



Kingdom of
the Netherlands



Innovating Agriculture

HOW MALAYSIA COULD BECOME A HIGH TECH AGRICULTURE HUB : Overview of DoA Initiative & Opportunies

By:
MOHD DESA HASSIM, PhD
Deputy Director,
Crop Quality Control Division,
Department of Agrivculture Malaysia



ROLE DEPARTMENT OF AGRICULTURE



Expedite the agriculture transformation process as a modern sector, dynamic and commercially viable

Ensure food production are safe, sufficient and affordable

Provide one stop agricultural consultation and technical support services

Participate in international forums, two way communication and technical collaboration

Enhance the development of human capital for agricultural sector

Protect the country's interest agriculture industry

Issue and Challenges

Lack of Quality Seed

High Cost of Production

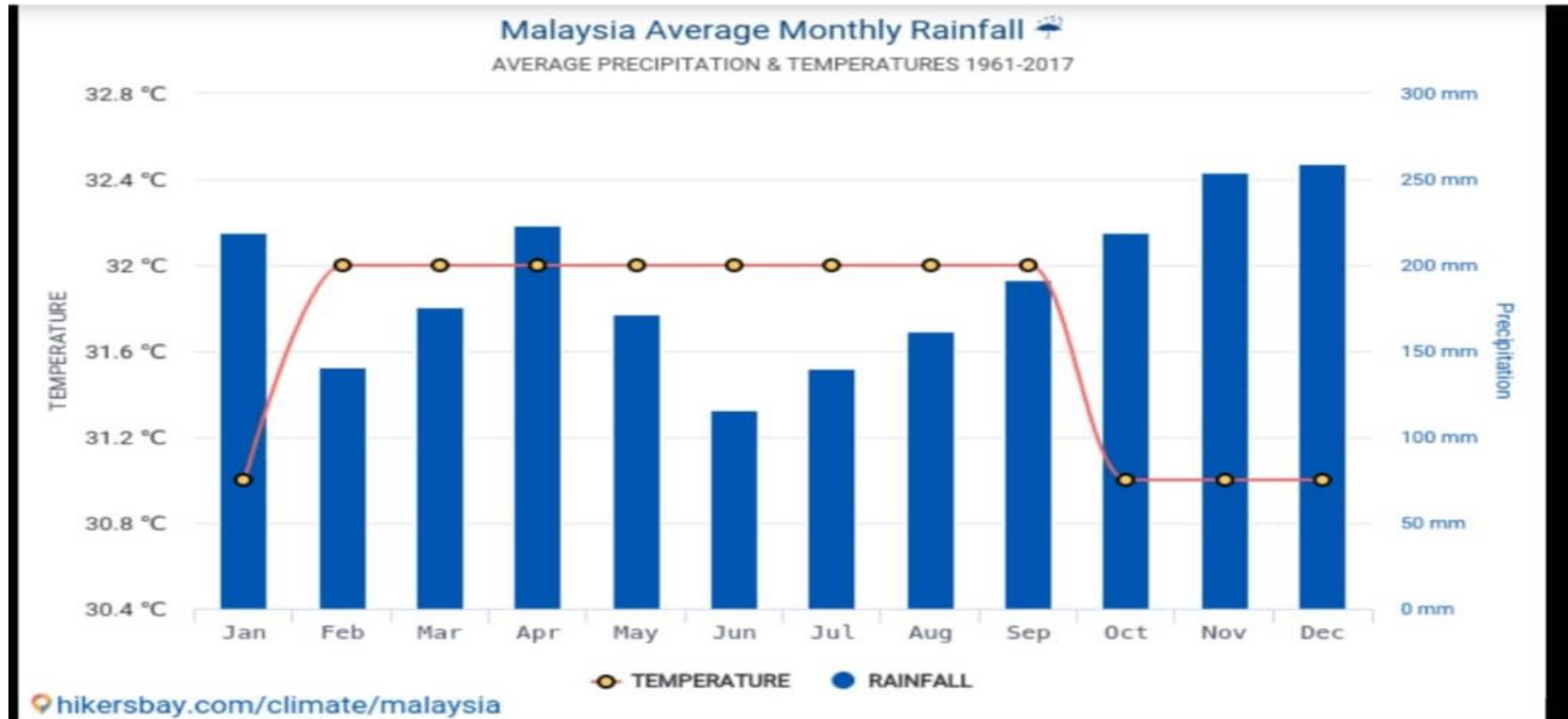
Low productivity/
Inefficient land utilization



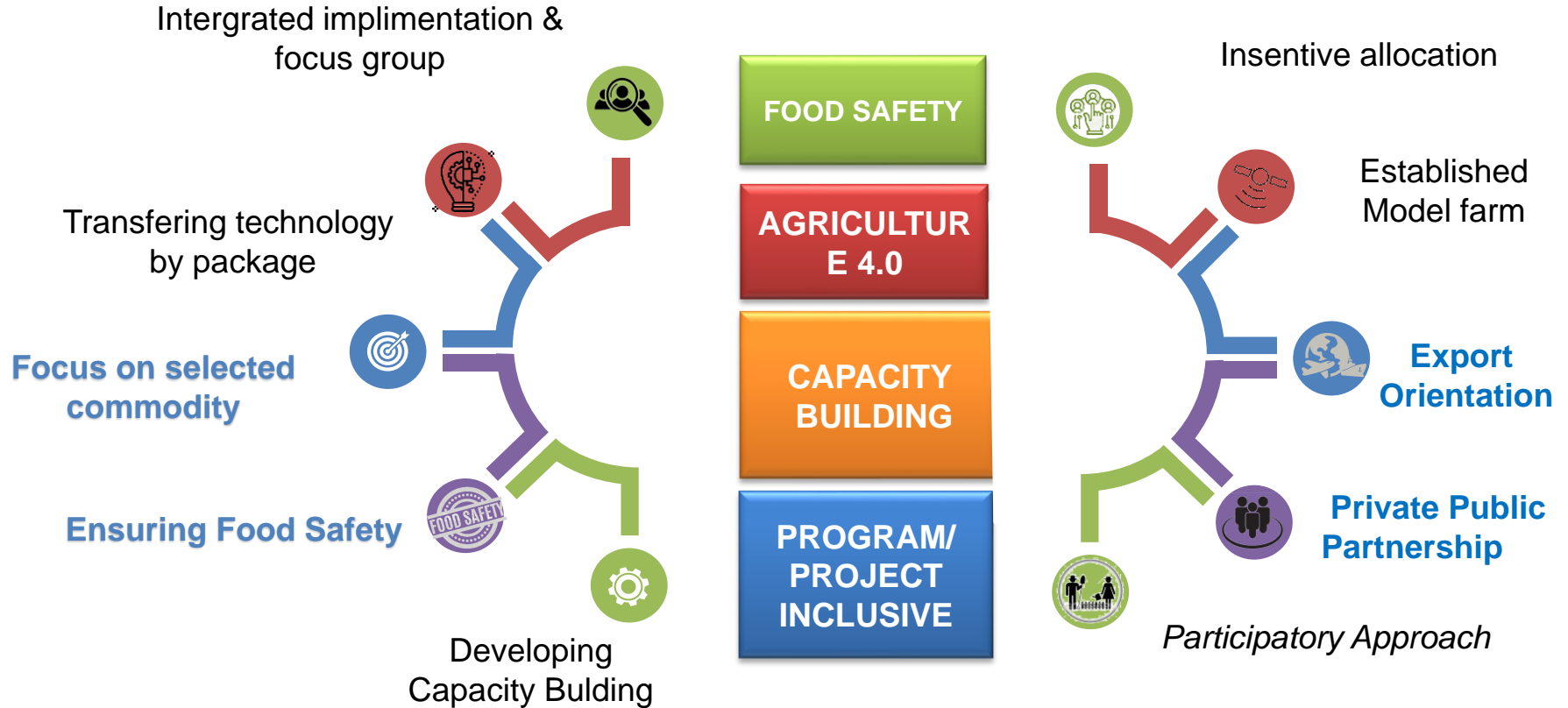
Low level of technology
application

Depending on foreign labor

GOOD AGROCLIMATIC CONDITION FOR TROPICAL FRUIT PRODUCTION



DEPARTMENT OF AGRICULTURE APPROACH



Quality and Safety Quality Certification



STRATEGY DEPARTMENT OF AGRICULTURE



Export
Orientation

Durian,
Papaya,
Jackfruits,
Watermelon,
Pineapples



TROPICAL
FRUITS

FRUITS

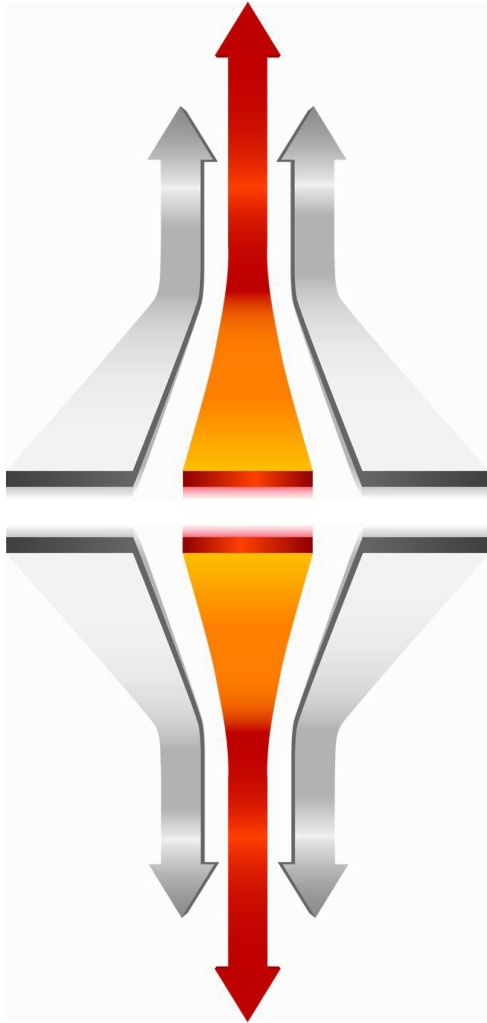
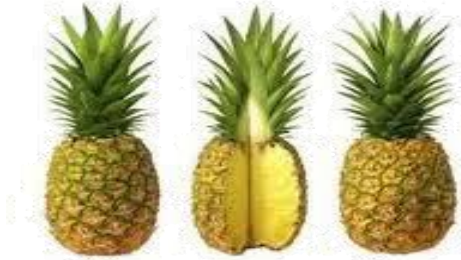
EXPORTER

INDUSTRY

STRATEGIC
PARTNERSHIP

Target Comodity Crop for Export

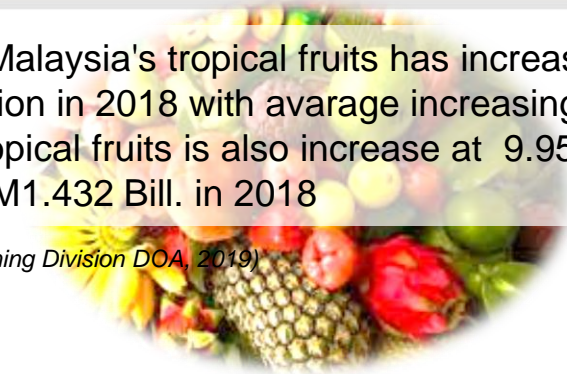
- DURIAN
- PINEAPPLE
- JACKFRUIT
- PAPAYA
- WATERMELON



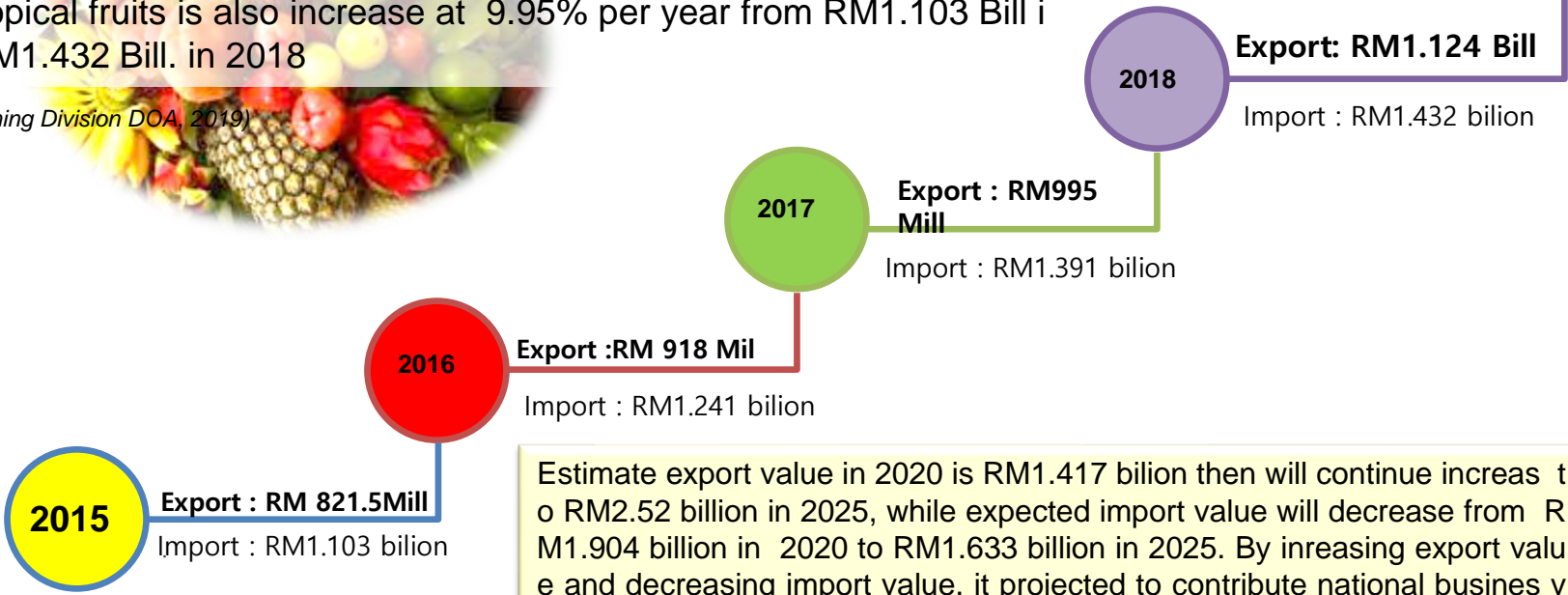
Export and Import

Export value Malaysia's tropical fruits has increased from RM 0.82 Bill. in 2015 to RM1.124 billion in 2018 with average increasing rate at **12.29% meanwhile** value import tropical fruits is also increase at 9.95% per year from RM1.103 Bill in 2015 to RM1.432 Bill. in 2018

(Source: Strategic Planing Division DOA, 2019)

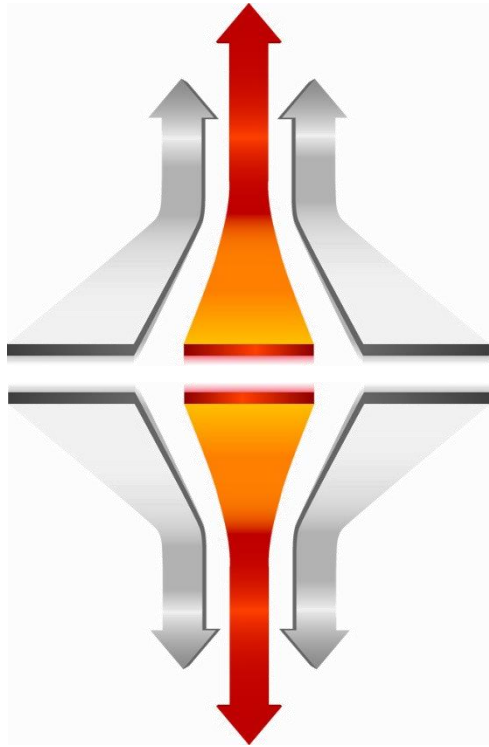


Average Export: 12.29%
Average : 9.95 %



Estimate export value in 2020 is RM1.417 billion then will continue increase to RM2.52 billion in 2025, while expected import value will decrease from RM1.904 billion in 2020 to RM1.633 billion in 2025. By increasing export value and decreasing import value, it projected to contribute national business value amounting RM2.791 billion in 2025

Increase Export



-  Improve Quality
-  Increase Productivity
-  Expand Market

Reduce Import

DURIAN FORECAST



	2018	2019	2020	2021	2022	2023	2024	2025
SSL	104.8	103.6	103.6	103.7	103.8	103.9	103.9	104.0
Planted Areas (Ha)	70,002	70,286	70,356	70,427	70,497	70,567	70,638	70,709
Harversted (Ha)	45,347	45,192	45,282	45,373	45,464	45,554	45,646	45,737
Production (tan)	341,332	377,283	384,828	394,680	404,784	415,146	425,774	436,674
Productivity	7.2	8.3	8.5	8.7	8.9	9.1	9.3	9.5

DURIAN

Pahang

Planted area (Ha): 14,867

Yielded area (Ha): 11,042

Production (MT): 89,916

Sarawak

Planted Areas (Ha): 10,714

Yielded areas (Ha): 5,741

Production (MT): 34,650

Johor

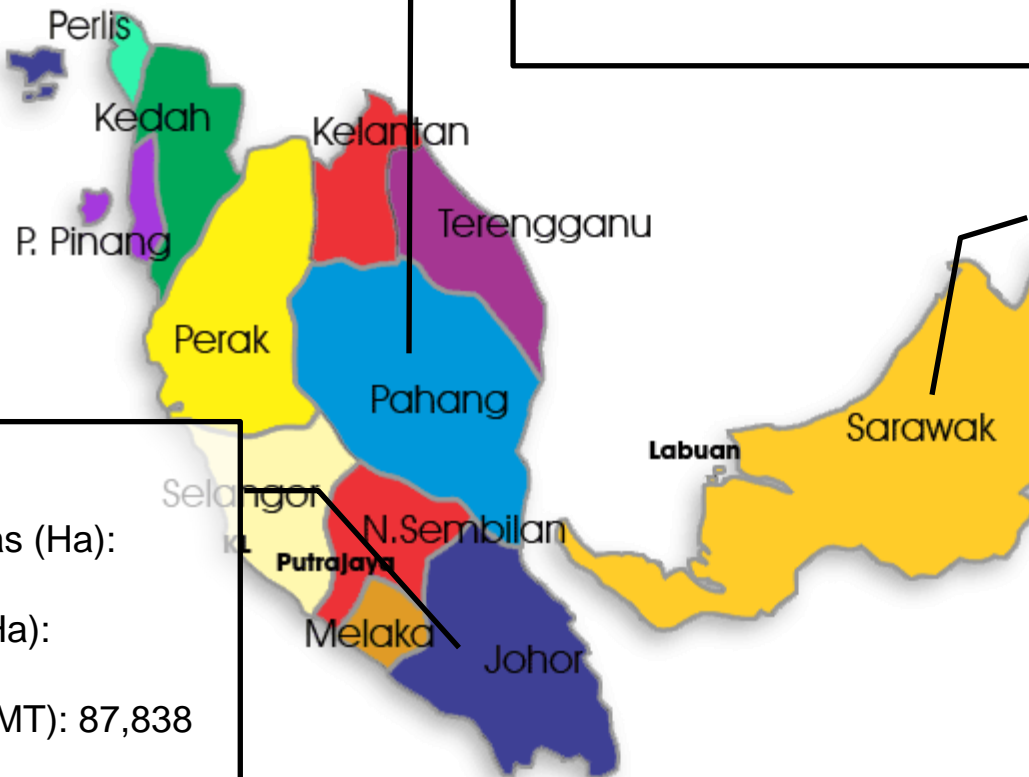
Planted Areas (Ha):

18,117

Yield area (Ha):

11,345

Production (MT): 87,838

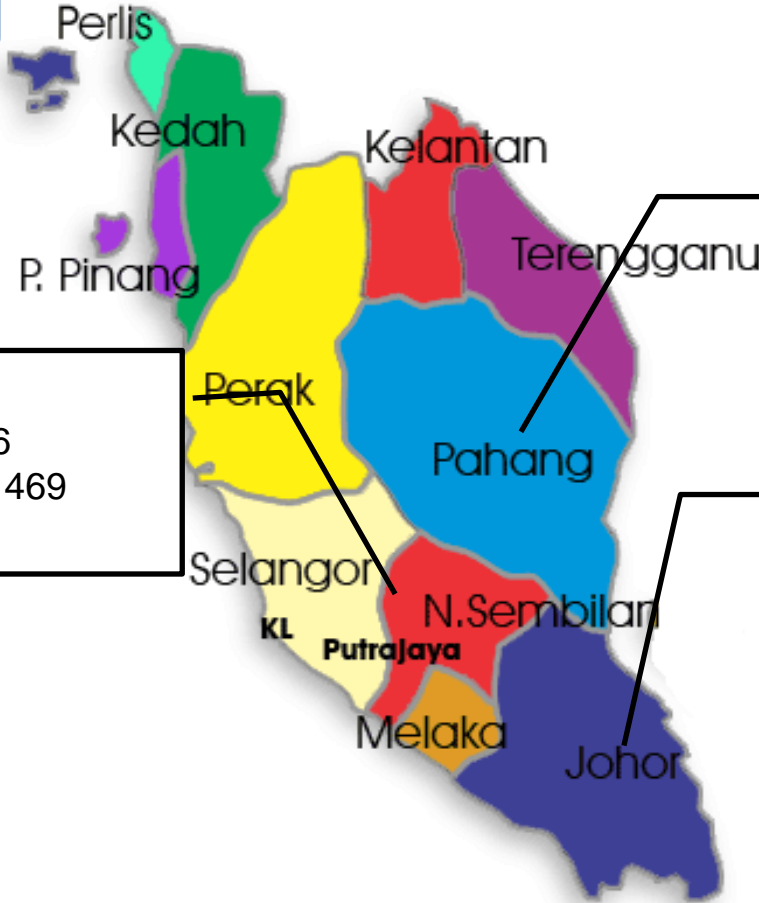


JACKFRUIT FORECAST



	2018	2019	2020	2021	2022	2023	2024	2025
SSL	123.4	124.5	125.8	127.3	128.8	130.6	132.4	134.4
Planted Area(Ha)	4,895	4,657	4,657	4,657	4,657	4,657	4,657	4,657
Harvest Areas (Ha)	2,979	3,426	3,700	3,701	3,702	3,704	3,705	3,706
Production (Tan)	31,023	31,431	31,764	31,904	32,064	32,224	32,385	32,547
Productivity (T/Ha)	9.10	9.2	8.6	8.6	8.7	8.7	8.7	8.8

JACKFRUIT



Negeri Sembilan

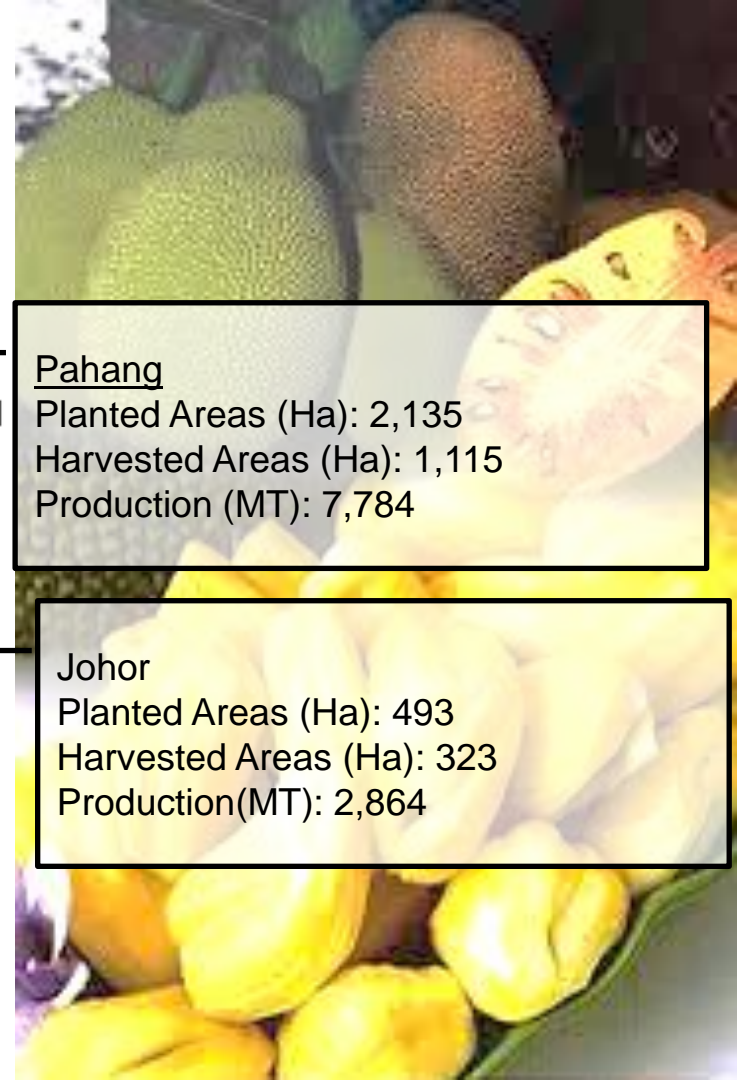
Planted Areas (Ha): 626
Harvested Areas (Ha): 469
Production (MT): 8,781

Pahang

Planted Areas (Ha): 2,135
Harvested Areas (Ha): 1,115
Production (MT): 7,784

Johor

Planted Areas (Ha): 493
Harvested Areas (Ha): 323
Production (MT): 2,864

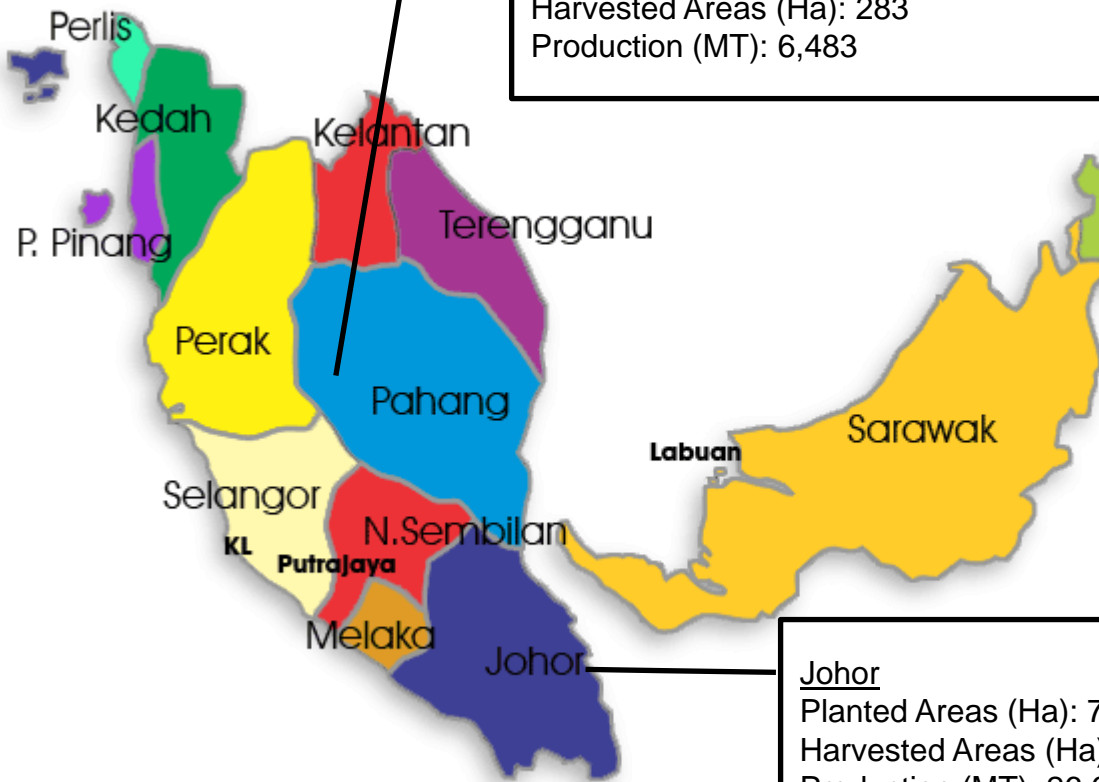


PAPAYA FORECAST



	2018	2019	2020	2021	2022	2023	2024	2025
SSL	150.2	150.1	150.1	150.7	151.3	151.9	152.6	153.2
Planted Areas(Ha)	2,242	2,529	2,567	2,606	2,645	2,684	2,725	2,766
Harvested Area (Ha)	1,839	2,194	2,216	2,238	2,260	2,283	2,306	2,329
Production (Tan)	52,551	53,681	54,755	55,412	56,077	56,750	57,431	58,120
Productivity (T/Ha)	23.6	24.5	24.7	24.8	24.8	24.9	24.9	25.2

PAPAYA



Pahang
Planted Area (Ha): 427
Harvested Areas (Ha): 283
Production (MT): 6,483

Sabah
Planted Areas (Ha): 247
Harvested Areas (Ha): 202
Production (MT): 5,759

Johor
Planted Areas (Ha): 746
Harvested Areas (Ha): 690
Production (MT): 26,686



WATERMELON



	2018	2019	2020	2021	2022	2023	2024	2025
SSL	154.3	166.4	171.2	176.1	181.4	187.4	194.90	201.3
Planted Areas (Ha)	11,748	10,277	10,724	10,725	10,727	10,728	10,729	10,731
Harvested Areas (Ha)	10,685	9,181	9,640	9,641	9,642	9,643	9,645	9,646
Production (Tan)	172,658	160,295	161,898	163,922	165,971	168,046	170,146	172,273
Productivity	16.2	17.5	16.8	17.0	17.2	17.4	17.6	17.9



Kelantan
 Planted Areas (Ha): 2589
 Harversted Areas (Ha): 2472
 Production (MT): 43,434



Terengganu
 Planted Areas (Ha): 1346
 Harversted Areas (Ha): 1327
 Production (MT): 23,711

Johor
 Planted Areas (Ha): 1311
 Harversted (Ha): 1293
 Production (MT): 18,454

WATERMELON

MARKET ACCESS





Market Access Status

All types of fruits (all form)

- EU
- Hong Kong
- Middle East
- Singapura

JACKFRUITS

- Indonesia
- Vietnam
- Kanada
- Taiwan
- Japan (*frozen*)
- New Zealand (*under negotiation*)
- China (*under negotiation*)
- USA (*under negotiation*)
- Australia (*under negotiation*)

DURIAN

- Australia (*fresh, frozen, chilled pulp*)
- Taiwan (*frozen, chilled pulp*)
- China (*frozen, pulp and paste*)
- Indonesia (*fresh*)
- Japan (*fresh, frozen*)
- Korea Selatan (*fresh, frozen*)
- New Zealand (*under negotiation*)
- USA (*frozen*)

PAPAYA

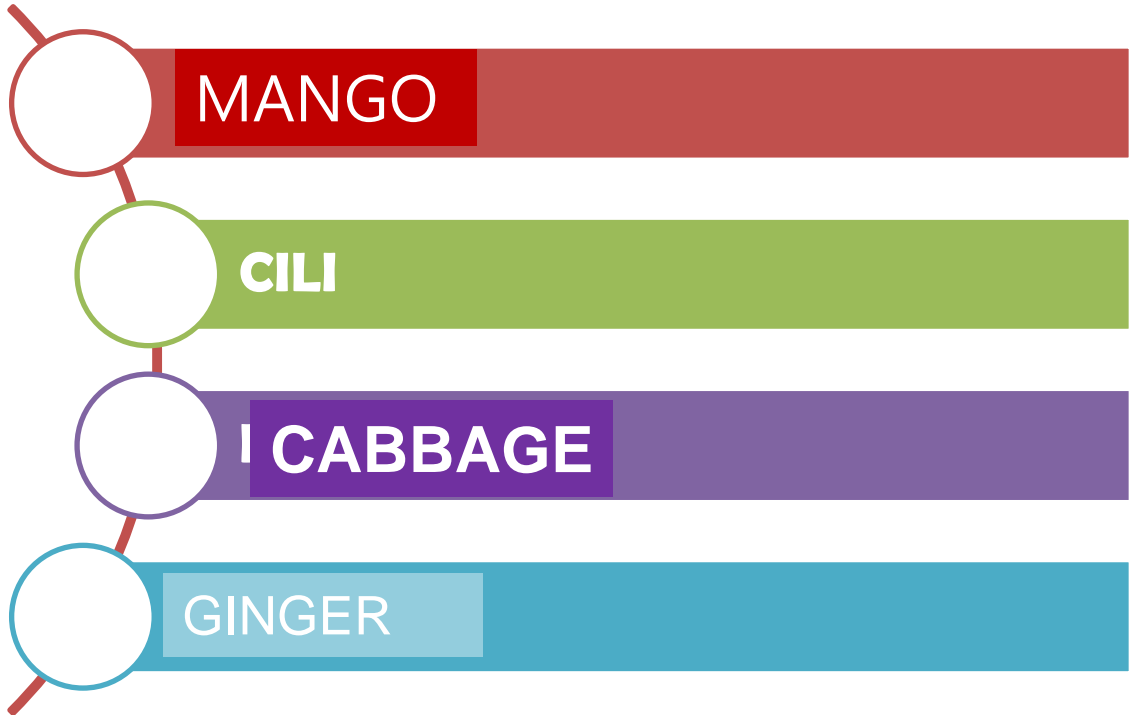
- Kanada
- China
- Australia (*under negotiation*)
- Korea Selatan (*under negotiation*)
- USA (*under negotiation*)
- Japan (*under negotiation*)
- New Zealand (*under negotiation*)

WATERMELON

- Kanada,
- China,
- Indonesia,
- Taiwan
- Japan (*under negotiation*)
- New Zealand (*under negotiation*)

Targeted Crops Commodity to Decrease Import

DOMESTIC MARKET



OPPORTUNITIES

To Be STRATEGIC PARTNERSHIP

Scope

**Crops Research
&
Development**

**Mechanization
, Automation
& IOT**

**Breeding & Seeds
Production**

**Soil Fertility and
& Plant Nurition**

Pesticides

Pests & Diseases

**Post
Harvest
Technology**

**Agricultural
Extension**

Urban Agriculture

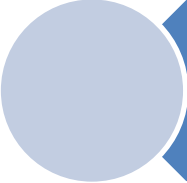
**Capacity
Building**



Enza Zaden Seed Production Plant



WAY FORWARDS



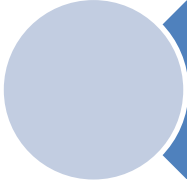
Invest in potential crop production for export market



Linkage Tropical Fruits into EU Market



Invest in Seed Production Industry for local and Export Market



Promote conducive business environment



Transfer Dutch technology to boost agriculture production



Strategic Partnership between Dutch Company, DOA and Local Company

INVESTMENT
TAX ALLOWANCE

INCENTIVE FOR NEW
FOOD
PRODUCTION
PROJECTS

AGRICULTURE
ALLOWANCE

INDUSTRIAL
BUILDING

INFRASTRUCTURE
ALLOWANCE

INVESTMENT INCENTIVES OPPORTUNITIES

100% ALLOWANCE
ON CAPITAL
EXPENDITURE ON
APPROVED
AGRICULTURE
PROJECTS

INCENTIVE FOR HI
GH TECHNOLOGY
PROJECTS

INCENTIVE FOR
R&D

INCENTIVE
FOR EXPORT

INCENTIVE
FOR
TRAINING

01



02



03





Thank You

