

EXECUTIVE SUMMARY

TITLE	:	AGRO-FOOD (AFPN) PROJECT FOR 2020: FACILITATE BETTER MATCHING ALONG THE SUPPLY CHAIN BY LINKING DOWNSTREAM DEMAND TO UPSTREAM SUPPLY
PROPOSED DATE	:	February 2020 – December 2020
BUDGET/COST	:	RM 300,000 (SPN)
OBJECTIVES	:	To seek approval to utilise SPN budget for the implementation of Agro-food Productivity Nexus 2020 project and initiatives.
EXPECTED OUTPUT	:	<ul style="list-style-type: none"> • Content for Agro-food Information Toolbox • Agro-food Information Toolbox on Live (Information / Forum) • Database on Upstream supply and Downstream demand • No of farmers registered in Agro-food Information Toolbox
DEPARTMENT	:	DMO/ Agro-food Productivity Nexus (AFPN)
COMMENTS/ SIGNATURE OF ACCOUNTANT	:	
COMMENTS/ SIGNATURE OF PCT MGR	:	

PAPER FOR BOARD OF MANAGEMENT APPROVAL

Title: Facilitate Better Matching Along the Supply Chain by Linking Downstream Demand to Upstream Supply

1.0 Purpose

The purpose of this paper is to seek approval to utilise SPN budget for the implementation of Agro-food Productivity Nexus 2020 project and initiatives

2.0 Background

The model that is made up of 6 individual initiatives as identified in the Malaysia Productivity Blueprint (MPB), attempts to develop and provide the experts, tools, resources, mechanisms, systems and connectivity that the farmers and the stakeholders can utilise in improving the productivities of their value chain activities.

There is a matching asymmetry of knowledge and information between the parties who hold the resources against the farmers and supply chain stakeholders. Initiative A1 attempts to develop an information exchange template (AgroFood Information Tool Box), where the technical information service provider (ISP) - holders of knowledge and information can deposit their technology, and where the User (farmers, processors, marketers, etc.) can access critical, updated, relevant contents easily and accurately. The mechanics of the above template also allow the ISP and User to 'utilise the information, improve and learn by doing' through their dialogue in the AgroFood Open Access Forum.

The differentiations between information vs knowledge, and information data vs intelligence matters to the Users at different times and circumstances. When information is open, freely and easily accessible (meaning creating an open competitive field), the stakeholders will find their best fit role (i.e. value/profit) in the supply chain, naturally and competitively. And the effect to which will shorten and fill the 'white spaces' of the current value chain.

This platform will ensure that agro-producers are up-to-date on the demand for produce and are able to cater to those demands. Additionally, agro-manufacturers will be able to identify potential local producers who can provide them with raw product, hence reducing the reliance on imports. Through this platform, gaps within the value chain can also be identified and subsequently, players can be enabled and supported to move into the 'white spaces' within the value chain. This will help focus subsector players on value-adding activities which, in turn, will boost the productivity of the subsector as a whole. Beyond the setting up of the platform, roundtable talks to encourage linkages and collaboration between upstream and downstream players should also be encouraged.

3.0 Objectives

The objectives of this project are:

- 1) To integrate between food production and downstream food chain activities
- 2) To compile and disseminate of information between market demand and supply within the sector
- 3) To encourage producers and manufacturers move into white spaces within the agro-food value chain

4.0 Output

- Content for Agro-food Information Toolbox
- Agro-food Information Toolbox on Live (Information / Forum)
- Database on Upstream supply and Downstream demand
- No of farmers registered in Agro-food Information Toolbox

5.0 Outcome

- Link information on Upstream supply and Downstream demand

6.0 Project Team

Program Advisor	:	Hj Suhaimi Hamad (DMO)
Program Manager	:	Zulaifah Omar (DMO)
Project Manager	:	Azlin Mohd Alias (DMO)
		Muhammad Hisham Nordin (DMO)
Project Members	:	Nurul Nadia Abdul Patah

7.0 Project Milestone

8.0 Costing

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

No	Items Description	Breakdown	Price (RM)
1	Subject Matter Expert (SME) a) Consultant Fees b) Report	1 SME x 50,000	50,000.00
2	Administrative I. Meeting / Seminar (RM 150 x 25 pax x 4 session) II. Workshop Package / Accommodation (RM 500 x 30 pax x 3 session) III. Flight Ticket (RM 500 x 8 pax x 3 trips) IV. Expert ➤ Facilitator / Consultant fee / moderator (RM 2000 x 3 session) ➤ Speaker honorarium (RM 500 x 4 pax) ➤ Rapporteurs (RM 1000 x 3 session) ➤ Minutes writer (RM 1000 x 4 session)	15,000 30,000 12,000 6,000 2,000 3,000 4,000	70,000.00
3	Develop Agro-food Information Toolbox Portal I. Search Module II. Content Module III. Admin Module IV. Forum Module	12,500 12,500 12,500 12,500	50,000.00
4	Develop Agro-food Information Toolbox Content I. Expert ((RM 2000 x 10 sessions x 2 days) II. Workshop (RM 150 x 20 pax x 10 session x 2 day) III. Rapporteurs (RM 1000 x 10 session)	40,000 60,000 10,000	110,000.00
4	Design Competition of Agro-food Information Tool Box Website a) Prize	20,000	20,000.00
	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 Agro-food Productivity Nexus 2020 projects and initiatives.

Prepared by:

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Date: 23 January 2020

Checked by:



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