

## Federal Agricultural Marketing Authority Act 1965 (Revised) 2004 [Act 141]

Federal Agricultural Marketing Authority  
(Grading, Packaging and Labelling of Agricultural Produce)  
Regulations 2008

### 1. WHAT ARE 3P REGULATIONS?

- o A programme to improve the quality of agricultural produce through grading, packaging and labelling
- o The regulations require that all agricultural produce are graded, packaged and labelled before they are marketed (domestic, export or import)

### 2. WHAT ARE THE OBJECTIVES?

- o To enhance the efficiency and effectiveness of the marketing of local produce in order to retain their competitiveness;
- o To maintain current market share or to expand both domestic and overseas market access in line with the changes in global trade

### 3. WHO ARE REQUIRED TO CONFORM TO THESE REGULATIONS?

- o Exporters
- o Importers
- o Wholesalers
- o Retailers



### 4. WHAT ARE THE TYPES OF AGRICULTURAL PRODUCE COVERED BY THESE REGULATIONS?

- o Fresh Vegetables
- o Fresh Fruits
- o Fresh Cut Flowers
- o Groundnuts
- o Coconuts
- o Coffee Beans
- o Sugar Cane Stem



### 5. WHAT IS REQUIRED BY THESE REGULATIONS?

#### o GRADE STANDARD

- Be graded in accordance to Malaysian Standard (MS) specifications
- Imported produce that do not have MS specification shall be graded in accordance to the grade standard used by the country of origin
- Produce having no MS standard or grade standard from country of origin shall be graded in accordance to the grade standard specified by FAMA from time to time

#### o PACKAGE

- Packages for agricultural produce:
- a) Shall be of a size that provides a firm package for the contents;
- b) Shall contain agricultural produce of the same type and grade standard;
- c) Shall not exceed 30 kilograms;
- d) Shall meet requirements for quality, hygiene and resistance so as to provide maximum protection from any damage to the agricultural produce during its handling and transporting;

- e) Shall be made from a material that will not cause damage to the shape and quality of the agricultural produce; and
- f) Shall be free of old labels or marks if the package is reused.

#### o LABEL

- A label to be applied or attached on a package:
- a) Size of label shall not be less than 11 cm by 7 cm;
- b) Applied firmly and is conspicuous;
- c) Shall contain the following particulars:
  - i) Name and business address of importer/exporter/agent/producer/distributor, whichever is applicable;
  - ii) Common name of produce;
  - iii) Grade standard;
  - iv) Size;
  - v) Country of origin;
  - vi) Weight of package; and
  - vii) The words "Produce of Malaysia", if the produce is for export
- To ensure legibility and durability of the particulars marked on the label:
- a) Size of lettering shall not be less than 20 points
- b) For domestic market, in the national language and may include translation in other language;
- c) For export, in the English Language and may include translation in any other language;
- d) For imports, in the national language.

### 6. IMPORT AND EXPORT

- o Importers/Exporters are required to ensure that the agricultural produce are graded, packaged and labelled in accordance with these Regulations
- o Required to obtain a Certificate of Conformity before the agricultural produce are imported or exported.

### 7. WHOLESALE

- o Wholesalers are required to ensure that the agricultural produce are graded, packaged and labelled in accordance with these Regulations

### 8. RETAIL

- o Retailers are required to ensure that the agricultural produce are graded, packaged and labelled in accordance with these Regulations
- o Retailers may display without packaging, however the following particulars shall be displayed conspicuously:-
  - a) Common name;
  - b) Grade standard;
  - c) Size; and
  - d) Country of origin of the agricultural produce.





## GRADE STANDARDS

### Criteria to determine grade

- Uniform in maturity (colour index)
- Freshness
- Free from defects
- Free from damages
- Uniformity in size



### Benefits of Grading

- Guarantees quality
- Uniformity in quality
- Increases consumer awareness
- Fulfils consumer demands
- Prevents fraud
- Promotes healthy competition for improving quality
- Fair returns for producers
- Reduce wastage and loss
- Improves ability to compete in the global market
- Ensures food safety

## PACKAGING

### Benefits of Packaging

- Produce protected
- Attract consumers
- Easy handling
- Less damage



## Characteristics of good packaging

- Suitable size and sufficiently sturdy to hold the contents
- Contains produce of the same type and grade standard
- Does not exceed 30 kg
- Provides maximum protection from any damage to contents during handling and transporting
- Packaging material does not damage the shape and quality of the produce
- Carries a label
- Allows for easy identification of contents



## LABELLING

### Why label?

- To enable identification of the importer/exporter/ agent/producer or distributor of the produce
- To provide information on the name, grade, size, country of origin and weight of the produce
- To comply to international trade standards for food safety and traceability
- To support the enforcement of the Food Act in the control of chemical residues in agricultural produce
- To increase the competitiveness of local produce in the markets



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## 3P REGULATIONS

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