

FAMA BACKGROUND

The Federal Agricultural Marketing Authority (FAMA) was established under Act 141 as a marketing agency under the Ministry of Agriculture and Food Industry. FAMA is responsible for the marketing of agro-food products such as vegetables, fruits and floriculture as well as agro-based industry products.

In order to drive the domestic and international marketing sectors, FAMA plays a role in expanding the market size of agro-food products and increasing producer incomes. FAMA also plays a role in ensuring that agricultural and food industry products are available and obtainable at affordable prices for consumers. To perform this role, FAMA has intensified efforts to increase efficiency along the marketing chain through the following strategies:

- I
- Development of market channels
- II
- Development of marketing infrastructure
- III
- Entrepreneurship development
- IV
- Product marketing development
- V
- Development of marketing regulations

Vision

The leading authority on marketing of food and agricultural products.

Mission

To develop an efficient and effective food and agricultural marketing chain to increase customer value.

Objectives

1.

Realisation of the National Vision and National Agricultural Policy to make Malaysia a major world producer of food through the efficient and effective marketing of food and agricultural products;

2.

Development of marketing infrastructure and a supply chain system that is efficient and effective;

3.

Development of marketing and increasing demand for food and agricultural produce domestically and internationally; and

4.

Leading human resource capacity building in agricultural marketing based on knowledge and the latest technology.



AGROBAZAAR ONLINE This is an agro-food virtual marketing platform that connects producers, manufacturers, suppliers and consumers. It provides new and sustainable market channels for agricultural products by creating online communities to improve the quality of life of farming communities. The major components are Information, Training, Support Services, Trade Portal, Community Development, Online and Offline Business Value Chain.

MARKET INFORMATION Aims to disseminate quality data and market information to the government and target groups to assist in strategic planning and making precise decisions to improve the national economy, especially in the agro-food sector. The information provided includes online price reference through a mobile application - MyHarga Tani - and price display on the official FAMA website. Preparation of weekly report, namely Current Scenario Report on Supply, Demand and Market Prices for Selected Commodities at the Farm, Wholesale and Retail Levels in Malaysia. There are also printed references through the publication of the Gazette on Products Book; FAMA Key Marketing Statistics Book; Agricultural Products & Agro-based Industry Products Market Outlook Bulletin; as well as research findings in the agro-food sector.

MARKETING EDUCATION AND CONSULTANCY SERVICES The role of this division is to build the capacity of target groups through training, guidance, advisory services and consultancy in agro-food marketing. It also functions to:

- Transfer information, technology and marketing skills to target groups through extension programmes and advisory services.
- Improve good marketing practices among the target groups towards achieving food security with added value and meeting market requirements.



AGROBAZAAR KEDAI RAKYAT (AKR) Grocery stores that are owned by existing entrepreneurs have been upgraded to play the role of buying and selling daily retail necessities at reasonable prices while at the same time displaying the image of stores that are organised, neat, attractive and uniform throughout the country. The target focus of the AKR project is retail stores located in the suburbs and rural areas, which recorded a monthly sales value of RM20,000 for applications in Peninsular Malaysia and RM18,000 in Sabah & Sarawak. Agrobazaar Kedai Rakyat was envisaged as a place to collect, buy and sell agricultural products of small farmers and village communities as well as sell daily necessities at reasonable prices.



AGROBAZAAR K-SHOPPE Agrobazaar K-Shoppes are outlets owned by entrepreneurs. They have been upgraded to become outlets under the guidance of FAMA to focus on wholesale and retail activities of agro-based industry processed products.



AGROBAZAAR R&R Agrobazaar Rest & Recreation (R&R) is a premise owned by FAMA or leased by FAMA with the main purpose of serving as a marketing and promotion centre for Agro-based Industry processed products and other agricultural-based products. This retail outlet entity project owned by FAMA serves to provide competitive market opportunities as a sales and promotion centre for Agro-based Industry products. Agrobazaar serves as a one-stop centre and flagship for consumers to get agricultural-based products as well as providing food outlets as a complement for the attraction of visitors.



AGROBAZAAR RAKYAT (ABR) The Agrobazaar Rakyat (ABR) project serves as a retail outlet that buys agricultural products directly from production sources and sells to consumers in addition to retailing daily necessities at reasonable prices. This project is an effort of the Ministry of Agriculture & Food Industry (MAFI) to circumvent the many layers of middlemen who exploit the market through controlling supply and demand to affect the selling price of food products. MAFI acts as the coordinator of the Agrobazaar Rakyat project while FAMA, LPP, LKIM, MADA, KADA, DOA & IADA Sarawak are the implementing departments/agencies.

YOUNG AGROPRENEUR This programme was conceptualised under the 11th Malaysia Plan (RMK-11) specifically for youths aged between 18 to 40 years. It aims to assist and encourage the involvement of youths in the field of agro-entrepreneurship in all activities, including marketing, support services and agro-tourism in the value chain of the agricultural sector such as crops, livestock, fisheries and agro-based industries.



FRESH FRUIT STALLS The Fresh Fruit Stall (GBBS) Project is a new approach in developing local fruit marketer entrepreneurs nationwide. The GBBS project began on 26 April 2006 nationwide as one of the strategies to create a bond of cooperation and understanding with existing fruit stall entrepreneurs to help FAMA expand alternative market channels for the local fruit market. GBBS are stalls that conduct mainly fresh fruit business activities which are upgraded or developed by FAMA in line with adopting a uniform corporate image.



DIRECT SALES FROM FARM Direct Sales from Farm was introduced as one of FAMA's efforts to diversify market outlets for contract farming participants as well as to support programmes implemented by FAMA throughout Malaysia. The implementation of this programme is able to offer more reasonable prices of vegetables and fruits to consumers at a range of 5% to 30% lower than the market price and a remunerative price to producers with a level of around 50% of the consumer price.



AGRO-CARAVAN The Agro-Caravan Programme was proposed by the Honourable Minister of Agriculture and Agro-based Industry with the Federal Agricultural Marketing Authority (FAMA) tasked to design, plan and implement this programme.

It is an extension of the Agro-Caravan Programme introduced by FAMA to help Agro-Caravan participants market agricultural produce on-the-go and started operations in December 2008.

FRESH MARKETING SERVICES The scope of Fresh Marketing Services covers the purchase of agricultural produce from farmers, holding direct sales to help reduce the cost of living and providing relevant advisory services as well as act as a provider of information to target groups. Among the services provided are:

- Assist in marketing agricultural produce.
- Business Matching between Farmers/Producers and Market Intermediaries.
- Provide sales outlets through the organisation of Carnivals/Festivals/Expo.
- Ensure adequate supply through Food Supply Stocks for selected products.

CONTRACT MARKETING DEVELOPMENT DIVISION The Contract Farming Project was initiated during the Ninth Malaysia Plan, with a focus on the agricultural sector that could be intensified to achieve economic growth. This programme is in line with the First Thrust of the National Mission, which is to improve the economy in the higher value chain, emphasising on several aspects of the development of quality production that has added value through activities such as grading, packaging and labelling.



MYAGROSIS The Malaysian Agro-Entrepreneurial Club for University Students (MYAGROSIS) was established on 17 December 2011 for students at Institutes of Higher Learning to provide exposure and encouragement to them to venture into the field of agricultural and agro-food entrepreneurship. The MYAGROSIS Club is established by students at Higher Learning Institutes and guided by all Government Agencies under the Ministry of Agriculture and Food Industry (MAFI). Through this effort, it is hoped that students who join the MYAGROSIS Club will be able to continue the transformation of agriculture and agro-food towards a more modern, dynamic and competitive sector in the future.



MYFARM OUTLET The Federal Agricultural Marketing Authority (FAMA) took the initiative to develop MyFarm Outlets to meet the needs of consumers so that they could obtain a choice of quality agricultural produce at more affordable prices. This programme is a continuation of the programmes that have been implemented by the Ministry of Agriculture and Agro-based Industry through its agency, the Federal Agricultural Marketing Authority (FAMA), together with the relevant departments and agencies in addressing the rising cost of living. The first MyFarm Outlet was developed in Precinct 7, Putrajaya.



MY BEST BUY (MBB) The MBB programme is one of the Ministry's initiatives in collaboration with FAMA to help the people address the rising cost of living through the sale of various agricultural and non-agricultural products at special prices. MBB also serves as a platform for local entrepreneurs to market their products directly to consumers, and at the same time, increase revenue through this new market channel. Through the My Best Buy programme, consumers in urban areas are offered high quality products at affordable prices (High Quality with Affordable Price).



MEDAN NIAGA SATOK Medan Niaga Satok (MNS) is a joint venture project between the Federal Agricultural Marketing Authority (FAMA) and the Sarawak State Government through the Sarawak Ministry of Housing. This project was proposed by the Minister of Housing and Tourism of Sarawak in 2006 to provide a market with a modern, clean, orderly and complete concept with the latest waste management system. Medan Niaga Satok was built to replace the previous Satok Market that was located at Jalan Satok, which was becoming rundown and no longer suitable due to drainage problems, dirty environment and traffic congestion.

The project is built on a 12.25-acre lot located at Lot 13636, Section 65, KTLD, Jalan Matang, Petra Jaya, 93050 Kuching, Sarawak. Medan Niaga Satok commenced operations on 1 January 2013 after the operation of the Satok Market in Jalan Satok was officially closed on 31 December 2012.



FARMERS' MARKETS Farmers' Markets were introduced in 1985 as a marketing institution for the purpose of developing marketing channels as well as encouraging the participation of agro-entrepreneurs in the marketing of their own agricultural products directly to consumers. They are characteristically mobile, carry a carnival-like atmosphere with a distinctive and uniform identity. Farmers' Markets as a 'Consumer-Producers Meeting Place' are able to help farmers receive remunerative and profitable prices while consumers obtain quality supplies at reasonable prices.



PERMANENT FARMERS' MARKETS Permanent Farmers' Markets were developed to increase the number of permanent market outlets and upgrade existing marketing infrastructure. This transformation was expected to benefit both entrepreneurs and consumers. Extending and creating new business operating hours could also increase the number of entrepreneurs. In addition, entrepreneurs' incomes could be increased through incentive programmes to attract consumers. The consumers will, in turn, have a more conducive shopping environment.

UPGRADING PRODUCT PACKAGING IMAGE This programme is implemented to ensure that the products of agro-based industry entrepreneurs meet the requirements of packaging and labelling standards to enable the products to compete in the marketplace and at the same time, help increase sales and incomes of entrepreneurs.

PROVISION OF MARKET CHANNELS/ACCESS Market channels/access are provided through agro-based industry promotional activities and carnivals to assist entrepreneurs in expanding their market, networking, increasing product sales as well as increasing the income of SME entrepreneurs.



GPL REGULATIONS The Federal Agricultural Marketing Authority (Grading, Packaging and Labelling of Agricultural Produce) Regulations known as 3P Regulations were gazetted on 18th August 2008. These regulations were enacted based on Section 3 (2) (c) of Act 141, which outlines FAMA's powers to carry out activities related to grading, packaging and labelling of agricultural produce. The draft 3P Regulations were also brought to the WTO Notification Committee on 24th June 2008 to inform WTO member countries of Malaysia's plans to enforce the 3P Regulations. This notification was managed jointly with SIRIM and the objection period was two (2) months from the date of notification. The purpose of the implementation was to increase the efficiency and effectiveness of the marketing of agricultural products in order to remain competitive and able to maintain the existing market or expand market access at home and abroad in line with changes in world trade.

FRESH FRUIT PROCESSING CENTRE Good Manufacturing Practices (GMP) issued by the Ministry of Health Malaysia (MOH) are regulations, codes and guidelines that govern the operating conditions in a food premise to enable the production of safe, clean and quality food.

The role of this processing centre is to process fruits into frozen products and minimally processed products. Among the fruits involved are durian, jackfruit, corn, cempedak, mango and other selected fresh fruits.

FARM COLLECTION CENTRES Farm Collection Centres were developed for:

- Improving the market infrastructure network so that the farmers' marketing activities of agricultural products can be carried out in a more organised and systematic manner.
- As a meeting place for producers and marketers.
- For implementing post-harvest activities such as grading, packaging and labelling (GPL).
- To encourage producers to operate on a commercial basis, that is, offering wholesale and retail sales in Farm Collection Centres.

PERAK RURAL TRANSFORMATION CENTRE (RTC) The Perak Rural Transformation Centre (RTC) embraces the concept of a 'One Stop Centre for Multiple Services'. The RTC was established to improve the socio-economy of the local population whereby various value-added activities are implemented to increase incomes. In addition, the RTC provides services and information on opportunities available at government departments and the private sector.

KELANTAN RURAL TRANSFORMATION CENTRE (RTC) The FAMA Kelantan Rural Transformation Centre (RTC) was originally known as the National Food Terminal (TEMAN) and the National Agribusiness Terminal (TEMAN) located in the Kota Bharu district of Kelantan. The RTC is an integrated stop for the distribution of food supplies in the country as well as a centre for wholesaling and retailing of agricultural products. Currently, the existing components consist of Administration Block, Food Court, Floriculture Site, Permanent Farmers' Market, MyFarm Outlet, Cold Room Site, Expo Site and three (3) blocks comprising Blocks A, B and C for shop lots.

FAMA CORP FAMA Corporation Sdn. Bhd. or FAMACORP is a subsidiary of the Federal Agricultural Marketing Authority (FAMA), a marketing agency under MAFI. The company was incorporated on 15 August 1994. FAMACORP's role is to create catalysts and enablers so that the environment for the marketing of commodities, agricultural and agro-based industry products can grow locally and abroad, which in turn can increase the competitiveness of entrepreneurs.

AGROMAS BRANDING The Agromas branding project is a FAMA programme for developing entrepreneurs' products where FAMA is responsible for the development and marketing of the product.

KOPIE SATU The objective is to lead small and medium entrepreneurs in the coffee related industry. Meet the demand in efforts to develop the coffee industry and also help promote the agro-based industry. Also provide awareness to the public on high quality Malaysian branded coffee.

MYKOPIE Mykopie's role is to develop MYAGROSIS entrepreneurs in the network of Higher Education Institutions throughout Malaysia and young entrepreneurs in the Malaysian market. There are 2 business packages offered by Mykopie, namely Foldable Kiosks and Mobile Kiosks.

NEGERI SEMBILAN FAMA TRAINING INSTITUTE (ILFPD) Provide facilities such as seminar halls, accommodation and course packages to conduct training. These facilities are for FAMA staff as well as external agencies that need comfortable facilities to conduct training.

KELANTAN FAMA TRAINING INSTITUTE (ILFKB) ILFKB is an Accredited Centre that runs the National Agricultural Skills Training Programme (PLKPK) offering Malaysian Skills Certificate level 3 (single tier) full time in the field of Agricultural Marketing. The programme is recognised by the Department of Skills Development and the period of study is for 1 year and 6 months.

FAMA OFFICE BRANCHES IN MALAYSIA

FAMA HEADQUATER FEDERAL AGRICULTURAL MARKETING AUTHORITY

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For more information please visit the FAMA portal :
www.fama.gov.my



FAMATV portal:
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CORPORATE INFORMATION

