ISSUES

- Negative perception on agriculture;
- Traditional farming unattractive preposition;
- Large scale migration of youth to urban cities;
- Imbalance in age distribution of farmers especially among rural farmers

30.5 million population (Malaysia)

43.8% youth population

60% in workforce

20% agriculture

other sectors
GOVERNMENT POLICIES TO ADDRESS ISSUES

1. Young Agropreneur Programme

2. National Blue Ocean Strategy (NBOS)
   - NBOS 3: Idle land
   - NBOS 6: My Kampung My Future (MKMF)
   - NBOS 7: Strategic Linkages
YOUNG AGROPRENEUR PROGRAMME

- Target: 18 - 40 y/o youth
- Entrepreneurship based on agriculture activities such as fisheries, crops, livestock, marketing, technology & innovation, agro-tourism & agro-based industry.
- Aim: To change negative perception on agriculture, encourage & instil interest among Malaysian youth.
- Total Agropreneur: 4260; 2000 undergone technical/financial trainings with MOA Inc agencies
- Yearly target: 1000 agropreneur
- 30% IKC; 70% Fast track credit loans with TEKUN/Agrobank
- Established successful anchor companies that currently assist MOA in promoting, developing 7 training young entrepreneurs through startup packages.
Peroleh pulangan cecah RM20,000 sebulan.

Mohd. Zulashrafie tidak malu digelar sebagai seorang penternak.

International Marketing

Celebrity Icons

Agropreneur Mentoring

Innovative Agriculture Project

Successful Agropreneurs

Cerita tiga usahawan

Program Agropreneur biaya sehingga RM300,000

Agropreneur Mentoring

Program Agropreneur Muda

Demilike Oleh B.PARK PAHANG

SELANG DATANG KE TAMAN I PAHANG

Ocean Treasure cerals with moral

Selamat datang ke taman "I Pahang"
NATIONAL BLUE OCEAN STRATEGY (NBOS)

NBOS 3: IDLE LAND

Aim: to tackle lack of land for agriculture purposes through utilisation of govt lands.

Focus on high value/tech agriculture projects & development of incubator enters to train youths, army veterans, prisoners etc.

Projects:

1. Rockmelon, Sepang (MINDEF Land)
2. Jelebu (MINDEF Land)
3. Mersing, Johor (YPJ Land)
4. Puspen Karangan, Kulim & Puspen Dengkil, Selangor (National Anti Drug Agency)
5. Urban Farming (Putrajaya)
Ministry of Defence Malaysia Land
Cucumber Farming, Stingless Bee Honey, Pineapple Plantation, Ladyfingers Plantation & Catfish Farming

Military Community Transformation Centre
Land Stingless Bee Honey (Kelulut) & Vegetable Farming
**NATIONAL BLUE OCEAN STRATEGY (NBOS)**

**NBOS 6: MY KAMPUNG MY FUTURE**

- **Aim:**
  - a. To retain youth population in rural areas while utilising existing resources i.e.: idle land & natural resources
  - b. To develop leadership potential amongst youth & equipped with skills in agriculture
  - c. To bring economic & social development to rural areas

- **MKMF Villages:**
  - a. Kg Merotai Besar, Sabah (Shrimp Farming);
  - b. Kg Pulau Tiga, Perak (Ornamental Fish Farming);
  - c. Kg Gedong, Sarawak (Rock Melon Fertigation);
  - d. Kg Felda Bukit Puchong, Pahang (Cattle Farming);
  - e. Kg Durian Telor, Terengganu (Organic Farming);
  - f. Kg Perik, Kedah (Vegetable Farming)

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**“Back to the Future in the Kampung”**

- Agribusiness competition

**“1Kampung, 1Mission”**

- Entertainment & sports
Kg Merotai Besar Sabah
- Shrimp Farming
- Vegetable Farming
- Fish Breeding
- Banana Plantation

Kg Gedong, Sarawak
- Banana Plantation
- Chili Fertigation
- Rockmelon Plantation
- Cattle Farming
Video MKMF Kg Merotai Sabah
NATIONAL BLUE OCEAN STRATEGY (NBOS)
NBOS 7: STRATEGIC LINKAGES

CP1: Community Farming through Contract Farming (LPP)
- Total Participants: 247
  a) Mini RTC Paya Rumput Jaya
  b) Mini RTC Kg Sungai Siput
  c) Mini RTC Kg Gadek
  d) Mini RTC Kg Pasir Salak
  e) Mini RTC Kg Sungai Haji Muhammad
  f) Mini RTC Kg Sungai Tiram

CP2: Collection & Distribution Centers (FAMA)
- M3R
- CC

CP3: Agri-Bazaar Portal – A system for urban buyers/entrepreneurs directly order from Mini RTCs (FAMA)

CP4: Discounted products & KR1M products for Rural customers (FAMA)

CP5: Special Agri-Zones (MARDI)

Promote Agribazaar Portal through participation in Mobile CTC
S.W.O.T ANALYSIS

STRENGTHS
1. Adequate financial resources/ support from government.
2. Process capabilities – effective & efficient with cooperation from various ministries/agencies/private sectors.
3. High level of expertise on entrepreneurship and agriculture.

OPPORTUNITIES
1. Collaboration with other countries (within ASEAN or outside of region) to share best policy practices regarding youth entrepreneurship.
2. Cooperation between the private developers and the government on land matters to ensure the balance between land for agriculture and development purposes.

WEAKNESSES
1. Lack of synchronization between ministry and agencies on implementation of policies.
2. Insufficient research and development for the improvements of certain services to be at par with international standards.
3. Other elements influencing decision-making processing.

THREATS
1. Lack of funds to ensure the continuity of projects
2. Land availability
3. Natural disasters which is beyond control
4. Cross cutting entrepreneurship policies implemented in other sectors may hamper efforts/ cause confusions.
CONCLUSION

• Modern and innovative approaches need to be used to attract more youth into the agriculture sector and to promote it as viable career option.

• As successful as the initiatives are, there are still room for improvements for the policies undertaken by the government and financial institutions.

• Empowerment of Govt - Private initiatives.

• Agriculture sector should be an important asian agenda in terms of addressing Food Security issues.
Thank You