

A series of webinars on the Malaysian Poultry Industry

A Joint-Collaboration between AgroFood Productivity Nexus (AFPN) of Malaysian Productivity Corporation (MPC) and the Federation of Livestock Farmers' Associations of Malaysia (FLFAM)

Objectives of Webinar on Poultry Industry

Advocacy to all relevant stakeholders on the background, development and challenges faced by the Malaysian Poultry Industry

List of Webinars on Poultry Industry

1. Transformation in the Malaysian Poultry Industry

Objectives:

- 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.

Date: 7 November 2020

Time: 11.00 am to 1.00 pm

Moderator: Mr Terry Tan. President FLFAM

- a) Poultry Supply Chains in Malaysia
Speaker: Datuk Jeffrey Ng, Sr. Advisor and Ex-President of FLFAM
- b) Providing an affordable protein to the nation
Speaker: Mr Teh Wee Chye, Managing Director, Malayan Flour Mills
- c) The Influence of Market-Demand factors on ex-farm poultry prices
Speaker: Dr Shaufique F. Sidique, Head of Laboratory, Institute of Tropical Agriculture and Food Security, UPM

2. The Role of Private and Public Sector in the Poultry Industry

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.

Date: 11 November 2020

Time: 11.00 am to 1.00 pm

Moderator: Dr Yap Teow Chong, Technical Consultant FLFAM

- a) The Role of DVS, Malaysia in the poultry Industry
Speaker: Dr Suratan bin Kamarudin, Dept. of Veterinary Services, Malaysia
- b) The Role of Contract Farming in the Poultry Industry
Speaker: Datuk Jeffrey Ng, Sr. Advisor and Ex-President of FLFAM
- c) The Role of Technical Service Providers in the Poultry Industry
Speaker: Dr Ong Shyong Wey – Hon. Secretary, Malaysian Animal Health and Nutrition Industries Association (MAHNIA)
- d) The Role on Regulatory requirements – the interlink to the Poultry Industry and Government

Dr Chee Liung Woon, Elanco, Director Asia Regulatory Affairs.

3. Impact of COVID 19 on the Malaysian Poultry Industry

The Covid 19 pandemic has posed many problems and challenges to all walks of life, all business and in all countries. Malaysia has not being spared either. The poultry industry has also suffered from the pandemic.

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.

Date: 18 November 2020

Time: 11.00 am to 1.00 pm

Moderator: Mr Terry Tan, President FLFAM

- a) Constraints on the supply and demand during the COVID 19 outbreak and Movement Control Orders
Speaker: Datuk Jeffrey Ng, Sr. Advisor and Ex-President of FLFAM
- b) Biosecurity and Biosafety measures on COVID 19 in poultry establishments
Speaker: Dr Yap Teow Chong, Technical Consultant FLFAM
- c) Sustainability of the poultry industry in the COVID 19 environment
Speaker: Dr Shaufique F. Sidique, Head of Laboratory, Institute of Tropical Agriculture and Food Security, UPM

4. Development of Export Trade for Malaysian Poultry Industry

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.

Date: 21 November 2020

Time: 11.00 am to 1.00 pm

Moderator: Dr Yap Teow Chong, Technical Consultant FLFAM

- a) Major poultry markets and suppliers in the world
Speaker: Datuk Jeffrey Ng, Sr. Advisor and Ex-President of FLFAM
- b) Strategic Alliances to help Malaysian poultry processors gain access into foreign markets.
Speaker: Mr Terry Tan. President FLFAM
- c) The Thai experience in exporting processed poultry products
Speaker: Dr Chantanee Buranathai, Director of Livestock Standard, Bureau of Livestock Standard and Certification, Thailand
- d) MATRADE to help promote Malaysian poultry products
Speaker: Mr Remee Yaakub, Director Halal, F&B and Agrobased, MATRADE

5. Enhancing Productivity and Yield in Poultry Production

Objectives:

- To discuss the key elements for successful poultry flock management.
- To demonstrate the improvement of productivity and improving financial gains in poultry farming from Good Animal Practice, especially in Biosecurity and Flock Health Management.

Date: 25 November 2020

Time: 11.00 am to 1.00 pm

Moderator: Mr Kit Chan, Director K Farm Sdn. Bhd.

- Preparedness, Challenges and Implementation of MyGAP
Speaker: Dr Mohammad Razli b Abdul Razak, Dept. of Veterinary Services
- Poultry performance in Closed House Vs Open House farming systems, Thermal Stress and Ventilation
Speaker: Dr David Choe, Rhone Ma Malaysia Sdn. Bhd.
- Predictive Flock Health Services and Farm Management
Speaker: Dr Nafisah Mydin, Yenher Sdh Bhd
- Poultry health and Disease – Enhancing Animal Health and Productivity
Speaker: Dr Lee Jin Ee, Veterinary Services Manager, Ceva Animal Health Malaysia

6. Important Infectious Poultry Diseases in Malaysia

Objectives:

One of the important Key Elements in successful poultry management is to have sound flock health management. There are some important diseases that affect the health of the poultry flock; some are well known while others have only gained importance in the last two decades. The infections may cause frank disease outbreaks while others cause insidious disease. As poultry farming is getting more intensified, the environmental stress on the birds predisposes the flock to opportunists and secondary infections. All these pose challenges to the poultry farmer.

Objective

- To discuss some important poultry diseases that require greater attention by the poultry farmers.
- Propose and discuss strategies and measures for the prevention and control of these infectious diseases.

Date: 28 November 2020

Time: 11.00 am to 1.00 pm

Moderator: Dr Yap Teow Chong, Technical Consultant FLFAM

- Fowl Adenovirus Infection or Inclusion Body Hepatitis (IBH)
Speaker: Dato' Professor Dr Mohd Hair Bejo
- Infectious Bursal Disease (IBD) or Gumboro Disease
Speaker: Dato' Professor Dr Mohd Hair Bejo
- Infectious Bronchitis (IB)
Speaker: Professor Dr Abdul Rahman Omar.

7. Epidemiology of Bird Flu: Highly Pathogenic Avian Influenza (HPAI) and its threat to Malaysia

Avian Influenza especially the HPAI has proven to be a devastating disease for the poultry farmers; not only with the high mortality but also the zoonotic significance of the virus. Malaysia is not far from countries that are endemic with the HPAI.

Many poultry flocks are also troubled by the LPAI virus as they can also pose dangers to human health and predispose the flocks to other secondary diseases.

Objectives:

- To discuss the epidemiology of HPAI and the threats that it pose to the Malaysian poultry industry
- To explore the strategies and protocols that are necessary to control both the HPAI and the LPAI.

Date: 2 December 2020

Time: 11.00 am to 1.00 pm

Moderator: Prof. Dr Abdul Rahman, Dean Faculty of Veterinary Medicine, UPM

- a) Epidemiology of Avian Influenza (AI) : Highly Pathogenic AI and Low Pathogenic AI and their threats to Malaysia
Speaker: Dr Marcelo Paniago, Ceva Asia Regional Technical Manager
- b) DVS Protocols for Prevention and Control of HPAI
Speaker: Dr Rozanah Asmah bt Abd Samad, Pengarah, Bahagian Penyelidikan Veterinar
- c) Implementation of Compartmentalisation
Speaker: Dr Akma binti Ngah Hamid, Dept. of Veterinary Services Malaysia

8. Public Health Concerns in the Poultry Industry

Objectives:

Poultry meat and eggs are part of the stable diet of all Malaysians. The poultry industry had advanced over the years to enable the country to be self-sufficient in this important protein source. However the intensification of poultry production poses certain challenges that are of public health and environmental concern.

Objectives:

- To discuss the public health concerns especially on food safety, and antimicrobial resistance (AMR).
- To discuss the intervention measures for risk mitigation on the public health issues.

Date: 5 December, 2020

Time: 11.00 am to 1.00 pm

Moderator: Mr Terry Tan, President FLFAM

- a) Food Safety (biological and chemical hazards) in Poultry Farming and Processing
Speaker: Dr Rohaya binti Mohd Ali, Dept. of Veterinary Services, Malaysia
- b) Environmental Concerns in the Poultry Industry
Speaker: Dr Yap Teow Chong, Technical Consultant FLFAM
- c) Use of non-antimicrobial (AMR) alternatives in sustainable poultry production
Speaker: Prof. Dr Loh TC, Head of Animal Science Dept., UPM
- d) Myths about Poultry Meat and Eggs
Speaker: Dr Tan Chee Kiang, Technical Consultant FLFAM

9. Modern Poultry Processing in Malaysia

The Transformation of the Malaysian poultry industry require the industry to ensure that its downstream activities especially at the slaughter and processing facilities

produce products that are safe, wholesome and fit for human consumption. At the same time the processing industry should be innovative to supply the needs of all the market segments.

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

Date: 9 December, 2020

Time: 11.00 am to 1.00 pm

Moderator: Mr Terry Tan, President FLFAM

- a) Key design elements in poultry processing plant
Speaker: Mr Ong Chai Kin, Plant Manager, Dindings Poultry Processing
- b) Control points and Critical Control Points in poultry processing
Speaker: Dr Rohaizan bte Anuar
- c) Market Segments for Processed Poultry Products
Speaker: Dr Yap Teow Chong, Technical Consultant FLFAM

10. Challenges in the Malaysian Poultry Industry

As the Malaysian poultry industry transform to a more progressive industry, there are many challenges both technical as well as financial.

Objective:

To explore the various avenues and strategies for the poultry industry to stay sustainable in providing a nutritious and affordable protein for consumers.

Date: 12 December 2020

Time: 11.00 am to 1.00 pm

Moderator: Datuk Jeffrey Ng, Sr. Advisor and Ex-President of FLFAM

- a) Downstream poultry processing
Speaker: Dr Yap Teow Chong, Technical Consultant FLFAM
- b) Resource recovery in the poultry industry
Speaker: Dr Subramanian Perumal, General Manager Processing, Farm's Best Food Industries Sdn. Bhd.
- c) Challenges in niche marketing: Kampung chicken/ Labelled broilers farming
Speaker: Mr Terry Tan, President FLFAM
- d) Financial assistance available for poultry farmers and processors
Speaker: En. Mohamad Sukri Bin Yusop, Agrobank, Head of Commercial. Region 3.

WEBINAR ORGANISATION

1. Organiser for Webinars: AFPM in MPC and FLFAM

2. Resource Persons:

Speakers shall be invited from the following institutions and agencies

- a) Industry Leaders in the Poultry Industry
- b) Department of Veterinary Services, Malaysia (DVS), MAFI
- c) Federation of Livestock Farmers' Associations Malaysia (FLFAM)
- d) Malaysian Animal Health and Nutrition Industries Association (MAHNIA)
- e) Faculty OF Veterinary Medicine, University Putra Malaysia (UPM)
- f) Dept. of Animal Science, UPM

- g) Institute of Agricultural and Food Policy Studies, UPM
 - h) Service Providers: Pharmaceutical companies, Feed-millers, Equipment Suppliers, etc
3. Duration of each Webinar: 2 hours between 11 am – 1.00 pm
Each presentation is about 20 – 30 minutes
 4. Frequency of webinars: twice a week: on Wednesdays and Saturdays,
 5. There will be a rehearsal for each webinar a day before the actual date of each webinar.
 6. Language used in webinar: English