy dependency
 - ☐ Low adaptation of technology
 - ☐ Low usage of mechanisation

8 Years





Mechanisation rental services in Malaysia

Facilities in Japan

Expected Outcomes

- Transfer technology
- Adaptation mechanisation
- Upgrade skills and technology
- Premium quality product

Through adaptation



Efficient

- Provide storage
- Grading and packaging
- Mechanisation provider
- Transfer technology



Facilities in Japan (JA)

As of June 2019

Issue 4: Management in Malaysia

JA organization fully provide the technology, machine, marketing and selling

Farmers need to refer to many agriculture agencies to help their agriculture activity, but very limited.

JA organizer need to help farmers because they get the commission from the farmers production.

One organization set up for agriculture sector

Japan
Agriculture
Cooperative

Malaysia
Agriculture
Management

Government pay the wages officer agriculture agencies

There so many different agencies involved in agriculture sector

Farmers can borrow or rent the machine, fund and advisor from the JA organization.

Farmers need to refer to different agriculture agencies for assistance

Necessary Activities

One agencies organize all farmers in a whole.

The government officer only get their bonus if majority of their supervision farmers success in farming activities.

Better if farmers can refer only one agriculture agencies in improving their agriculture activity in farm until sales – ONE STOP CENTER

Expected Outcome

More accountability.



More benefit for both parties



One agriculture center



Conclusion

Welfare, marketing, facilities and management system that has been observed from this field study will be significantly influence to increase our farmers production and economy.



Thank you

