

20 20

AGROFOOD PRODUCTIVE : WEBINAR REPORT ON POULTRY INDUSTRY

MPC



Safura Abdul Malek
Manager
Agrofood Productivity Nexus (AFPN)

A handwritten signature in blue ink, appearing to read 'Safura Abdul Malek'.



Table Of Content

NO	TITTLE	PAGE
1.	Report Series 1 Agrofood Productive: Transformation In The Malaysian Poultry Industry.	1-4
2.	Report Series 2 Agrofood Productive: The Role Of Private And Public Sector In The Poultry Industry	5-8
3.	Report Series 3 Agrofood Productive: Impact Of Covid 19 On The Malaysian Poultry Industry	9-12
4.	Report Series 4 Agrofood Productive: Development Of Export Trade For Malaysia Poultry Industry	13-15
5.	Summary of Webinar 1 - 4	16-19
6.	Survey Analysis Webinar Series 1 - 4	20-25
7.	Appendices	26-28



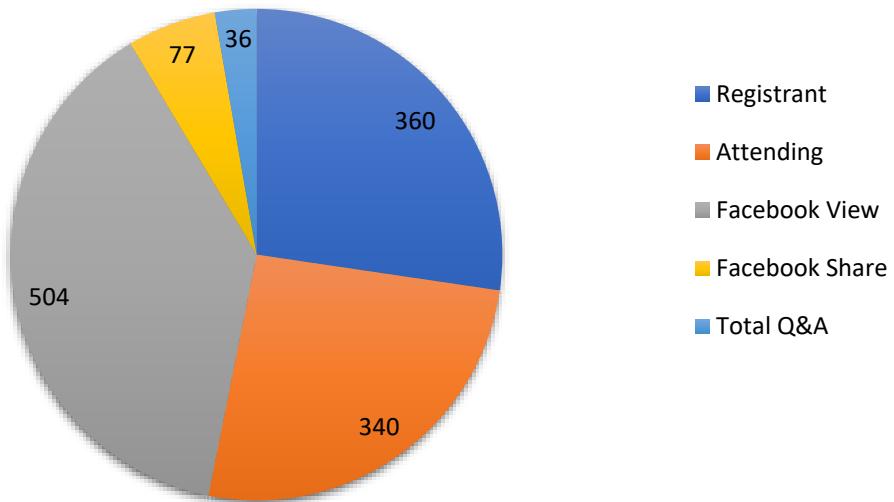
**Report Series 1 Agrofood Productive:
Transformation In The Malaysian Poultry Industry**

1. Webinar Information / Details

Title	Agrofood Productive: Transformation In The Malaysian Poultry Industry
Date	7 November 2020 (Saturday)
Time	11.00 am-1.00 pm
Platform	Zoom Webinar
Panelist	1. Datuk Jeffrey Ng, SR. Advisor and Former of FLFAM 2. Mr Teh Wee Chye, Managing Director Malayan Flour Mills 3. Dr. Shaufique Fahmi Ahmad Sidique, Head of Laboratory, Institute of Tropical Agriculture and Food Security, UPM
Moderator	Mr Terry Tan, President of FLFAM
Video Recording	https://www.facebook.com/MPCHQ/videos/272521164181693
Slide Presentation	http://www.wayup.my/sites/default/files/2020-11/Slide%20Presentation%20%28%231%20AgroFood%20Productive%20Webinar%29.pdf

2. Registrant Analysis

Series 1 Agrofood Productive: Transformation In The Malaysian Poultry Industry



3. Question & Answer

No	Question
1.	Will the presentation be shared with participants?
2.	Thank you Datuk, quick question, what will be the layer industry trend in next 3-5years?
3.	How has COVID-19 affect the broiler supply chain in Malaysia and what measures have been implemented to overcome these challenges to maintain the economic feasibility and sustainability of Malaysia broiler supply chain?"
4.	If our cost of production is the lower than Thailand, why is it Thailand can export poultry meat worldwide? Why can't Malaysia be better than Thailand in export esp we are HPAI free?
5.	Dressed chicken sold in retail does not meet the standard set by JPV? Dato please explain
6.	What is the dressed chicken standard that Dato mentioned just now? There are only 2 categories - standard and super
7.	What areas the poultry industry can do to fight climate change?
8.	What is your comment on traceability from farm to fork? Was it still lack in this industry?

No	Question
9.	Do you think our industry player already ready to go to IR4.0 and IOT level?
10.	To Datuk : in your explanation mention in Malaysia still not enough GP, so, what is current GP population and targeted for future GP to ensure we have enough supply to all PS
11.	What's your comment on the chicken price.. How expensive is expensive for the consumer?
12.	Do you think it is right time now for Malaysia to establish the Poultry Council as the main thrust to move the industry forward to high level just like what the country did for Palm Oil Board? Please comment
13.	What is your comments on current trend where many new big companies interested to join the broiler industry, it may affect the market excess supply which will leads to lower down the price.
14.	What is the current broiler and egg production comparing to the Pre-Covid 19 situation? What do you foresee the trend in 2021 ?
15.	To Datuk and Mr Teh: If you can point out, what was/were the most significant government policy or initiatives that has helped to transformed the poultry industry from 1960's
16.	Thank you Mr Teh for the best presentation, quick question,
17.	Antimicrobial Resistance (AMR) is an important issue & Malaysia has embarked on a National Action Plan (NAP) to combat it in line with the global action plan. Can the industry cope with this and to produce meat without AGP ?
18.	As you mentioned, our raw material cost is cheapest in SEA, how about our position compared to China? Many thanks
19.	To Mr Teh : in your challenges points, which country that probably able to give high demand in chicken consumption if Malaysia poultry integrator willing to export their chicken?
20.	Sir, the broiler price has been quite constant for years, even though the demands are growing every year. As the government is going to setting laws to stop AGP and we are expecting a higher production cost, how do you think about the price trend for future? Thank you
21.	What are the contributing factors to the decrease in poultry consumption in Malaysia in the recent years? Can we expect that vegetarianism and veganism are growing in Malaysia population and shifting the consumers diet choice to plant-based diet? If so, how would you project this to affect domestic poultry industry growth in the next 10 year?"
22.	According to Mr. Teh Wee Chai, we are very competitive in terms of price of production. I would like to know many percentage of production of our broiler and eggs are exported which excluded Singapore? I supposed is very low, compare to our counterpart Thailand. Why and what we can do to improve it?
23.	It is well said by Mr Teh that the industry is at the crossroad now after the industry has contributed positively over the past 50 years. I am wondering whether the authorities concern is aware of the current challenges

No	Question
	encountered by the industry players.
24.	One of the factors to consider when talking about farm to fork is hygiene and as we know the hygiene standard is not the same throughout the supply chain or even between small player and big players. How do tackle on this issue to ensure that it is safe for consumption?
25.	In the recent just tabled budget, it doesn't seem that there is any allocation to help the industry to cross the hurdle at this time.
26.	Is there any pricing standard for chicken gizzards/neck/legs/intestines?
27.	With the recent news showing more antibiotics are being banned for various reasons, have the government and the private sector developed and/or executive any programme to cope with the change? Thank you
28.	Govt impose ceiling price to broiler on every festive season. How do they determine at what price to fix at. And what about those input cost to produce broiler such as DOC/Feed, do they put a fix price on those variable cost at the same period as well to better address the fairness to broiler producer ?
29.	In regards with the new norm at the moment, how do you see the consumption pattern for the poultry products after the pandemic or post-covid?
30.	From the speakers presentation , it seem the increase of export of further processing products . My question is our local production can fulfill the demand for further processing to compete in the export market
31.	Mr Teh. I agree with you. We need big data to analyze and predict to ensure better productivity
32.	Is the poultry industry ready to implement Renewable Energy, biogas plant?
33.	Is there example of IOT application for poultry in Malaysia?
34.	DR. SHAUFIQUE, practical and direct question. If you RM\$100 million loan, would you invest in farming? Such as broiler and egg?
35.	How is the broiler industry players deal with the broiler chicken oversupply issue plus importation of chicken meat is increasing year by year and current pandemic affect heavily on demand.
36.	Under new normal, will you expect the changes in the daily operation eg foreign workers percentage and positive covid tested workers if any and how our industry is ready for it?



Report Series 2 Agrofood Productive:

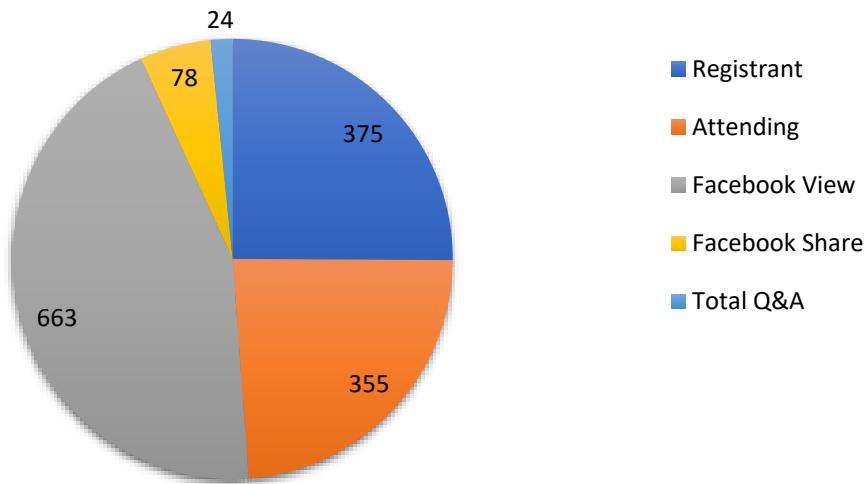
The Role Of Private And Public Sector In The Poultry Industry

1. Webinar Information / Details

Title	Agrofood Productive: The Role Of Private And Public Sector In The Poultry Industry
Date	11 November 2020 (Wednesday)
Time	11.00 am-1.00 pm
Platform	Zoom Webinar
Panelist	<ol style="list-style-type: none">1. Dr. Suratan Kamaruddin, Deputy Director General, DVS Malaysia2. Datuk Jeffrey Ng, SR. Advisor of FLFAM3. Dr. Ong Shyong Wey, Regional Technical and Marketing Manager (Asia and Oceania HIPRA)4. Dr. Chee Liung Woon, VAM Exco & Chairman on VPR (Vet Product Registration)
Moderator	Dr Yap Teow Chong, Technical and Consultant FLFAM
Video Recording	https://www.facebook.com/MPCHQ/videos/840319350104438
Slide Presentation	http://www.wayup.my/sites/default/files/2020-11/AFPN%20Webinar%20%232.pdf

2. Registrant Analysis

Series 2 Agrofood Productive: The Role Of Private And Public Sector In The Poultry Industry



3. Question & Answer

No	Question
1.	Why poultry farms in Terengganu and Kelantan do not require Poultry Farming License?
2.	The DVS has done an excellent role in the development of the Poultry industry in Malaysia to become a successful & highly integrated industry. Do you think it is high time now for the poultry industry in Malaysia to move to a higher level by establishing a poultry council to face the challenges of the future?
3.	This year August 2020 already start to banned as a prophylaxis antibiotic treatment for Enrofloxacin, Erythromycin, Tetracycline, ceftiofur, tylosin, and fosfomycin for food producing animal. Can these antibiotic be used as a prophylaxis treatment in breeder-broiler chicken? What is drug of choice to replace enrofloxacin in broad spectrum antibiotic in breeder-broiler as florfenicol is not suitable for laying stage in male breeder chicken.?
4.	What is the definition of integrator? Since too many companies having contract farmers even though they didn't have breeder farm and feed mill.
5.	Dato Jefrey - do u think control pricing is the best practice since the price is fluctuating and sometimes make farmers facing losses.
6.	Kebebaran Merancang appears to be at odds with the National Land Code

No	Question
	as poultry farming is agriculture not industry. The requirements for planning should be simple and streamline and coordinated by DVS and not the land office - to encourage the transformation of poultry housing (financing) to closed housing reducing complaints from odor, flies and environmental pollution. Land tenure and Land for agriculture is getting scarce as housing and industry has encroached into farming areas. How do approach this?
7.	Dato, how many contract farmers in Malaysia ? Any statistic ?
8.	The Covid19 pandemic has affected poultry consumption, transport & economic of poultry farming. How do the industry view it & what can be done to overcome them?
9.	How to make contract farming agreement to also be fair to farmer in regards of catching time and chick specification, feed quality, and DOC quality
10.	Veterinarian can also collect data from their visits in the field and provide data for Machine Learning algorithm. Maybe technology today not up to par yet, but in 3 years' time the AI tech will reach cost parity and make it practical. But we must collect the data now
11.	With strict regulation of antimicrobials used and the concerns on growth rate of broilers in our weather, any alternatives promoted or under study currently to close the gap for poultry producers?
12.	Hi, I'm one of Student from MSU would like to ask, if there is any changes or research to replace the antibiotic growth promoter (AGP) with the organic compound or will still maintain the use pre and probiotic as part of growth promoter and is there any change to replace synthetic antioxidants toward more organic impound in order to improve the production of laying hens and boiler?
13.	Dr Chee - how serious illegal product been used in the industry. Never heard farmer been caught using illegal product. Or it just hear say.
14.	Antimicrobial Resistance (AMR) is of public health hazard & a pressing global health issue. Will the ban on AGP increase cost of production & impact the small holders productivity? As to the stewardship of AMR, why are traders in the Pharmacy Act is still allowed to sell antibiotics? .
15.	How about KM (Kebenaran Merancang) that affect the smoothness and overall budgets of new poultry farm construction and current running farms (time consuming and too many agencies need to pass thru) to our industry development? We need some updates or explanation about what DVS's stand and how to simplify the procedure for our mutual benefits Thank you.. :)
16.	Dr Chee, do you have any data from Salak Tinggi Lab , number of food items tested per year with exceeded MRL ? And what are the common antibiotic residual found ?
17.	There are 2 regulatory agencies for antibiotics and other used in feed - may be related to the definition in the Poison Act in the word 'pharmaceutical dosage form'
18.	Only my opinions, the success of Integrators/Contract Farming Service

No	Question
	company with contract farmers is highly depending on cooperation between each other. No such thing as the best integrators/Contract Farm Service company in this market. They have their own strength and up to contract farmers to choose the best suitable company for them. If we are talking about the CF agreement fairness, how about the fairness to the integrators/CFS company itself? How about the situation of substandard CF performance due to the farm management itself or any hanky panky things done? The supplier itself need to bear the instant risk and loss. Regarding the agreement of the catching period, wondering the situation of CF request of early catching due to certain situation and need to loosen the density. Or need to early catching due to disease and increase mortality? Will the supplier have the right not to help? For me, this situation is more to cooperation between both parties to ensure the success of the chain. Just my 2cents.
19.	How does DVS control the contract farmer? Is there any requirement to adhere?
20.	Pharmacist Board have delisted that 6 antibiotics from B License product list, even though it has not been gazetted. Any comment from anybody ?
21.	Last year, we speak about compartmentalization as a move in sustainability of export market and also to control diseases such as LPAI. But this year, we agreed for the usage of killed vaccine of H9N2 (voluntary basis) . Will the approval of LPAI killed vaccine affect the export market & compartmentalization efforts? If no, how do we reconcile the difference strategies?
22.	KM had caused a lot of burden particularly Farmers are facing a lot of different requirements from local authorities when come to KM applications. For example: 10 feet of Perimeter planting set by Town council is contradictory to mygap and High farm biosecurity requirement because the planting of trees surrounding the poultry farms will invite more wild birds and pest that carry serious poultry disease such as HPAI
23.	What is the recent update on transformation to "close house system" for colored broiler ? Will this made compulsory for them also?
24.	Can DVS assist farmers to clear this out with the respective state authorities ? Perhaps by giving some supporting document on the perimeter planting is not required and not suitable for poultry farming when come to the KM application. Tqvm



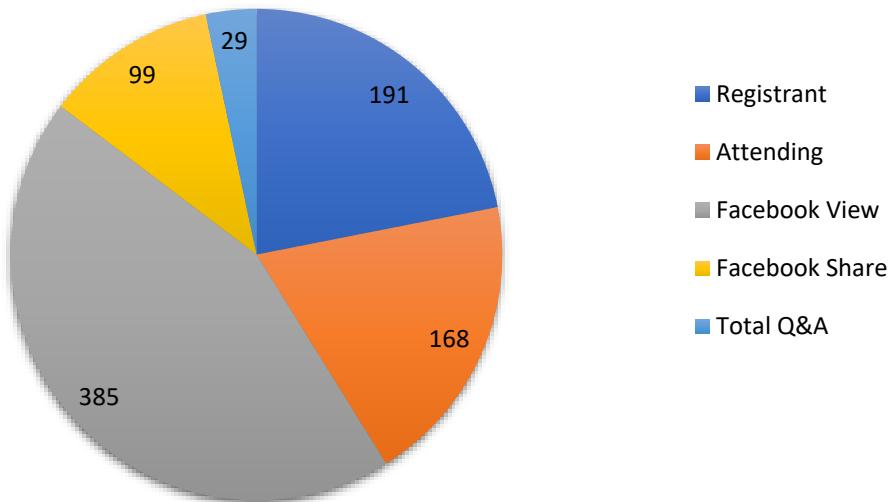
**Report Series 3 Agrofood Productive:
Impact Of Covid 19 On The Malaysian Poultry Industry**

1. Webinar Information / Details

Title	Agrofood Productive: Impact Of Covid 19 On The Malaysian Poultry Industry
Date	18 November 2020 (Wednesday)
Time	11.00 am-1.00 pm
Platform	Zoom Webinar
Panelist	1.Dr Yap Teow Chong, Technical and Consultant FLFAM 2.Datuk Jeffrey Ng, SR. Advisor of FLFAM 3.Prof. Madya Dr. Shaufique Fahmi Ahmad Sidique, Head Of Laboratory Institute Of Agricultural And Food Security, UPM
Moderator	Mr Terry Tan, President FLFAM
Video Recording	https://m.facebook.com/MPCHQ/videos/287364685943097
Slide Presentation	http://www.wayup.my/sites/default/files/2020-11/Slide%20Presentation%20Webinar%203.pdf

2. Registrant Analysis

Series 3 Agrofood Productive: Impact Of Covid 19 On The Malaysian Poultry Industry



3. Question & Answer

No	Question
1.	Dr Yap, can you highlight the closure of one processing plant in Malaysia? Closure for good? Please clarify
2.	Frozen meat are found to be contaminated with the virus, how do you stem the transmission of the coronavirus linked to cold chain imported food?
3.	Good idea on risk intervention. But it will be a cost. Everything is escalating in costs. Poor chicken prices, high feed costs? Double jeopardy.
4.	Do you have any measures in place to ensure that the workers to not mingle with other workers out of their respective groupings or even with outsiders during break time or after working hours? And if they do, is there a way to track?
5.	As Datuk Jeff showed the Impact on both eggs and chickens. There is always a level where farms may have to close due to severe losses. The larger & financial able farms may continue & expand, perhaps buying over existing closed farms. Give these companies a few more years and they will back to strength
6.	Datuk Jeff, advise the farmers to reduce their productions. The huge integrators included

No	Question
7.	Do Maqis do the testing on imported frozen meat? What do you do if it is found to be contaminated? Condemned the meat? How do you disinfect frozen meat?
8.	Avian infectious bronchitis virus (IBV) is closely related Covid 19 & are from the same genus. Will it likely serve as a reservoir for this virus? Is there a poultry production at risk?
9.	"Prof Shaufique and Datuk Jeffrey - the foreign workers in the livestock have dropped by how much this year?
10.	And if production is not affected that badly, how are the producers making up for the shortfall in labor?"
11.	To Datok Jafri and Prof. – I would like to ask, what the new strategies for an Improvement or emergency management strategist In future to overcome the situation in term of increasing in price of corn feed and drop in the market demand of hens and eggs? As there is the same impact during the SARS in 2003 and it happen again in this covid-19.
12.	Why is the total no. Of labour in livestock so much lower compared to crops and fishery?
13.	With the rising cost of imported feedgrains, are feedmillers substuting ? How are they reducing their cost of production ?
14.	In your opinion, how long will it take to go back to the normal demand of our agricultural product when the virus is gone?
15.	Prof, you mentioned of processing plants to take over warm chickens market. Our country still wants processed chickens with head and feet on. Even our government agencies have been slow moving to the modern processing due to whatever reasons. Can you tell the government it is now or never to remove the warm chickens with head & feet on?
16.	What might be the impact of a contract farming in future due to covid 19?
17.	But is not a closure but stopped temporary. Usage of word is important. Not closure but temporary stopped.
18.	What is the request for assistance from Government to assist in the sustainability of poultry sector?
19.	With the escalating prices of the major commodities for poultry feed which contribute to 70% of the production cost, any advice to poultry producers to address this challenging situation?
20.	In case a big layer farm is having 5 workers who tested positive for covid, how do we manage the situation?
21.	How long do you think the livestock sector will take return to full capacity. Is it a year or longer? And what do you think is the key to its recovery?
22.	Since the cost price are increasing, however the egg selling price, how do you see the future outlook of the poultry industry? To prof shaufique
23.	Are integrators providing additional support to contract farmers to help them ride out these tough times?
24.	As far as we are concerned, the demand of poultry egg and chicken have been affected by this pandemic. So what is the drastic action should be

No	Question
	taken by government in order to help farmers?
25.	Prof: feed cost is increasing but ex farm broiler prices is going down, demand is not improving in near future, many small and medium producers are still highly dependent on middlemen. What is your advice to small and medium producers or integrators for them to survive through this bad time?
26.	Currently we are highly depending on importation of feed raw materials that can be impacting of our food security as the volatile supply hard to control. Do the government have any plan B to better control this line for long term future food security at the moment?
27.	What precautionary measures did you make after knowing there is covid to protect the poultry business?
28.	Between farmer and wholesaler/retailer, wholesaler/retailer already have fixed profit margin whatever the situation is but different with farmers. So do u think setting up a floor price at farm level will help farmers?
29.	Is automation at this juncture a viable solution for labour issues?



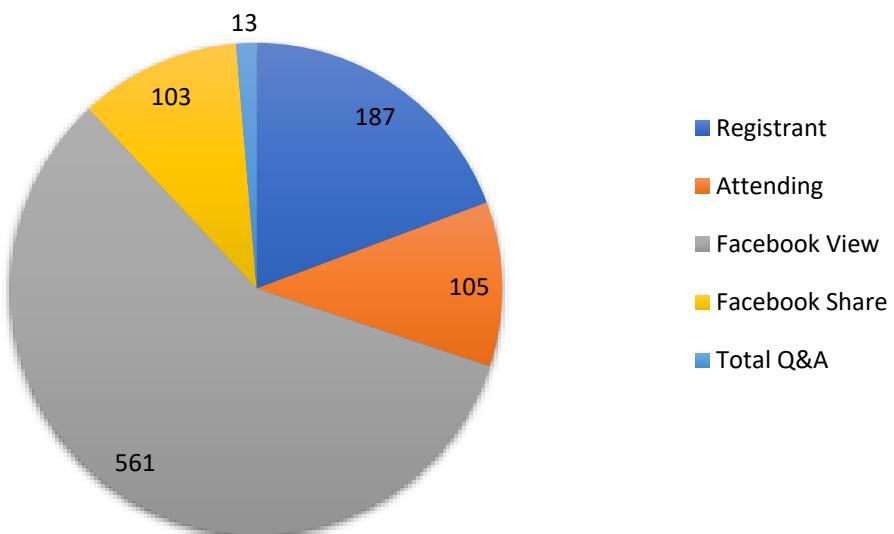
**Report Series 4 Agrofood Productive:
Development Of Export Trade For Malaysia Poultry Industry**

1. Webinar Information / Details

Title	Agrofood Productive: Development Of Export Trade For Malaysia Poultry Industry
Date	21 November 2020 (Saturday)
Time	11.00 am-1.00 pm
Platform	Zoom Webinar
Panelist	1.Datuk Jeffrey Ng, SR. Advisor of FLFAM 2.Mr Terry Tan, President FLFAM 3.Mr Remei Yaakub, Director of Halal, F&B & Agro Based MATRADE 4.Dr. Chantanee Buranathai, Director of Livestock Standard Division Ministry of Agriculture and Cooperatives Thailand
Moderator	Dr Yap Teow Chong, Technical and Consultant FLFAM
Video Recording	https://www.facebook.com/MPCHQ/videos/211869720326873
Slide Presentation	http://www.wayup.my/sites/default/files/2020-11/4th%20Agro-Food%20Productive%20Webinar_0.pdf

2. Registrant Analysis

Series 4 Agrofood Productive: Development Of Export Trade For Malaysia Poultry Industry



3. Question & Answer

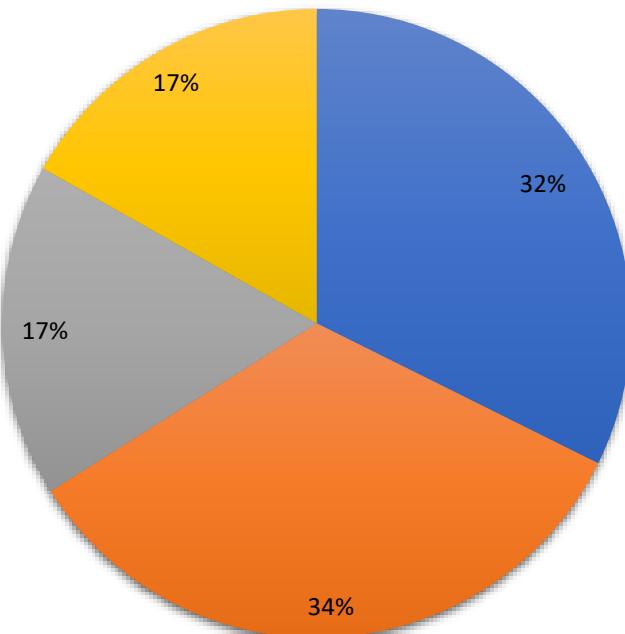
No	Question
1.	Are we less competitive because we have to maintain Halal certification? On the other hand, how Thailand and USA handle wastage and mis slaughtered carcass?
2.	Our producers are comfortable to produce for the live bird market or slaughtered chicken. When it comes to chicken parts the processors locally are doing for their own use, not much available . Even if its available, the quality and pricing is not as competitive . I suggest the producers and processors work on this problem. The solution is there, are we doing enough
3.	Some countries make it difficult and not friendly to allow our export. Can MATRADE or MITI play a more effective role to penetrate these markets. DVS has been having a hard time on this matter
4.	So far are there many successful story of exporting Malaysian meat products to share about?
5.	Japan market has been opened but limited companies in Malaysia are exporting .The quantity is small. Are we not competitive. What then should FLFAM advise the industry
6.	Sawadeecup, Dr.Chantanee, could you pls share with us about Thailand Egg exportation status/scenario? Kobkuncup

No	Question
7.	Do you give e-certificate after this webinar?
8.	To Matrade, why there is no promotion export for agriculture?
9.	How can we get the video of this session?
10.	Thanks Mr.Remeet for your informative presentation, could you pls share with us, any success stories for helping local egg producer for exportation? Thanks
11.	Dr Chatanee, what's the ONE thing that Thai govt or Thai moa did to support n encourage Thai poultry exports that gave maximum impact for the industry and exports
12.	Are we less competitive because we have to maintain Halal certification? On the other hand, how Thailand and USA handle wastage and mis slaughtered carcass?

Summary of Webinar 1 – 4

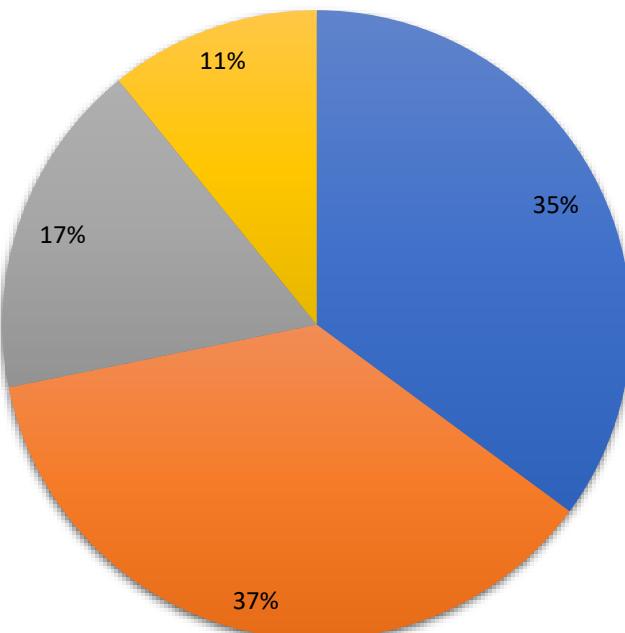
NO	Webinar Title	Registrant	Attending	Facebook View	Facebook Share	Total no Q&A
1	Series 1. Agrofood Productive: Transformation In The Malaysian Poultry Industry.	360	340	504	77	42
2	Series 2 Agrofood Productive: The Role Of Private And Public Sector In The Poultry Industry	375	355	663	78	27
3	Series 3 Agrofood Productive: Impact Of Covid 19 On The Malaysian Poultry Industry	191	168	385	99	29
4	Series 4 Agrofood Productive: Development Of Export Trade For Malaysia Poultry Industry	187	105	561	103	16

Summary of Registrant



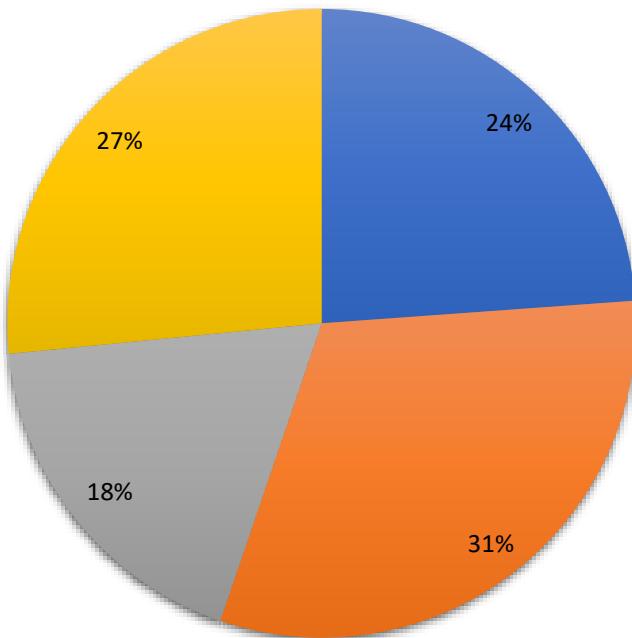
- Series 1 Agrofood Productive: Transformation In The Malaysian Poultry Industry.
- Series 2 Agrofood Productive: The Role Of Private And Public Sector In The Poultry Industry
- Series 3 Agrofood Productive: Impact Of Covid 19 On The Malaysian Poultry Industry
- Series 4 Agrofood Productive: Development Of Export Trade For Malaysia Poultry Industry

Summary of Attending



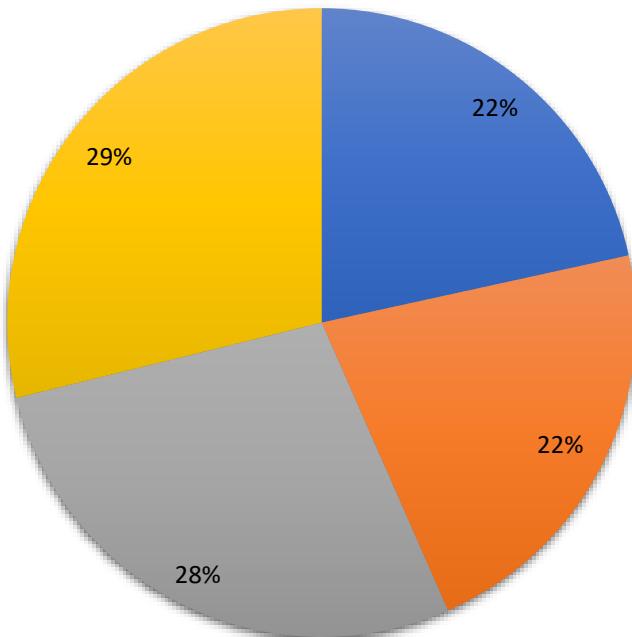
- Series 1 Agrofood Productive: Transformation In The Malaysian Poultry Industry.
- Series 2 Agrofood Productive: The Role Of Private And Public Sector In The Poultry Industry
- Series 3 Agrofood Productive: Impact Of Covid 19 On The Malaysian Poultry Industry
- Series 4 Agrofood Productive: Development Of Export Trade For Malaysia Poultry Industry

Summary of Facebook View



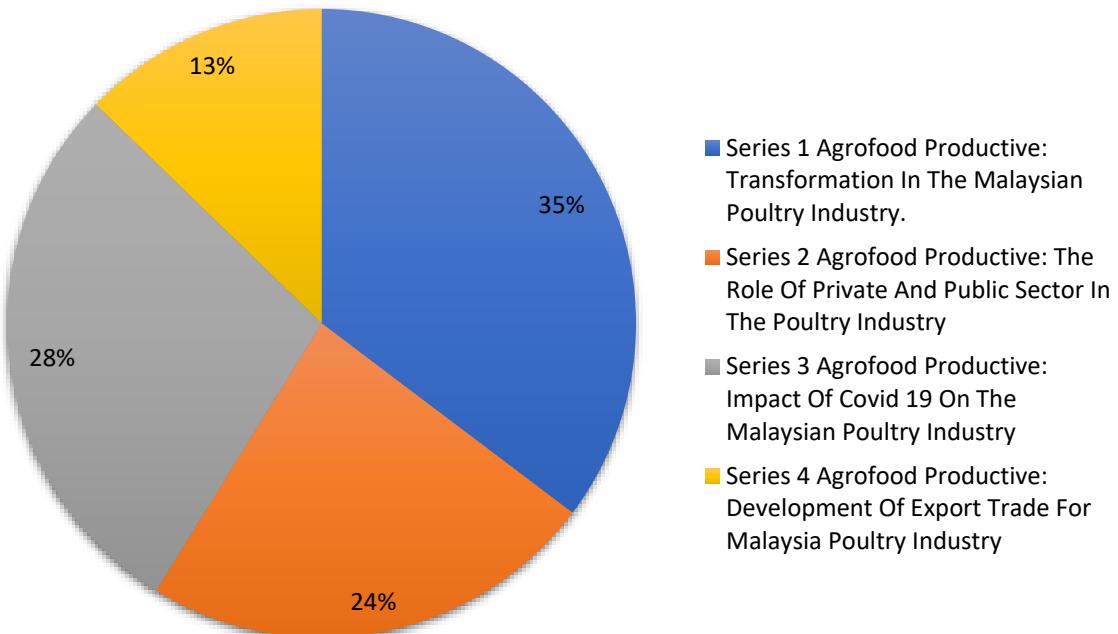
- Series 1 Agrofood Productive: Transformation In The Malaysian Poultry Industry.
- Series 2 Agrofood Productive: The Role Of Private And Public Sector In The Poultry Industry
- Series 3 Agrofood Productive: Impact Of Covid 19 On The Malaysian Poultry Industry
- Series 4 Agrofood Productive: Development Of Export Trade For Malaysia Poultry Industry

Summary of Facebook Share

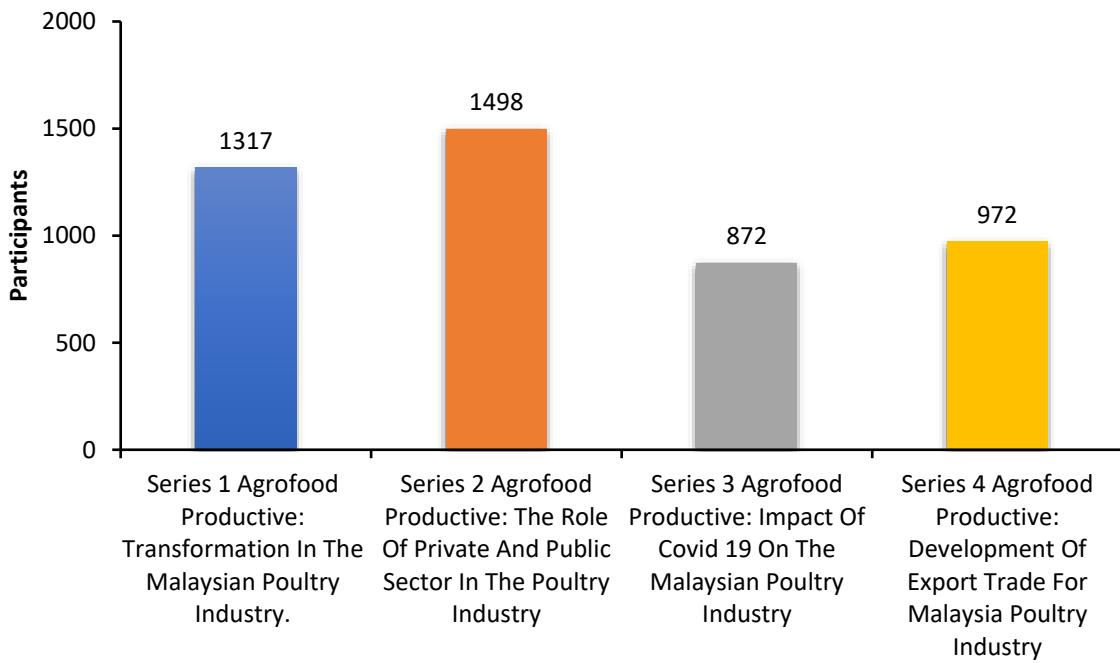


- Series 1 Agrofood Productive: Transformation In The Malaysian Poultry Industry.
- Series 2 Agrofood Productive: The Role Of Private And Public Sector In The Poultry Industry
- Series 3 Agrofood Productive: Impact Of Covid 19 On The Malaysian Poultry Industry
- Series 4 Agrofood Productive: Development Of Export Trade For Malaysia Poultry Industry

Summary of Total Q&A



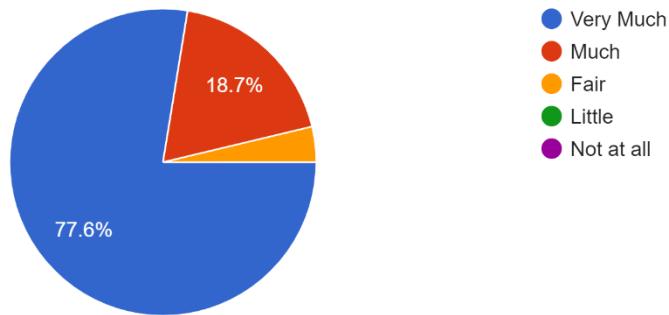
Summary of Participants



Survey Analysis Webinar Series 1 – 4

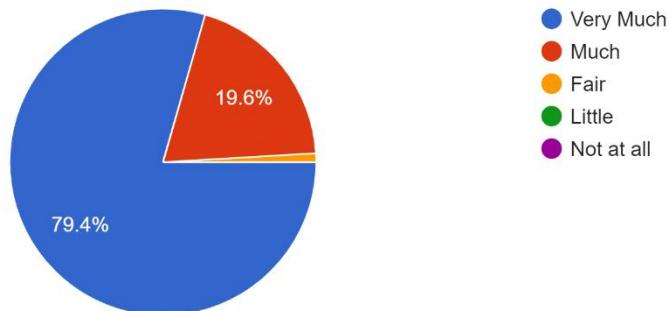
A1. To what extent the objective(s) of attending the program has/ have been met?

107 responses



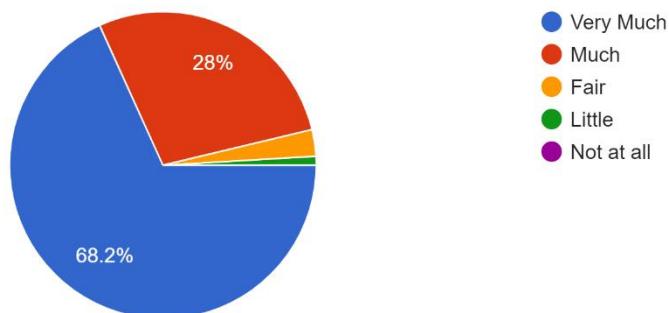
A2. Has the program enriched your knowledge in the subject matter?

107 responses



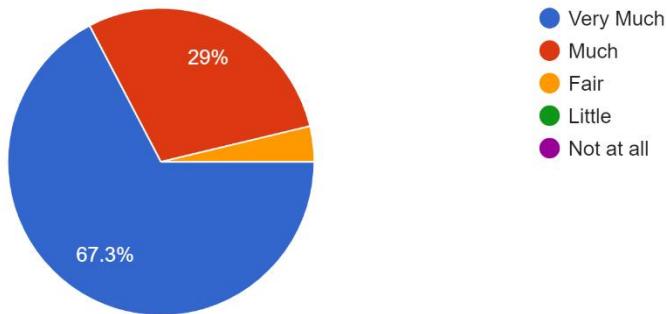
A3. Is the program contents useful and relevant to your business/work?

107 responses



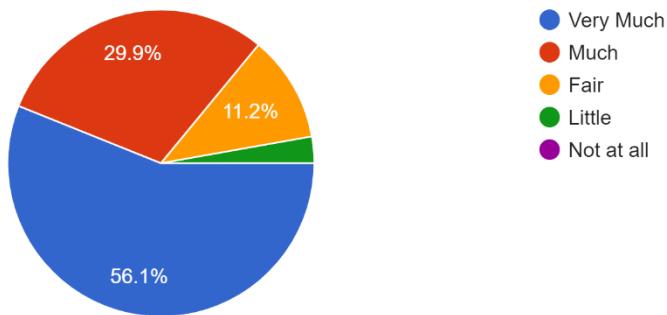
A4. Will it help you to be more effective in your work?

107 responses



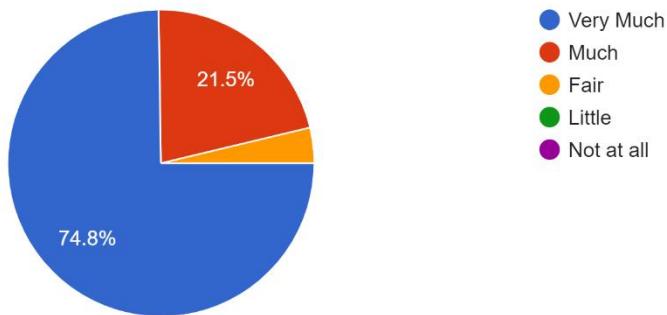
A5. Were you able to network with other relevant organization (s) to your business through this program?

107 responses



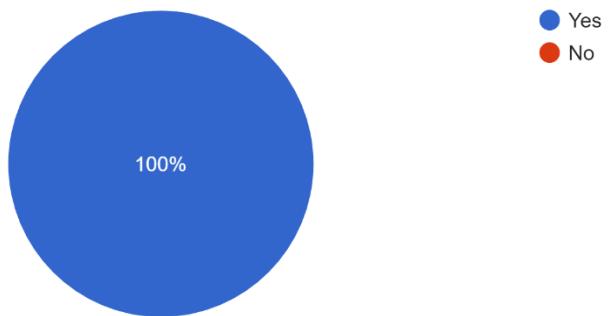
A6. This program is suitable to be recommended to others.

107 responses



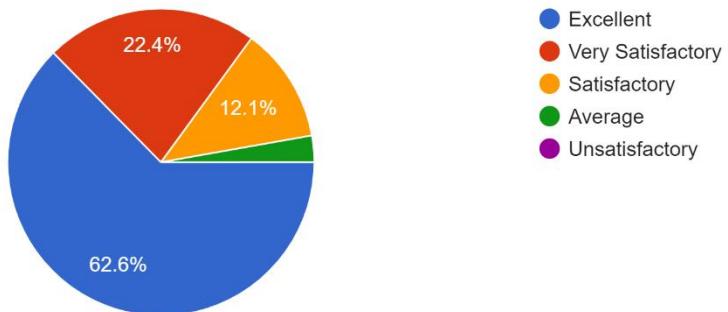
Are you interested in participating in future webinars?

107 responses



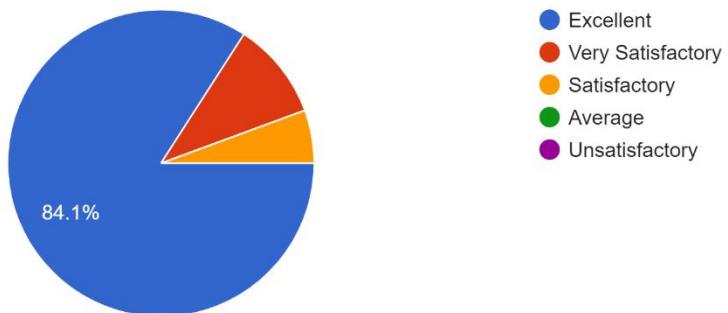
B1. Suitability of venue/time.

107 responses



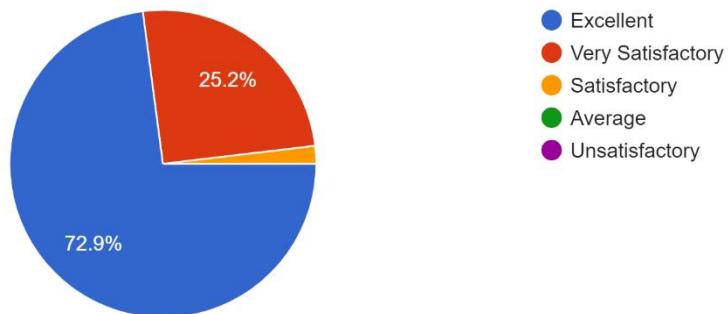
B2. Registration process.

107 responses



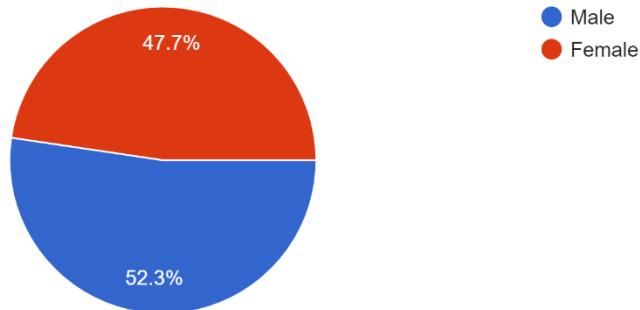
B3. Overall, how satisfied are you with the program?

107 responses



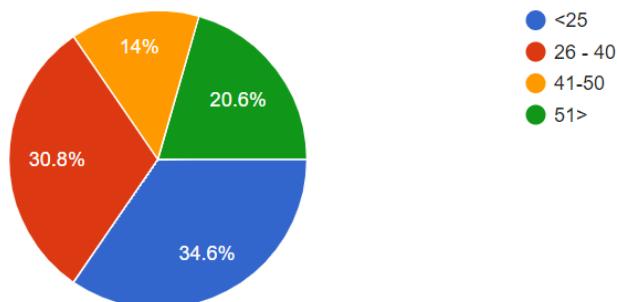
D5. Gender:

107 responses



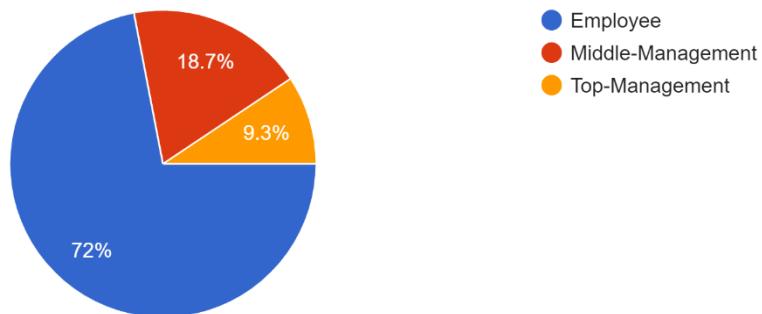
D6. Age (years old):

107 responses



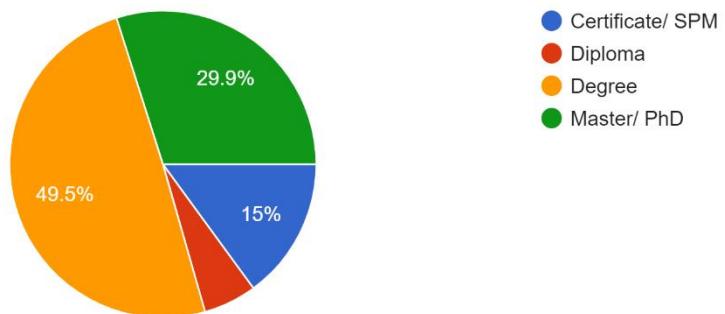
D7. Job Level

107 responses



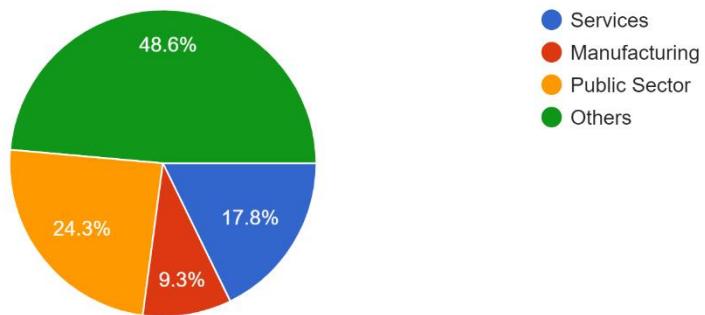
D8. Academic Qualification

107 responses



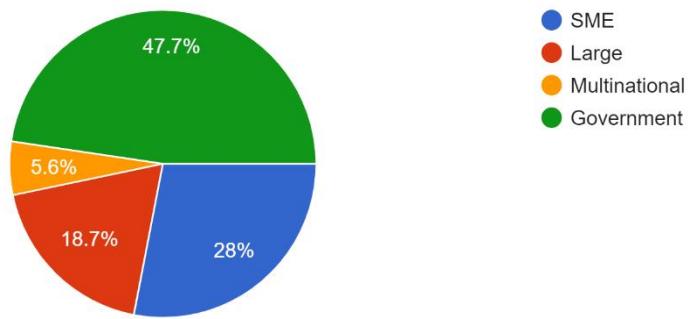
D9. Sector:

107 responses



D.10 Organisation Size:

107 responses



Based on the Agrofood Productive Webinar series 1 – 4 that were conducted, it can be conclude that, the overall session received very good and excellent feedback from the attendance list, and all the objective for the 4 session are achieved. Last but not least all respondent will recommend this program to their colleagues as most of them happy with the Agrofood webinar session.

Appendices

Webinar Poster

AgroFood Productive:
TRANSFORMATION
IN THE MALAYSIAN POULTRY INDUSTRY

7 NOVEMBER 2020 (SATURDAY) | 11.00 A.M - 1.00 P.M

MODERATOR
MR TERRY TAN
PRESIDENT EFLAM

SPEAKER
DATUK JEFFREY NG
St. Advisor and former President EFLAM

SPEAKER
MR TEH WEE CHYE
Former President of Malaysian Poultry Council

SPEAKER
DR SHAIFIQUE F. SIDIQUE
Head of Laboratory, Institute of Veterinary Medicine and Food Security, UPM

OBJECTIVE

- To provide the participants the background of the poultry industry, and how it has evolved from a backyard industry to the most advanced livestock industry in the country.
- To deliver the factors that enabled the industry to provide a valuable and affordable protein source to consumers, making poultry meat and eggs a national food security.

Brought to you by: AgroFood Productivity NEXUS

Supported by: MPC

CPD Code/s: VAMCPD-2020.300 VAM CPD Points : 5

To register please click the link or scan the QR Code
https://zoom.us/webinar/register/WN_05g9Ahk4TZWOnAxowMxI-A

QR Code:

Agrofood Productive:
THE ROLE OF PRIVATE AND PUBLIC SECTOR
IN THE POULTRY INDUSTRY

11 NOVEMBER 2020 | 11.00 A.M - 1.00 P.M

MODERATOR
DR YAP TEOW CHONG
Technical Consultant, PLPA

SPEAKER
DR SURIAN KAMARUDIN
Deputy Director General, Department of Veterinary Services Malaysia

SPEAKER
DATUK JEFFREY NG
St. Advisor and former President of EFLAM

SPEAKER
DR ONG GHYONG WEE
Regional Technical and Scientific Advisor, Animal Health and Veterinary Services (Asia and Oceania), FAO

SPEAKER
DR CHEE JIENG WUN
SAM CEO & Chairman on behalf of AgroFood Productivity NEXUS

OBJECTIVES :

- To discuss the key elements on the close cooperation between the private and the public sector that drove the poultry industry to its current position as the most modern livestock industry.
- The contributions of the various stakeholders in the industry will be illustrated.

Brought to you by : AgroFood Productivity NEXUS

Supported by: MPC

CPD Code/s: VAMCPD-2020.301 CPD Points : 5

To register please click the link or scan the QR Code
https://zoom.us/webinar/register/WN_01gDeFSE-5NldjMsp-A

QR Code:

AGROFOOD PRODUCTIVE:
IMPACT OF COVID-19
ON THE MALAYSIAN
POULTRY INDUSTRY

18 NOVEMBER 2020 | 11.00 A.M - 1.00 P.M

MODERATOR
MR TERRY TAN

SPEAKER
DATUK JEFFREY NG
St. Advisor and former President EFLAM

SPEAKER
DR YAP TEOW CHONG
Technical Consultant, PLPA

SPEAKER
DR SHAIFIQUE F. SIDIQUE
Head of Laboratory, Institute of Veterinary Medicine and Food Security, UPM

OBJECTIVES :

- To illustrate the problems of supply and demand that has challenged the poultry industry especially during the Movement Control Order (MCO) periods.
- To discuss preventive measures that are necessary for risk reduction on exposure and containment of the Covid-19 virus.
- To examine the long term effects of the pandemic on the poultry industry.

Brought to you by: AgroFood Productivity NEXUS

Supported by: MPC

CPD Code/s: VAMCPD-2020.303 CPD Points : 1

To register please click the link or scan the QR Code
https://zoom.us/webinar/register/WN_Jg9IBXRtVakrhJFvW36yA

QR Code:

AGROFOOD PRODUCTIVE:
Development of Export
Trade for Malaysia
Poultry Industry

21 NOV 2020 (SAT) 11.00 A.M - 1.00 P.M

MODERATOR
DR YAP TEOW CHONG
Technical Consultant, PLPA

SPEAKER
DATUK JEFFREY NG
St. Advisor and former President EFLAM

SPEAKER
MR TERRY TAN

SPEAKER
MR REMEY YAHAKU
Executive Vice President, MATRIOS

SPEAKER
DR CHANTANE BURANATHAI
Deputy Director General of Economic Development, Thailand

Objectives

One of the important challenges for the poultry industry is to transform from predominantly local market based to be export orientated.

- To describe the opportunities for the development of a Malaysian poultry export trade.
- To discuss strategies for the development of an export trade for the Malaysian poultry industry.

Brought to you by: AgroFood Productivity NEXUS

Supported by: MPC

CPD Code/s: VAMCPD-2020.304 CPD Points : 1

To register please click the link or scan the QR Code
https://zoom.us/webinar/register/WN_3CKX5OK4QMa6JJD4anGWhr

QR Code:

Group Photo



Figure 1 : Series 1



Figure 2 : Series 2



Figure 3 : Series 3



Figure 4 : Series 4

MALAYSIA PRODUCTIVITY CORPORATION
LORONG PRODUKTIVITI , JALAN SULTAN, 46200
PETALING JAYA, SELANGOR TEL: 03 - 7955 7266
FAX: 603 - 7957 8068



“Memacu Produktiviti Negara” | “Driving Productivity of the Nation”