

EXECUTIVE SUMMARY

TITLE	:	AGRO-FOOD (AFPN) PROJECT FOR 2020 SUB-INITIATIVE 3 PUSH FOR ENFORCEMENT AND ADOPTION OF RELEVANT STANDARD AND PRACTICES TO STRENGTHEN END TO END VALUE CHAIN
PROPOSED DATE	:	February– October 2020
BUDGET/COST	:	RM 300,000 (SPN)
OBJECTIVES	:	To seek approval to utilise SPN budget for the implementation of Productivity Nexus Agro-food 2020 project.
EXPECTED OUTPUT	:	<ul style="list-style-type: none"> • Business Process Outsourcing Model for MyGap Pre-certification Activities • Program campaign on consumer awareness through Behavioural Insights (BI) approach
DEPARTMENT	:	DMO/ Agro-food Productivity Nexus (AFPN)
COMMENTS/ SIGNATURE OF ACCOUNTANT		
COMMENTS/ SIGNATURE OF PCT MGR		

PAPER FOR BOARD OF MANAGEMENT APPROVAL

Title: Push For Enforcement And Adoption of Relevant Standard And Practices To Strengthen End To End Value Chain

1.0 Purpose

The purpose of this paper is to seek approval to utilise SPN budget for the implementation of Productivity Nexus Agro-food 2020 project under sub-initiative 3.

2.0 Background

The impasse in the slow uptake of food safety and food quality certification among the food producers is due to the lack of demand pull and the compliance requirement of the regulators, the retailers and consumers. Initiative A3 attempts to address these laggards by creating a (social/communal) movement of demand awareness for certification of food safety and food quality, with the retailers and consumers.

Initiative A3 will examine the existing food quality certification scheme, MyGAP, Organics and HACCP, to identify its functional role in implementing food quality standards for the local and regional markets and make recommendations to bolster the scheme.

Initiative A3 will attempt to integrate the implementation of MyGAP certification into the Contract Farm models of Initiative A2.

The Initiative A3 will recommend that MyGAP benchmark against the internationally accepted food quality certification standards, GlobalGAP.

The alternative to benchmarking MyGAP against GlobalGAP, is to remodel a privatised MalaysiaGAP Scheme that has international benchmarked compliance criteria, to be utilised by the Malaysian international food exporters. The certification of the MalaysiaGAP Scheme is aimed to be self-conducted by the farmer client but will be audited by an independent external auditor. The models of ThaiGAP (Thailand) and JGAP (Japan) are identified in this exercise.

3.0 Objectives

The objectives of this project are:

- 1) Strengthen standards authorities through Pilot 'Business Process Outsourcing of Mygap Pre-Certification Activities'
- 2) Creating consumer awareness program on MyGAP standard (Food Safety) using Behavioural Insights

4.0 Output

- 1) Business Process Outsourcing Model for MyGap Pre-certification Activities
- 2) Program campaign on consumer awareness using Behavioural Insights (BI) approach

5.0 Outcome

- 1) Increased in consumers awareness on myGAP
- 2) Increase number MYGAP certified farms

6.0 Project Team

Program Advisor	: Suhaimi Hamad (PGD)
Program Manager	: Zulaifah Omar (PGD)
Project Manager	: Azlin Mohd Alias (PGD)
Project Members	: Nurul Nadia Abdul Patah (PGD)
	Dr Izhar Che Mee (MPC Associate)

7.0 Project Milestone

[illegible]

8.0 Costing

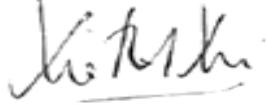
The estimated cost for 2020 Productivity Nexus Agro-food projects are as follows

No	Items Description	Details	Price (RM)
1	Subject Matter Expert Fees: I. Subject Matter Expert Fee / Facilitator / Consultant Fees II. Report	1 Expert x RM46,000 = RM46,000 20 pages x RM200 = RM4,000	50,000.00
2	A. Strengthen standards authorities through Pilot 'Business Process Outsourcing Of MyGap Pre-Certification Activities' I. Meeting / Seminar /workshop Package II. Travelling allowance and accommodation III. Rapporteurs / Minutes writer / Proofread	RM200 x 20 pax x 5 sessions = RM20,000 RM2,000 x 5 pax x 4 sessions = RM40,000 RM1,000 x 5 sessions x 2 rapporteurs = RM10,000	70,000.00
3	B. Creating consumer awareness on MyGAP standard (Food Safety) using Behavioural Insights approach I. Meeting / Seminar /workshop Package II. Travelling allowance and accommodation III. Rapporteurs / Minutes writer / Proofread	RM200 x 40 pax x 10 sessions = RM80,000 RM2,000 x 5 pax x 5 sessions = RM50,000 RM1,000 x 10 sessions x 2 rapporteurs = RM20,000	150,000.00
4	Document and Report Preparation I. Printing II. Promotional items		30,000
	TOTAL		300,000.00

8.0 Conclusion

The approval of BOM is sought to approve the Budget of RM 300,000 for the implementation of Productivity Nexus Agro-food 2020 projects under sub-initiative 3.

Prepared by:



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Date: 7 February 2020

Reviewed by:



Zulaifah Omar
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PGD
Date: 7 February 2020

Approved by:



Suhaimi Mamat
Director
PGD
Date: 7 February 2020