

Bridging the Gap

The Certification Debate





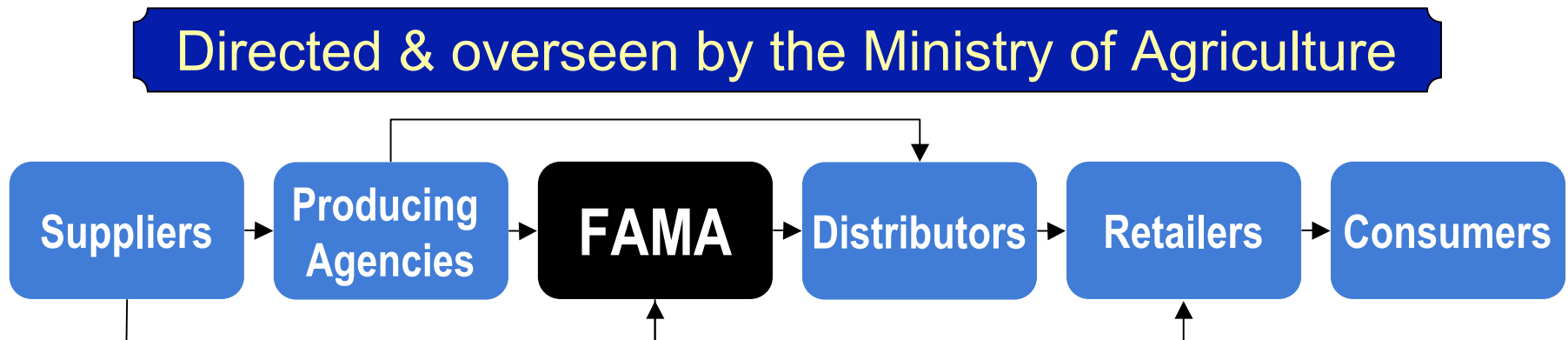
About FAMA

- We are an agency that is responsible for delivering the social-economic agenda planned by the Malaysian government
- From an operating model perspective, FAMA is a full fledged marketing agency
- Some pertinent details about FAMA:
 - Agency operating under the MOA
 - Operating since the year 1965
 - Operate all over Malaysia, in every state



Our Position in the Value Chain

- FAMA is a “Strategic Facilitator”
- We **assist entrepreneurs** to move their products through the commercial value chain right to the end user



The header features a dark background with a blue and purple gradient on the left. Two white silhouettes of people are shown; one is holding a briefcase. A large, bright yellow question mark with a black outline is positioned on the right side of the header.

Key Question?

- Are existing quality standards in Malaysia adequate for the consumers worldwide?

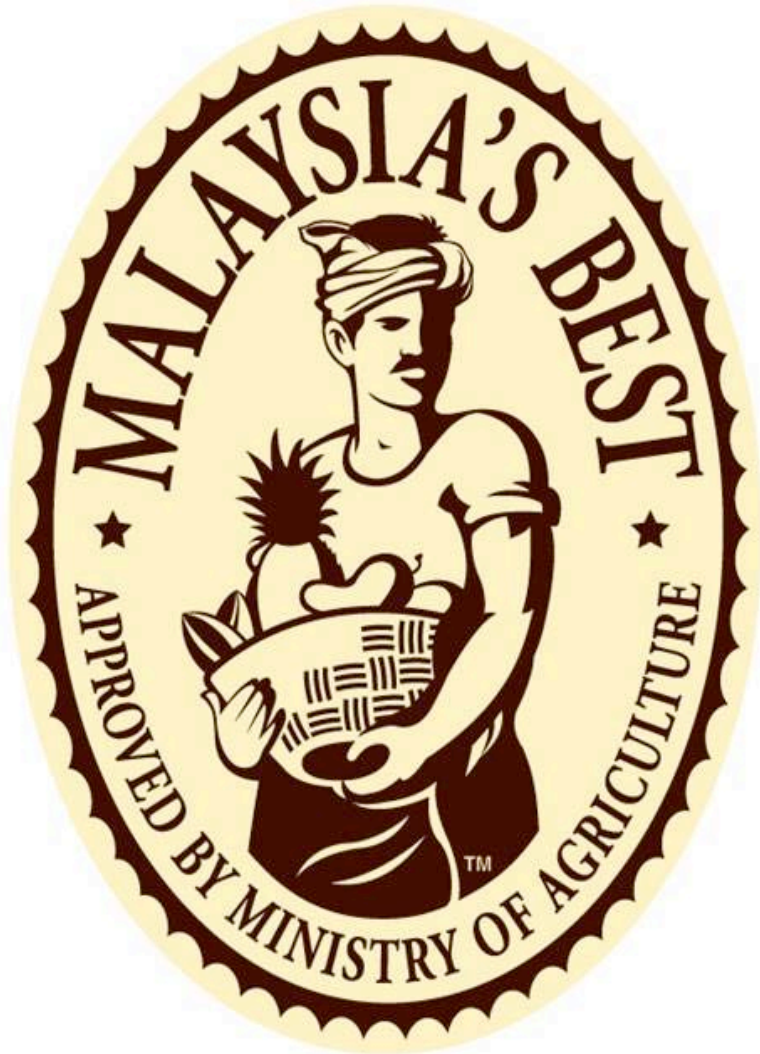
“Yes, they absolutely are”



The Products Covered

- The range of products for which quality can be assured:
 - **Fresh produce** such as fruits, vegetables, aquaculture produce, flowers etc
 - **Processed products** such as coconut oil, cocoa butter, canned fish and meat, fruits etc
- Confidence is assured through the use of a trademark which essentially is an “**Endorsement Brand**”

The Endorsement Brand Malaysia's Mark of Quality



- This is the registered mark of quality used to certify the standards of our products
- This is more suited for fresh produce
- The proprietor of this mark is the Government of Malaysia
- FAMA is entrusted to administer this mark via stringent protocols



The Standards of Malaysia Best

- Malaysia Best meets international standards
- In particular
 - GLOBALGAP (EUREGAP)
- GLOBALGAP (EUREGAP) are critically important standards that must be secured of Malaysian made products are to be successfully exported to Europe and the rest of the world.



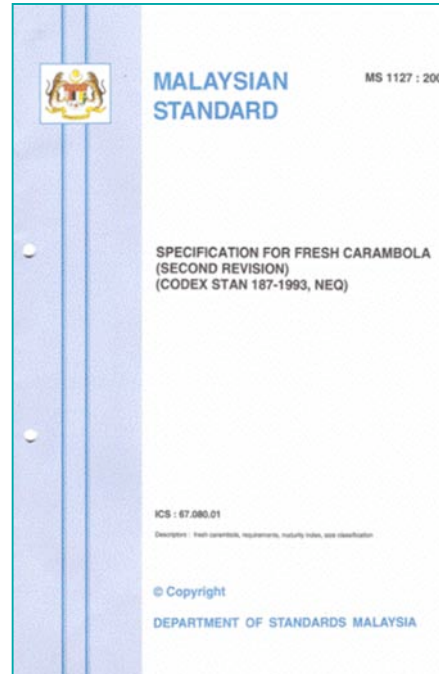
Measures of Malaysia's Best Food Safety and Standard Quality

- Pre-requisite: All fresh produce must be sourced from **SALM (Skim Amalan Ladang Baik Malaysia) / Global GAP qualified farms and/or other recognized GAP(s)**.
- In order to obtain the Malaysia's Best food safety and quality certification and endorsement, all fresh produce must fulfill and comply with the requirements set by the following Standard authorities:
 - Malaysian Standard by SIRIM
 - FAMA Grading System
 - 3rd Party Acceptable Standards (*if unavailable under SIRIM or FAMA specifications*)



Malaysian Standards Registration For Fresh Fruits

Chokanan Manggo	MS1859: 2005
Pineapple	MS 1041: 2001
Star fruit	MS 1127: 2002
Watermelon	MS 1028: 2005
Papaya	MS 1040: 1986
Guava	MS 1149: 1989
Mandarin	MS 232: 1985
Exotica Papaya	MS 1145: 2003
Honey Dew	MS 1325: 1993



Tomato	MS 893: 2009
Fresh Musturds	MS 1323: 2008
Fresh Sweet Corn	MS 1229: 2008
Fresh Ginger	MS 1306: 2005
Fresh Chillies	MS 893: 2005
Cabbage	MS 892: 2004
Long Bean	MS 951: 2003
Cucumber	MS 956: 2003





Glimpse of Adherence Protocols

- To qualify for Malaysia's Best Processed Products must meet standards in the following areas:
 - Adherence to the Food Safety Act
 - Adherence to the Food Hygiene Regulations Act
 - HALAL Certification
 - Good Manufacturing Practice (GMP)
 - Good Hygiene Practice (GHP)
 - Hazards Analysis Critical Point Control (HACCP)
 - ISO
 - Ethical Management of Workforce

Total Participants As June 2009



PRODUCTS	NUMBER OF PARTICIPANTS
Star fruit	10
Papaya Exotica	4
Hong Kong Papaya	3
Watermelon	2
Josapine Pineapple	2
Mango	4
Cavendish Banana	1
Dragon Fruit	6
Pomelo	2
Salad	1
Tomato	3
TOTAL	38

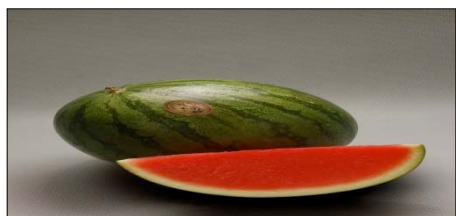




Malaysian Fruits and Vegetables Trade Figures

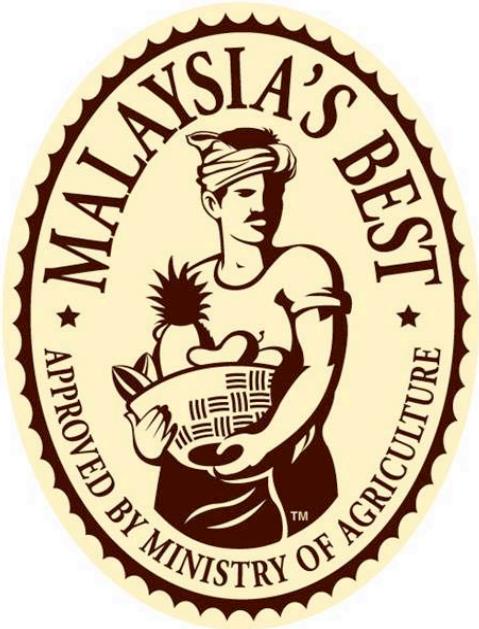
Category of Produce	Export Value (RM Million) / Year	
	2007	2008
Fresh Fruits	409.7	487.19
Fresh Vegetables	693.36	665.02

Total Export of Malaysia's Best 2008



Commodity	Quantity (MT)	Value (RM)
Star Fruit	1182	4,880,000
Hong Kong Papaya	220	300,000
Exotica Papaya	972	1,400,000
Watermelon	784	1,080,000
Josapine Pineapple	900	2,000,000
Pomelo	60	100,000

Conclusions



- ♣ Malaysia's Best to clearly represent quality assurance. It is seal of Approval.
- ♣ To manage traceability and the accountability.
- ♣ Marketers (Entrepreneur) who supply Malaysia's Best are knowledgeable and experienced in producing consistent quality of fruits that is safe for eating.

