



Safura Abdul Malek  
Pengurus AFPN/PGD

# AGROFOOD PRODUCTIVE

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WEBINAR REPORT ON POULTRY INDUSTRY : PHASE 3

Nurul Nadia Abdul Patah

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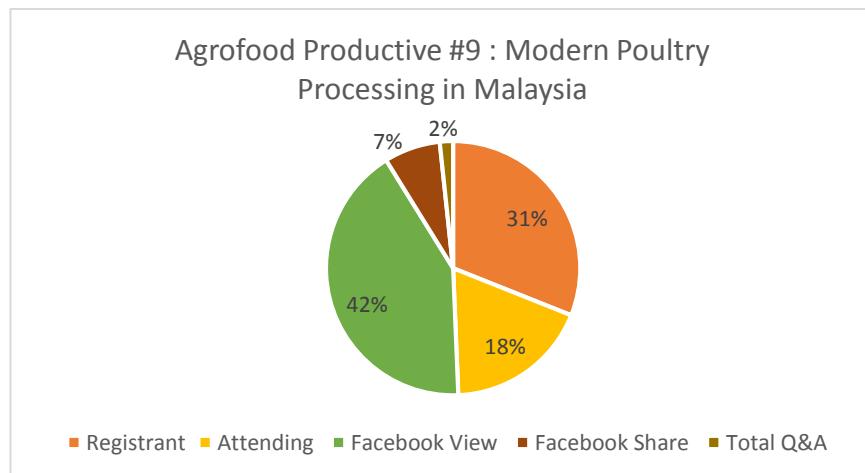


**Report Series 9 Agrofood Productive :**  
**Modern Poultry Processing in Malaysia**

**1. Webinar Information / Details**

<b>Title</b>	Agrofood Productive: Modern Poultry Processing in Malaysia
<b>Date</b>	9 December 2020 (Wednesday)
<b>Time</b>	11.00 am-1.00 pm
<b>Platform</b>	Zoom Webinar
<b>Panelist</b>	1. Mr. Ong Chai Kin, Plant Manager 2. Dr Rohaizan bt Mohd Anuar, Veterinary Officer, Veterinary Regulatory Division Department of Veterinary Services 3. Dr Yap Teow Chong, Technical Consultant Federation of Livestocks Farmers Associations of Malaysia
<b>Moderator</b>	Mr. Terry Tan, President of FLFAM
<b>Video Recording</b>	<a href="https://www.facebook.com/watch/live/?v=393951621828180&amp;ref=watch_permalink">https://www.facebook.com/watch/live/?v=393951621828180&amp;ref=watch_permalink</a>
<b>Slide Presentation</b>	<a href="http://www.wayup.my/sites/default/files/2020-12/Main%20Slide%20-%20Participants%20%239.pdf">http://www.wayup.my/sites/default/files/2020-12/Main%20Slide%20-%20Participants%20%239.pdf</a>

**2. Registration analysis.**



### 3. Question and Answer

Num	Question
1.	What about yeild% with using automated deboning compare to manual ?
2.	Chan Che Tatt - Understand all these modern automated machines are really productive. May I know about the ROI? Means, how many years does it take for investors to recover their capital? Thanks for your coaching.
3.	Hi Dr, referring to the HACCP Principle 3, may I check with you on how many percent of rupture of the intestinal or visceral damage is recommended as control limit? How to evaluate the degree of damage? Thank you
4.	"Dr. Rohaizan, Can help clarify the CCPs example, for 1.5L/carcass for inside/outside washer, what are the criteria that set the process as CCP. Is there any processing plant that does?
5.	Also would like to ask, according to DVS standard, spin chiller requires min. 0.75L/carcass, is it still relevant to your opinion?"
6.	Hi Dr Rohaizan. Do all processing plants HACCP now and who will be the people enforcing HACCP at those plants?
7.	What are the main issues encountered by slaughter house in term of exporting poultry meat and value added products. Besides HACCP, what can DVS do to support the export market
8.	Bahudin Nor -cuttings machine is fully automed but how it to suit with halal for halal product in a first stage of cuttings
9.	Lim Eng Soon - What are the main issues encountered by slaughter house in term of exporting poultry meat and value added products. Besides HACCP, what can DVS do to support the export market?
10.	Dr. Yap, Singapore has just approve cell-cultured chicken meat. What do you think of its potential as modern/future market?
11.	If Malaysia produced the cheapest poultry meat, why are people are still smuggling them?
12.	is there any timeline set by the government in banning livebird slaughter in the wet market?
13.	To Dr Yap or Mr Ong, How to make sure all slaughter house follow VHM as to make sure food safety to the Malaysian. Not Voluntary. Rahizad

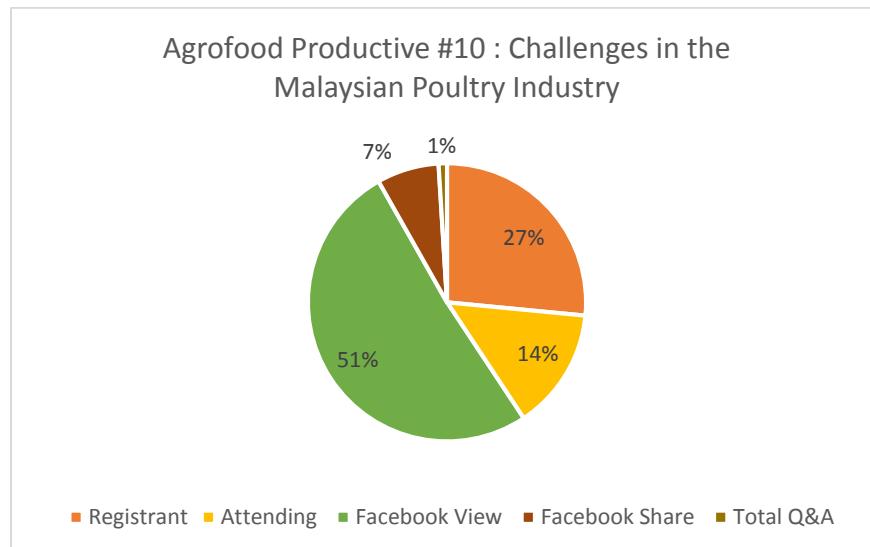


## Report Series 10 Agrofood Productive: Challenges in the Malaysian Poultry Industry

### 1. Webinar Information / Details

<b>Title</b>	Agrofood Productive: Challenges in the Malaysia Poultry Industry
<b>Date</b>	12 December 2020 (Saturday)
<b>Time</b>	11.00 am-1.00 pm
<b>Platform</b>	Zoom Webinar
<b>Panelist</b>	1. Dr. Yap Teow Chong, Technical Consultant FLFAM 2. Dr. Subramaniam Perumal, General Manager Processing Farm's Best Food Industries Sdn Bhd. 3. Mr. Terry Tan, President FLFAM 4. En. Mohamad Sukri bin Yusop, Agrobank Regional Director, Region Perak
<b>Moderator</b>	Dato' Jeffrey Ng, Sr. Advisor and Former President of FLFAM
<b>Video Recording</b>	<a href="https://www.facebook.com/watch/live/?v=224106129094960&amp;ref=watch_permalink">https://www.facebook.com/watch/live/?v=224106129094960&amp;ref=watch_permalink</a>
<b>Slide Presentation</b>	<a href="http://www.wayup.my/sites/default/files/2020-12/Participant%20slide%20%2310.pdf">http://www.wayup.my/sites/default/files/2020-12/Participant%20slide%20%2310.pdf</a>

### 2. Registration analysis

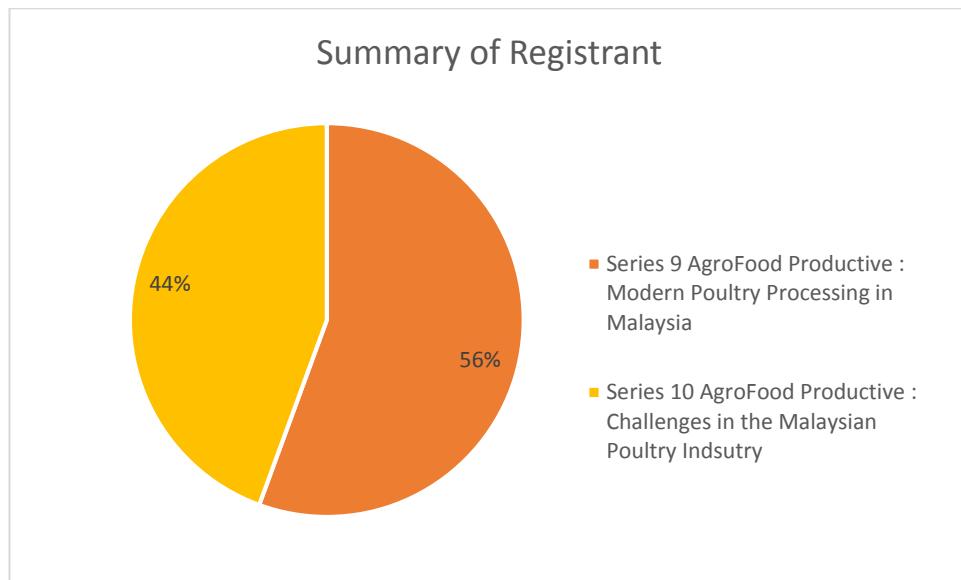


### 3. Question & Answer

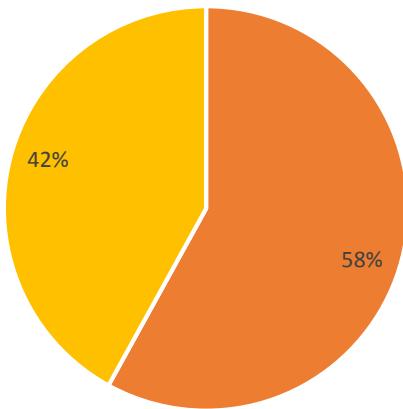
Num	Question
1.	what is the cost to produce 450 kg feather meal - Tengku nadiah
2.	Dr. Subra...62% water used for processing broiler, is 16L per bird. In your opinion, if a plant optimised their water management in this section, what do you think optimised volume of water used at this section? In which area are the most wastage water? We need to remember that water usage is cheap, but it is more expensive to treat.
3.	How much you can sell for a tonne of feather meals today?
4.	Aziah Aziz - kampung chicken is a bit expensive compared to broiler chicken and yet they still eat the same feed that most people afraid of
5.	is there a timeline for the village bird standards to be registered n published for niche farmers to follow? - Ziyu Chan
6.	As still Poultry Industry by and large depends more on high manpower requirements and the up coming trend in younger generations looks not very much fascinated to work in Poultry set up . What will be a good road plan down the line from knowledge centres till work setup in production facilities to address this very important aspect to maintain the sustainability of the industry and participate actively in IR 4.0 .Thank you .
7.	Hi Mr Terry. Since kampong chicken are kept in free range, any precautions to prevent them from coming into contact with wild birds and would AI be a risk for these birds?

### Summary of Webinar 9 – 10

Num	Webinar Title	Registrant	Attending	Facebook View	Facebook Share	Total Num Q&A
1.	Series 9 AgroFood Productive : Modern Poultry Processing in Malaysia	239	141	322	55	13
2.	Series 10 AgroFood Productive : Challenges in the Malaysian Poultry Industry	191	102	368	52	7



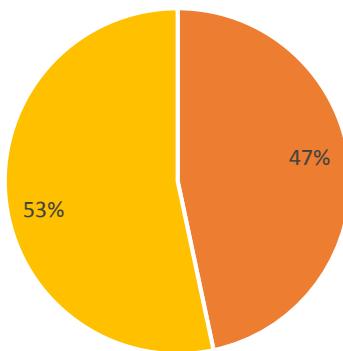
### Summary of Attendee



■ Series 9 AgroFood Productive : Modern Poultry Processing in Malaysia

■ Series 10 AgroFood Productive : Challenges in the Malaysian Poultry Industry

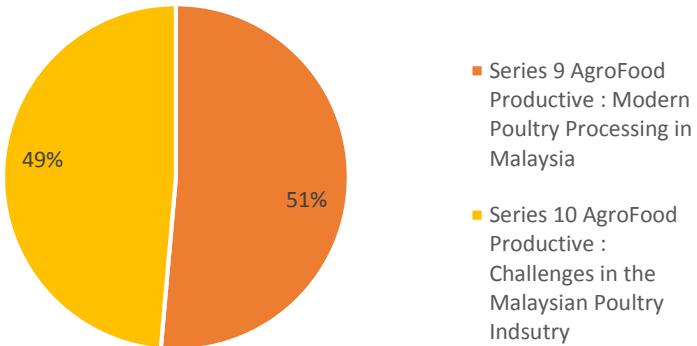
### Summary of Facebook Views



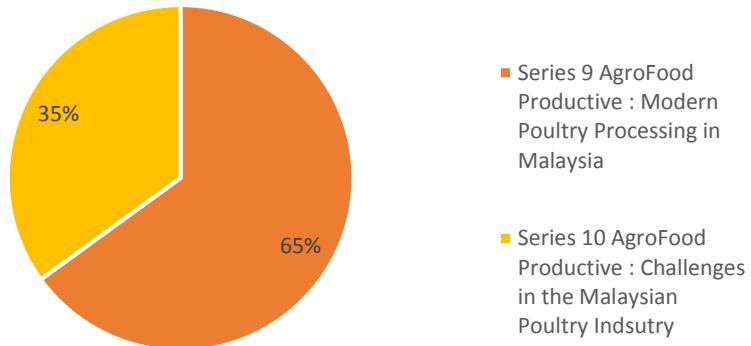
■ Series 9 AgroFood Productive : Modern Poultry Processing in Malaysia

■ Series 10 AgroFood Productive : Challenges in the Malaysian Poultry Industry

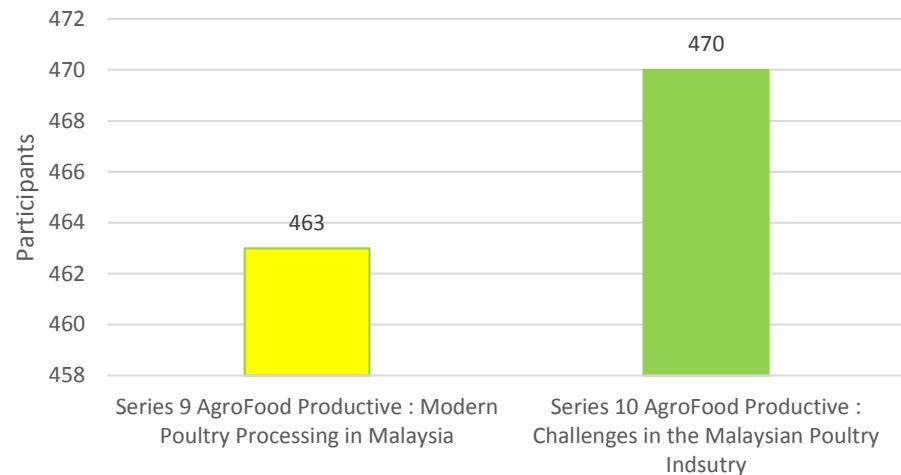
### Summary of Facebook Share



### Summary of Total Q&A



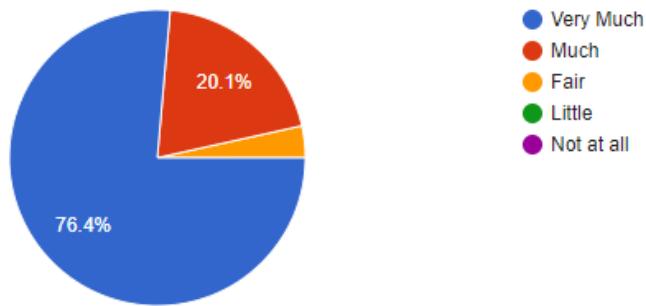
## Summary of Participants



## **Analysis of Feedback Form Webinar Series 5-10**

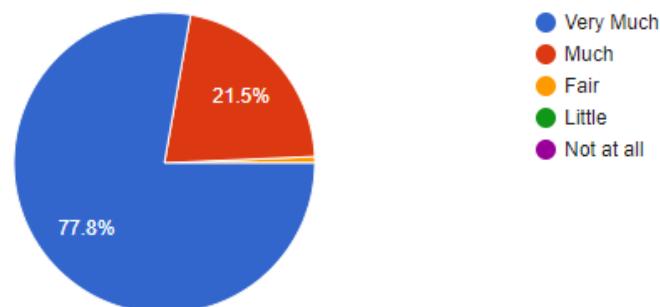
A1. To what extent the objective(s) of attending the program has/ have been met?

144 responses



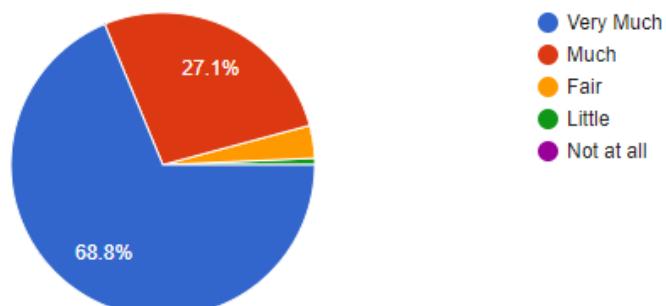
A2. Has the program enriched your knowledge in the subject matter?

144 responses



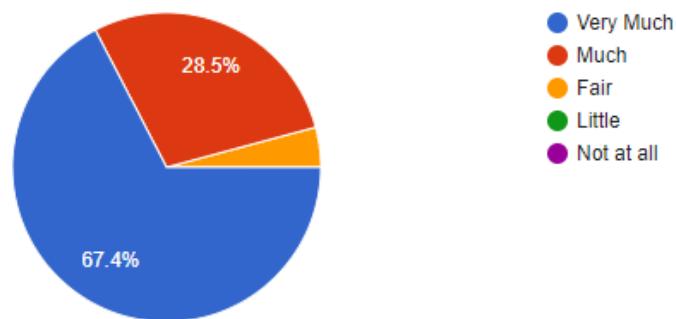
A3. Is the program contents useful and relevant to your business/work?

144 responses



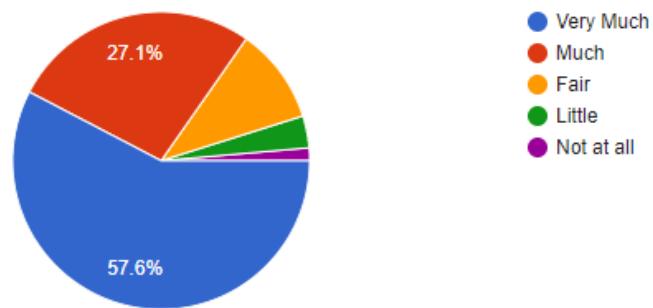
A4. Will it help you to be more effective in your work?

144 responses



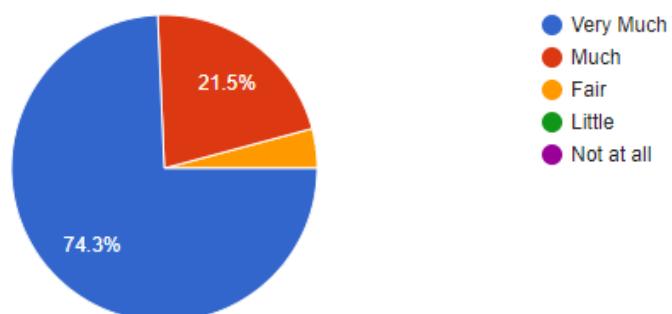
A5. Were you able to network with other relevant organization (s) to your business through this program?

144 responses



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

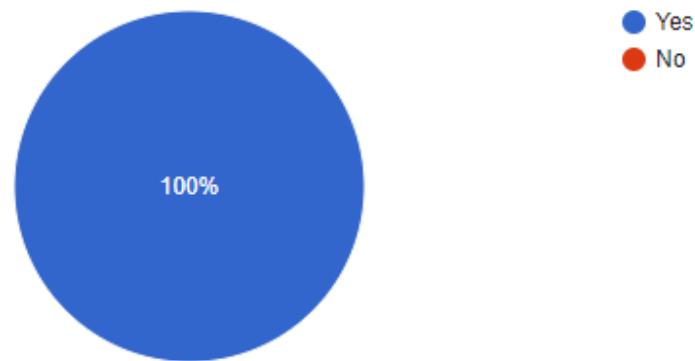
144 responses



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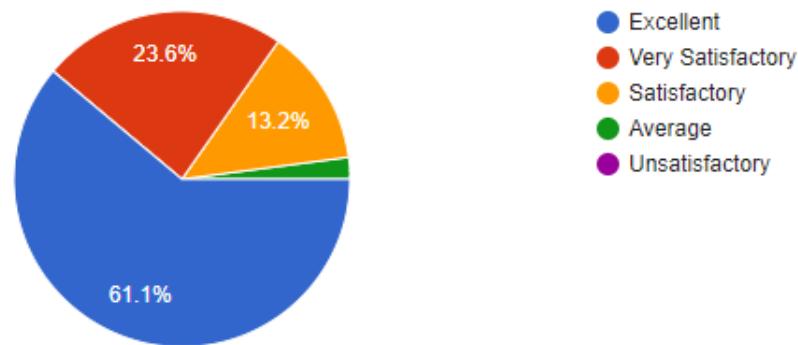
Are you interested in participating in future webinars?

144 responses



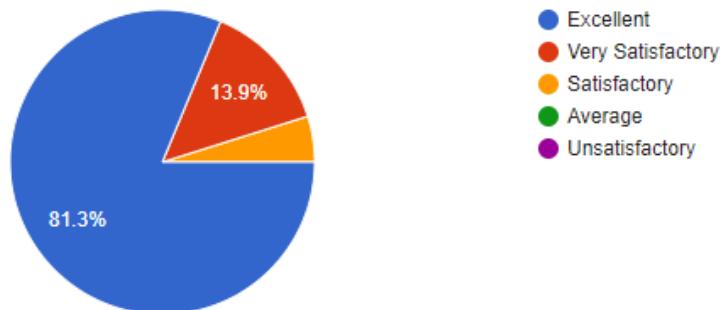
B1. Suitability of venue/time.

144 responses



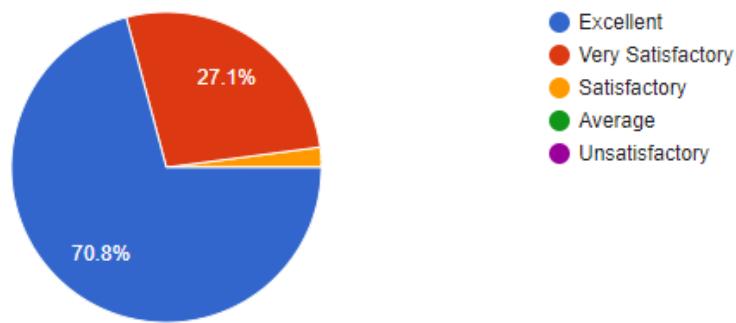
B2. Registration process.

144 responses



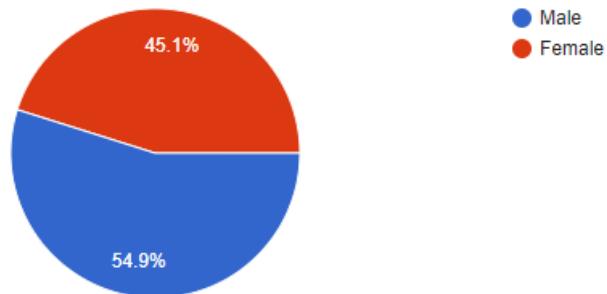
B3. Overall, how satisfied are you with the program?

144 responses



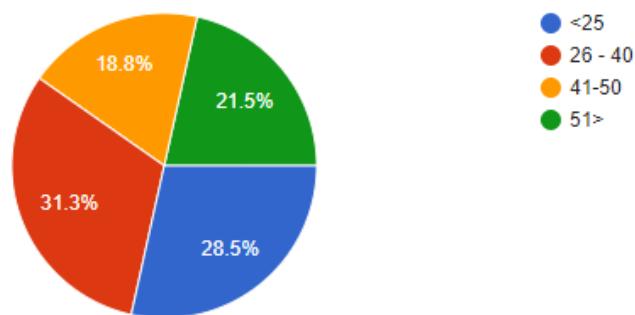
D5. Gender:

144 responses



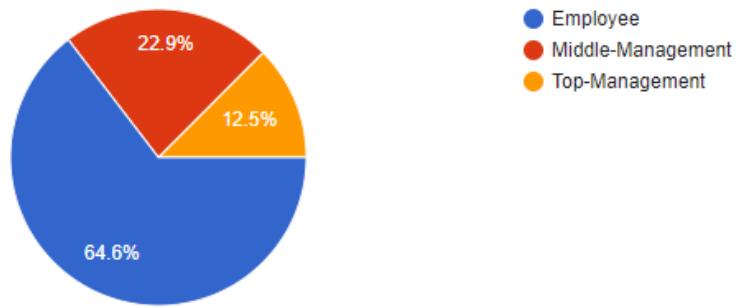
D6. Age (years old):

144 responses



D7. Job Level

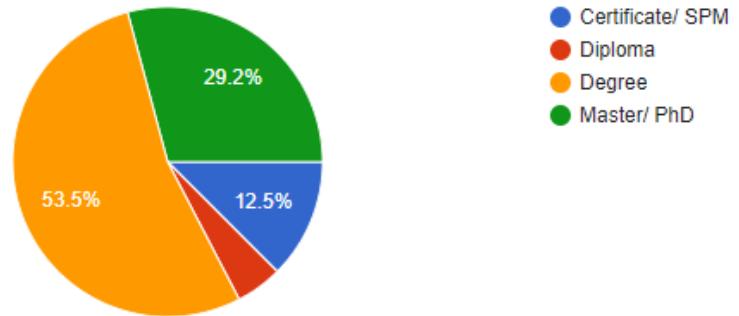
144 responses



Employee  
Middle-Management  
Top-Management

D8. Academic Qualification

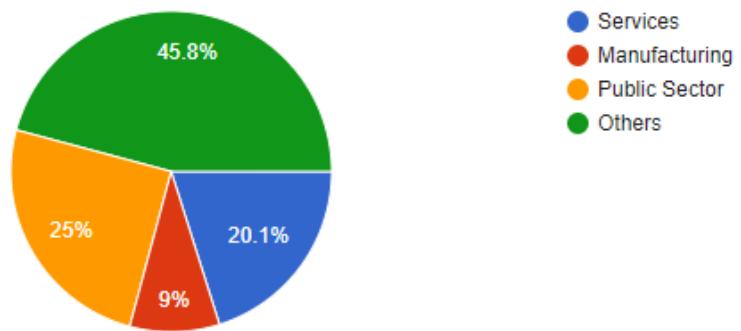
144 responses



Certificate/ SPM  
Diploma  
Degree  
Master/ PhD

D9. Sector:

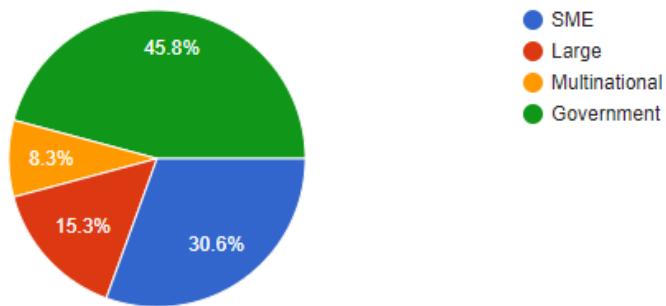
144 responses



Services  
Manufacturing  
Public Sector  
Others

D.10 Organisation Size:

144 responses



The question are divided to four part – A&B(Likert Scale question), C(open ended questions) and D(demographic). Pie chart number A1 to A6 illustrates the summary of feedback from participants about the webinar series. Based on the result of the pie charts, it can be conclude, the overall session received a good and excellent feedback from the participants. This shown that the objective for each webinar is achieved. Second part, B1 to B3 shown that, most of the participants are satisfied with the suitability of the time, registration process and also the program itself. Last but not least, it can be seen that 100% of respondent will recommend this program to their colleagues as most of them happy with the Agrofood Productive Webinar session.

## Appendix

**AGROFOOD PRODUCTIVE:**

# MODERN POULTRY PROCESSING IN MALAYSIA

**9 DECEMBER 2020 (WEDNESDAY)**

**11.00 AM - 1.00 PM**

**Mr Terry Tan**  
President of FLFAM

**Mr Ong Chai Kin**  
Plant Manager  
Dindings Poultry Processing Sdn. Bhd

**Dr Rohaizan bt Mohd Anuar**  
Veterinary Officer  
Veterinary Regulation Division  
Department of Veterinary Services (DVS)

**Dr Yap Teow Chong**  
Technical Consultant of FLFAM

**Objectives:**

- To discuss the key points in poultry processing for good, safe and wholesome poultry products
- To explore the marketing opportunities for processed poultry products

**Brought to you by:** AgroFood Productivity NEXUS

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**To register please click the link or scan the QR Code**  
[https://zoom.us/webinar/register/WN\\_9UEEpI3oRM6NeF0IOE7QaQ](https://zoom.us/webinar/register/WN_9UEEpI3oRM6NeF0IOE7QaQ)

**AGROFOOD PRODUCTIVE:**

# CHALLENGES IN THE MALAYSIAN POULTRY INDUSTRY

**12 December 2020 (Saturday)**

**11.00am - 1.00pm**

**Dr Yap Teow Chong**  
Technical Consultant  
FLFAM

**Dr Subramaniam Perumal**  
General Manager Processing  
Farm's Best Food Industries Sdn. Bhd.

**Mr Terry Tan**  
President  
FLFAM

**En. Mohamad Sukri bin Yusop**  
Agrobank Regional Director  
Region Perak

**Datuk Jeffrey Ng**  
Sr. Advisor and  
Former President of  
FLFAM

**Objectives:**

To explore the various strategies and avenues for the poultry industry to diversify both in nature and in scope, and to stay sustainable.

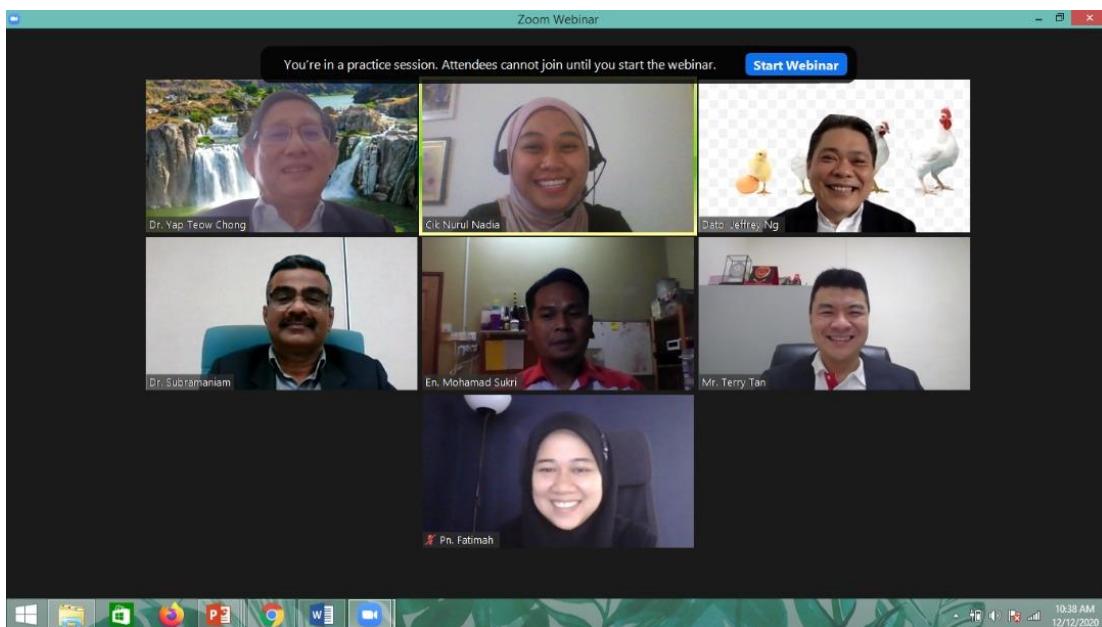
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## **Group Photo**



**Series 9**



**Series 10**

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