




# 23rd Meeting of the ASEAN Sectoral Working Group on Agricultural Cooperatives (ASWGAC)

## EXCHANGE OF INFORMATION ON AGRICULTURAL COOPERATIVES ACTIVITIES

*Presented by:*

**Farmers' Organization Authority  
MALAYSIA**

06th October 2022

 Lembaga Pertubuhan Peladang Malaysia

 @lpp\_Malaysia

 @lpp\_malaysia



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KEMENTERIAN PERTANIAN  
DAN INDUSTRI MAKANAN




# PELADANG OUTLET

(FARMER'S OUTLET)

## SUSTAINABLE AGROFOOD



 Lembaga Pertubuhan Peladang Malaysia

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# BACKGROUND OF PELADANG OUTLET



War Against Middle Man Programme –starts in 2015

- 200 Collection Centres (CC)
- Special allocation MYR20 million



As a marketing vehicle to market produces of the FOs and farmers as well as to reduce middleman involvement in the value chain



Rebrand after 5 years (2021)

- Launched by YB Minister of Agriculture and Food Industry (MAFI) on 8th April 2021. Now known as Peladang Outlet (PO).
- Competitive, Resilient, Sustainable
- 162 POs active



**“Fresh From Farm”**

# MISSION OF PELADANG OUTLET (PO) ESTABLISHED



01

Farmers produce - FOs market



02

Strengthening the Farmers Organization (FO) marketing program –grading,, packaging, marketing, storage, storage and transportation



03

Strengthening the involvement of FOs in the whole value chain



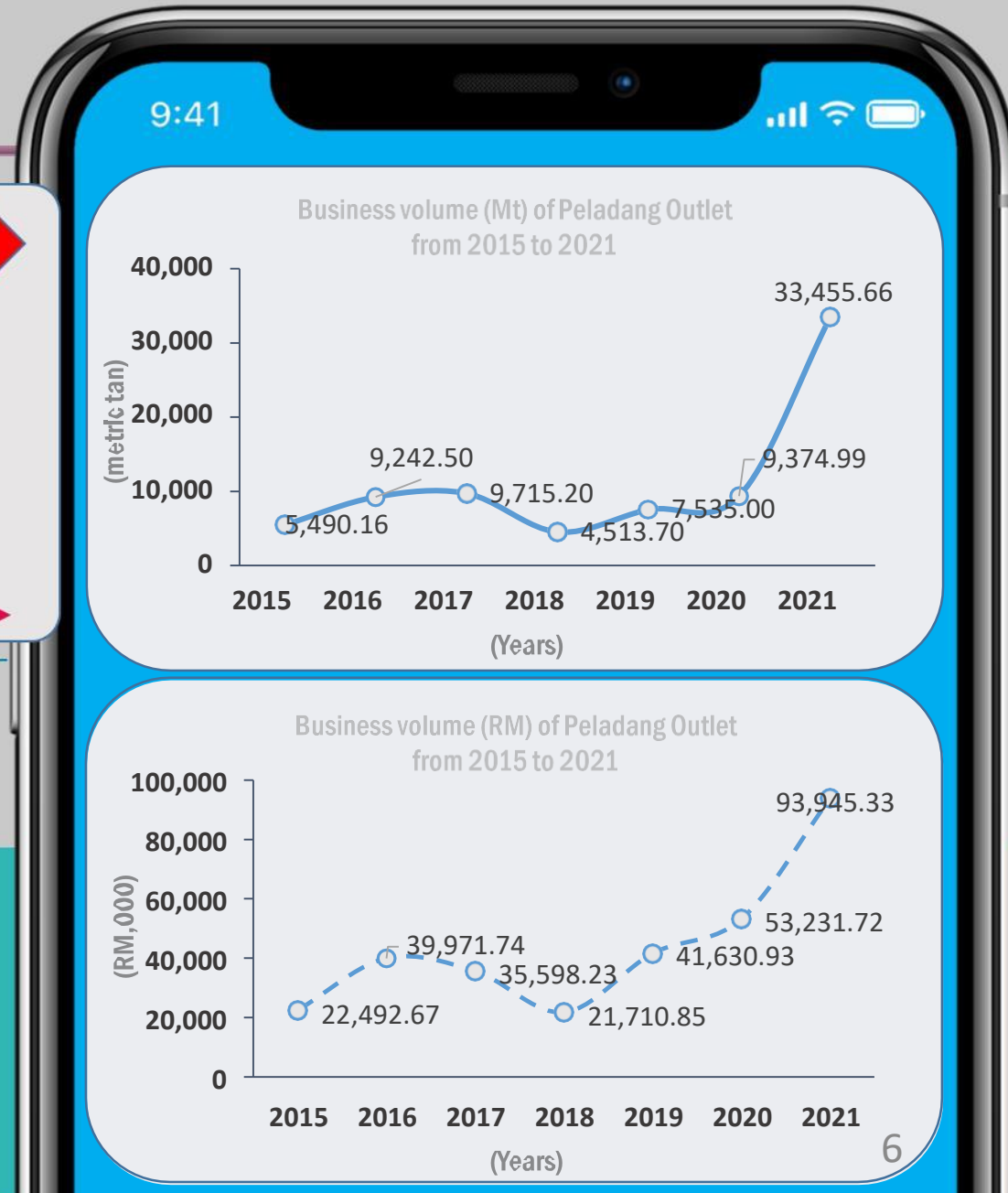
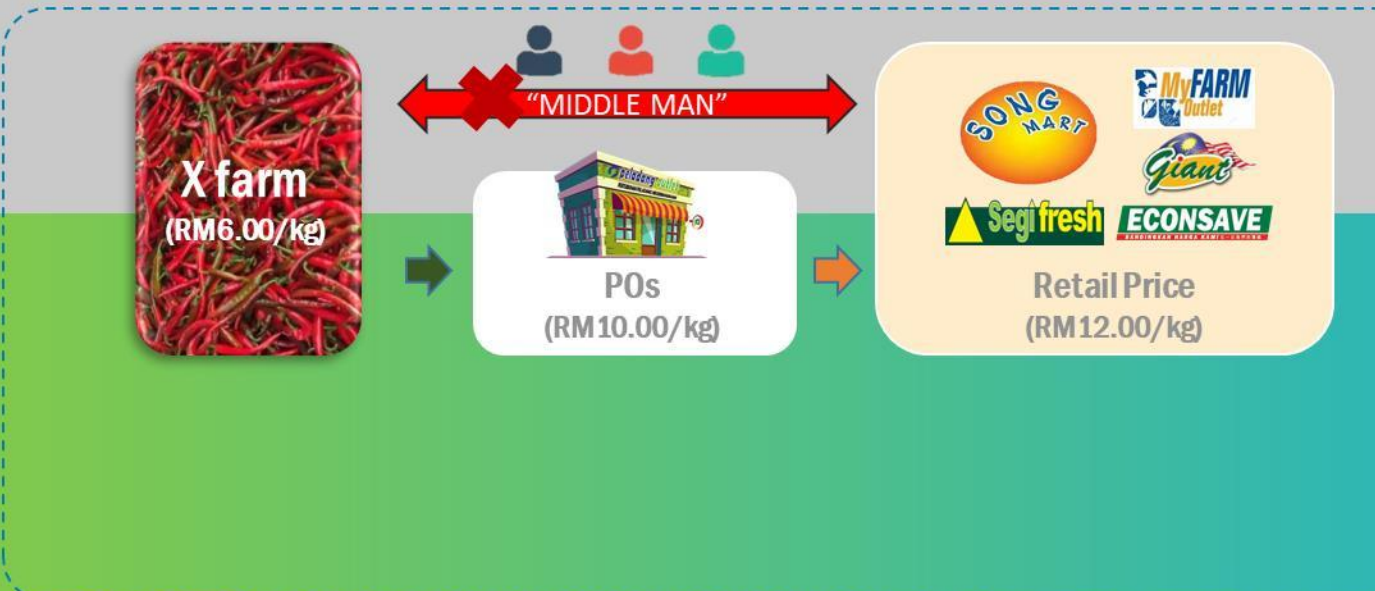
04

Well-planned harvesting time with the right crop rotation stabillize the supply and reduce crops dumping





# PELADANG OUTLET (PO) OPERATIONS





**162**  
Peladang  
Outlets



*"Fresh From Farm"*





# PELADANG OUTLETS ACHIEVEMENT





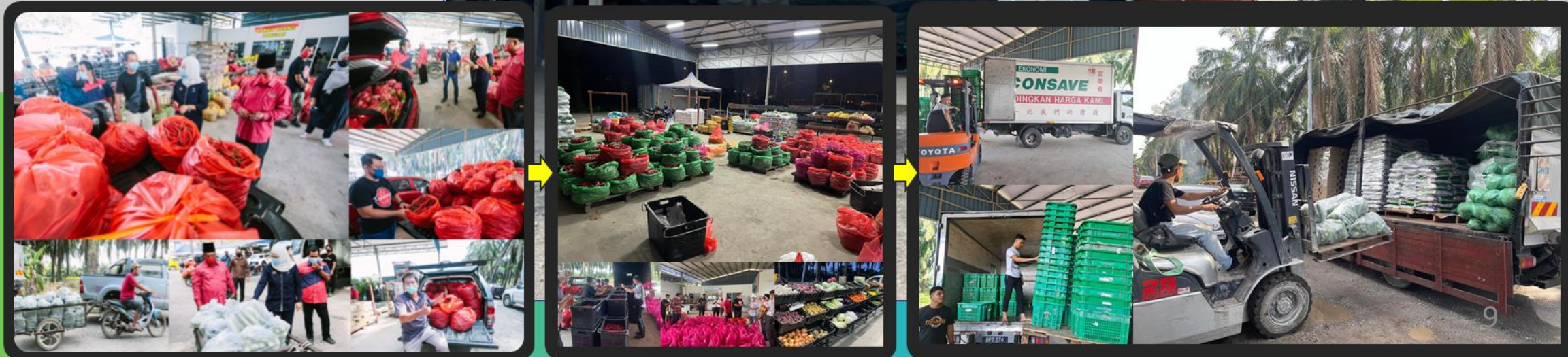
# ACHIEVEMENT OF PELADANG OUTLET (FARMERS' OUTLET) BY AREA FARMERS ORGANIZATION



- AFO Kuala Langat -

## Information

|                    |  |
|--------------------|--|
| Name               | AFO Kuala Langat, Selangor                                     |
| Nb. Farmers Unit   | 32 unit of farmers   |
| Nb. Of Members     | 5,874  |
| Quantity (MT)      | 972.849 MT   |
| Nb. of Commodities | 14   |
| Market             | Franchies Ayam Gepuk Pak Cembus, Econsave Mall, Nestle Factory |



# BUSINESS MODEL OF FARMERS ORGANIZATION

PRODUCER

COLLECTION

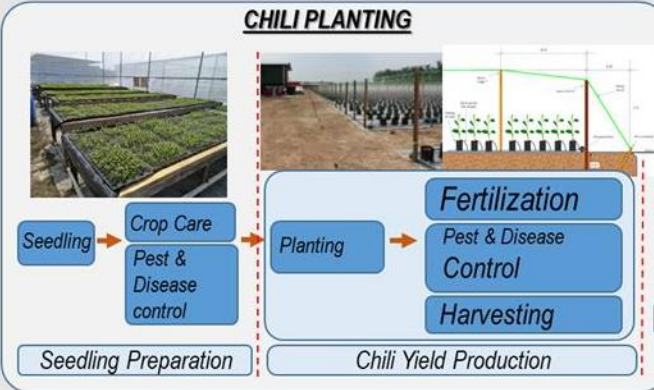
MARKETING



Smart Card Peladang-i



**Facility**  
- Infrastructure  
- Agricultural Inputs  
(Seeds, Fertilizer etc)



**1) Supermarket & Processing**



**2) Fresh sales**



**3) <https://rocketdelivery.my/>**



**Mentor:**  
NORHASHIM BIN KAMISAN  
(39 tahun)

**HANDS-ON TRAINING**



**CIKI CIRI SISTEM FERTIGAS PINTAR ATILZE**

**PAKAT**

- 1. PAKAT
- 2. KEMAL
- 3. JENJANG M&M/PAKAT
- 4. KAWAN 10 M&M
- 5. BANGUNAN M&M
- 6. BANGUNAN M&M
- 7. BANGUNAN M&M
- 8. BANGUNAN M&M
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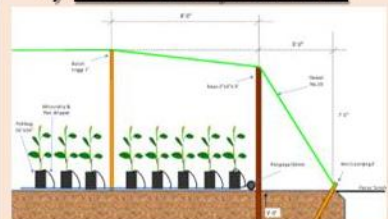
**Mentee:**  
949 Entrepreneurs

**1) Satellite Farm**



- 9 Farmers B40  
- 18,000 polybags

**2) B40 Entrepreneurs**



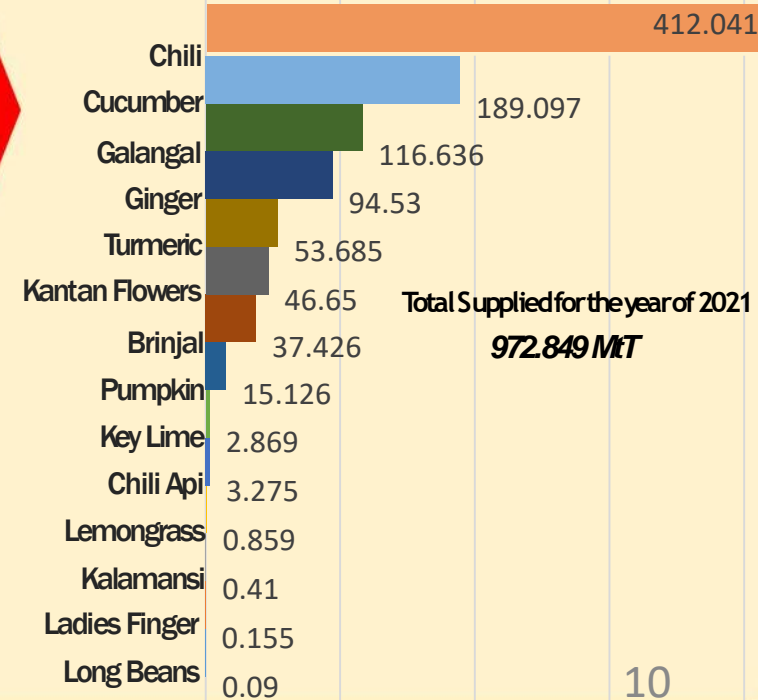
- 12 Farmers B40  
- 24,000 polybags

ID Registered :  
**1,027 Entrepreneurs**

|      |                              |
|------|------------------------------|
| 2021 | 949 Entrepreneurs (Supplier) |
| 2020 | 751 Entrepreneurs            |
| 2019 | 537 Entrepreneurs            |
| 2018 | 400 Entrepreneurs            |
| 2017 | 380 Entrepreneurs            |
| 2016 | 120 Entrepreneurs            |
| 2015 | 5 Entrepreneurs              |



Started 2015



# BUSINESS MODEL OF FARMERS ORGANIZATION

PRODUCER

COLLECTION

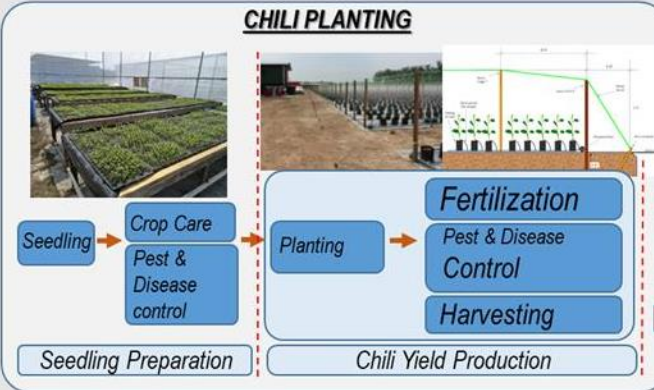
MARKETING



Smart Card Peladang-i

### Facility

- Infrastructure
- Agricultural Inputs (Seeds, Fertilizer etc)



### 1) Supermarket & Processing



### 2) Fresh sales



### 3) <https://rocketdelivery.my/>



### Mentor:

NORHASHIM BIN KAMISAN (39 tahun)



### Mentee:

949 Entrepreneurs

### HANDS-ON TRAINING



**CIRI CIRI SISTEM FERTIGASI PINTAR ATILZE**

**PAKAT**

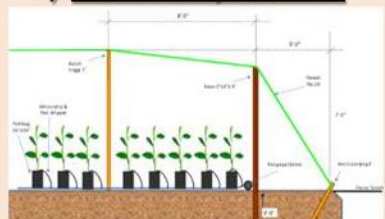
- 1. PAKAT
- 2. KABEL
- 3. JERAMBA MUDA/PAKAT
- 4. KAWAT 12 Meter
- 5. BANGUNAN B40 & B40
- 6. BANGUNAN PAKAT
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### 1) Satellite Farm



- 9 Farmers B40
- 18,000 polybags

### 2) B40 Entrepreneurs

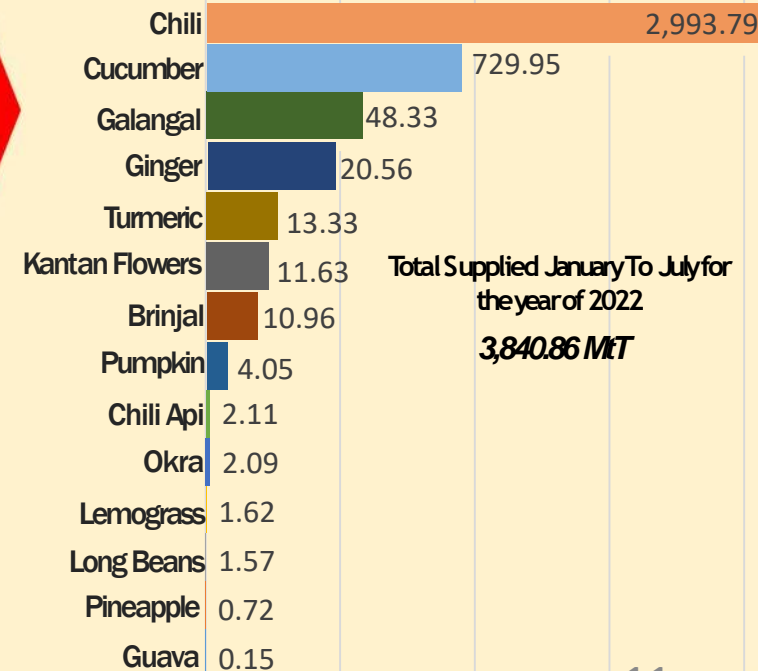


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ID Registered : 1,027 Entrepreneurs

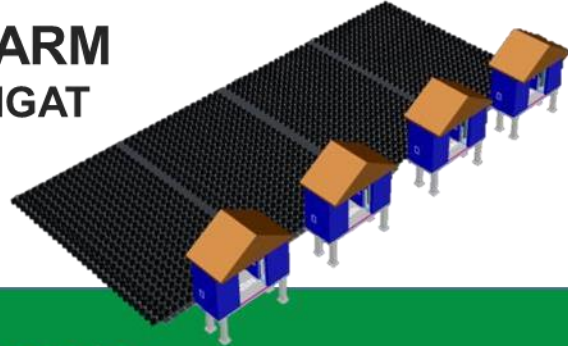


Started 2015





# SATELLITE FARM AFO KUALA LANGAT



## 1) SMART FERTIGATION



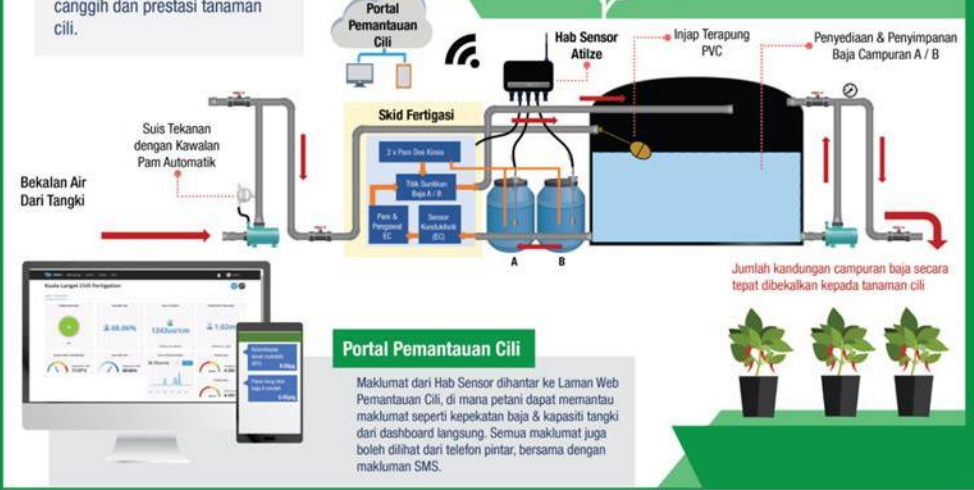
### Rajah System

Sistem Fertigasi Pintar terdiri daripada sistem fertigasi automatik yang digabungkan dengan **Hab Sensor Atilize** untuk membolehkan fungsi canggih dan prestasi tanaman cili.



**Hab Sensor Atilize**  
Generasi baru Hab Sensor Atilize adalah komponen utama yang menjadikan sistem fertigasi automatik lebih pintar. Ia membolehkan pemantauan yang tepat terhadap sistem fertigasi, status tahap baja dalam tangki, tahap EC campuran baja & sambungan internet untuk menghantar maklumat ke Portal Pemantauan.

Pemantauan Tepat    Sambungan Internet



### Portal Pemantauan Cili

Maklumat dari Hab Sensor dihantar ke Laman Web Pemantauan Cili, di mana petani dapat memantau maklumat seperti kepekatan baja & kapasiti tangki dari dashboard langsung. Semua maklumat juga boleh dilihat dari telefon pintar, bersama dengan maklumat SMS.

## 2) SMART SPRAYING





# ACHIEVEMENT OF PELADANG OUTLET (FARMERS' OUTLET) BY AREA FARMERS ORGANIZATION



- AFO Kuang -

## Information

|                    |  |
|--------------------|--|
| Name               | AFO Kuang, Johor                         |
| Nb. Farmers Unit   | 17 unit of farmers                       |
| Nb. Of Members     | 3,198                                    |
| Quantity (MT)      | 465 MT                                   |
| Nb. of Commodities | 90                                       |
| Market             | Songmart mall & Wholesaler in Kuang Area |



Collecting & Grading

Loading Bay

## Marketing Channel



Songmart Supermarket



Wholesaler

# BUSINESS MODEL OF FARMERS ORGANIZATION

**PRODUCER**

**COLLECTION**

**MARKETING**



Smart Card Peladang-i



DuitNow



**100 Entrepreneurs**



**Marketing Segment**

(70%)

**Supermarket**

- Songmart
- KS Mart
- Econpoint
- Goodmart

(20%)

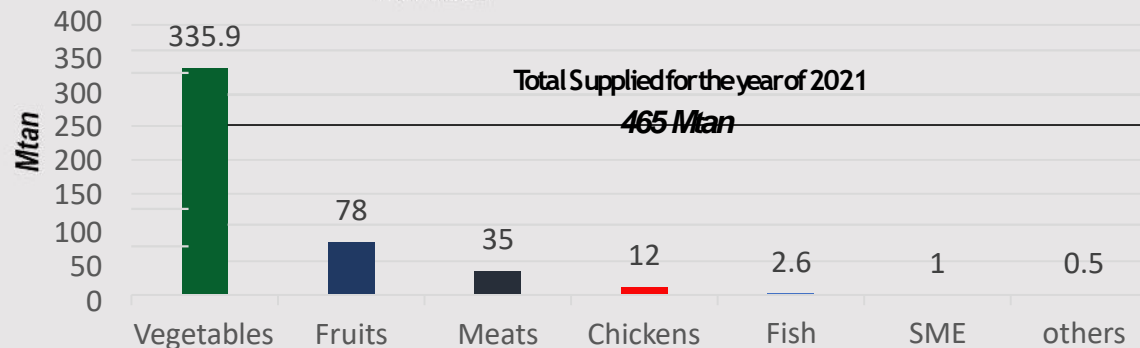
**Retailer**

- Aceh shop
- Restaurant
- Peladang Outlets

(10%)

**Wholesaler**

- Public Market
- Fruit & Vegetable whosaler



# BUSINESS MODEL OF FARMERS ORGANIZATION

**PRODUCER**

**COLLECTION**

**MARKETING**



Smart Card Peladang-i



**100 Entrepreneurs**



**Marketing Segment**

- (70%) **Supermarket**
  - Songmart
  - KS Mart
  - Econpoint
  - Goodmart
- (20%) **Retailer**
  - Aceh shop
  - Restaurant
  - Peladang Outlets
- (10%) **Wholesaler**
  - Public Market
  - Fruit & Vegetable wholesaler

Total Supplied January To July For The Year Of 2022

**73.28MT**





# ACHIEVEMENT OF PELADANG OUTLET (FARMERS' OUTLET) BY AREA FARMERS ORGANIZATION



| Information        |   |
|--------------------|---|
| Name               | FOA Muar Selatan  |
| Nb. Farmers Unit   | 29 unit of farmers  |
| Nb. Of Members     | 2,602   |
| Quantity (MT)      | 71.834 MT   |
| Nb. of Commodities | 12  |
| Market             | MAMEE Factory in Malacca State, Export to Singapore, local market and retailers |



**Marketing Segment**

MAMEE Factory

VICTORIA WHOLESALE CENTRE  
181, Kallang Ave, Singapore 339509

EXPORT TO SINGAPORE

LOCAL MARKET





# BUSINESS MODEL OF FARMERS ORGANIZATION

PRODUCER

COLLECTION

MARKETING



Smart Card Peladang-i



## 70 Entrepreneurs



## Marketing Segment

Total 2021= 71.834 mtan



### 1) Export Singapore (55%)

39.174 mtan

|                  |         |
|------------------|---------|
| Lemongrass       | 37.471  |
| Young Jackfruit  | 1.638   |
| Pandan Leaf      | 0.01165 |
| Turmeric Leaf    | 0.046   |
| Aromatic Ginger  | 0.007   |
| Kaffir Lime Leaf | 0.0003  |

JUNE 2022  
27.19 MT



### 2) MAMEE Factory (38%)

26.955 mtan

|                  |        |
|------------------|--------|
| Lemongrass       | 17.513 |
| Galangal         | 5.793  |
| Kaffir Lime Leaf | 1.988  |
| Curry Leaf       | 1.625  |
| Spring Onion     | 0.025  |
| Bay Leaf         | 0.011  |

JUNE 2022  
39.33 MT



### 3) Fresh Market (7%)

5.705 mtan

JUNE 2022  
1.75 MT

# BUSINESS MODEL OF FARMERS ORGANIZATION

PRODUCER

COLLECTION

MARKETING



Smart Card Peladangi



## 70 Entrepreneurs



## Marketing Segment

Total January - July 2022 =  
4741mtan



### 1) Export Singapore (35%)

16.59 mtan

|                  |         |
|------------------|---------|
| Lemongrass       | 15.8688 |
| Young Jackfruit  | 0.6937  |
| Pandan Leaf      | 0.0195  |
| Turmeric Leaf    | 0.0049  |
| Aromatic Ginger  | 0.0030  |
| Kaffir Lime Leaf | 0.0001  |



### 2) MAMEE Factory (11%)

5.16 mtan

|                  |      |
|------------------|------|
| Lemongrass       | 4.56 |
| Galangal         | 0.53 |
| Kaffir Lime Leaf | 0.07 |



### 3) Fresh Market (54%)

25.66 mtan

|           |       |
|-----------|-------|
| Vegetable | 23.33 |
| Chicken   | 2.2   |
| IKS       | 0.084 |
| Others    | 0.046 |



# CROP MANAGEMENT MARKETING CHAIN PLANNING & DIRECTION

## 1) Collection Centre Online application @ others application



[https://www.youtube.com/channel/UCD2SDhLh5cwnD2\\_Sc0AtQ-w/featured](https://www.youtube.com/channel/UCD2SDhLh5cwnD2_Sc0AtQ-w/featured)

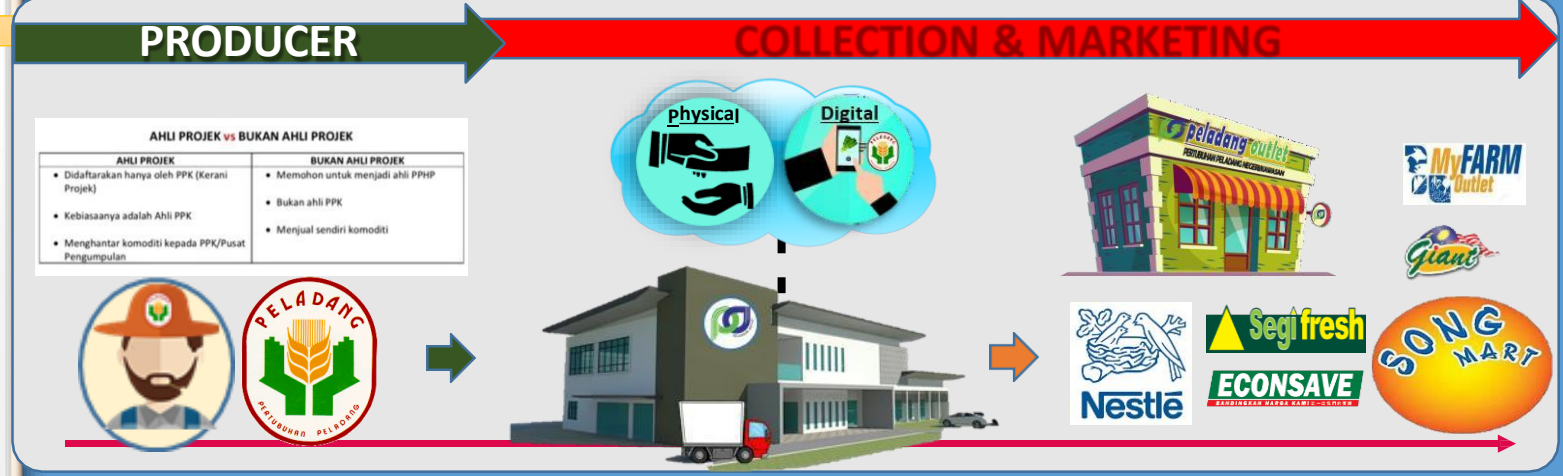
### Users:-

- Entrepreneurs
- CC & DC (User Farmers Organization)
- User FOA

### i.e. Application:-

- [pbcperang.com](http://pbcperang.com)
- [Rocketdelivery](http://Rocketdelivery)

- for:-
- Notice there is a sale of the product
  - Expanding the market



**Mohd. Fikri Bin Abdul Kasim**  
051015125515 • 0904

- Profil
- Dashboard
- Pertubuhan Peladang
- Projek
- Jualan
- Jadual Tanaman
- Perosak & Penyakit
- Latihan
- Laporan Jualan
- Log Keluar



### Planting Schedule for Entrepreneurs:-

Anggaran Pengeluaran Hasil

| Minggu 1<br>08 Jun, 2020 - 14 Jun, 2020 |                             |                             | Minggu 2<br>15 Jun, 2020 - 21 Jun, 2020 |                             |                             | Minggu 3<br>22 Jun, 2020 - 28 Jun, 2020 |                             |                             |
|---|-----------------------------|-----------------------------|---|-----------------------------|-----------------------------|---|-----------------------------|-----------------------------|
| Isnin<br>08 Jun, 2020                   | Rabtu<br>10 Jun, 2020       | Jumaat<br>12 Jun, 2020      | Isnin<br>15 Jun, 2020                   | Rabtu<br>17 Jun, 2020       | Jumaat<br>19 Jun, 2020      | Isnin<br>22 Jun, 2020                   | Rabtu<br>24 Jun, 2020       | Jumaat<br>26 Jun, 2020      |
| Anggaran Hasil<br>75.00 K0              | Anggaran Hasil<br>105.00 K0 | Anggaran Hasil<br>175.00 K0 | Anggaran Hasil<br>175.00 K0             | Anggaran Hasil<br>175.00 K0 | Anggaran Hasil<br>250.00 K0 | Anggaran Hasil<br>550.00 K0             | Anggaran Hasil<br>300.00 K0 | Anggaran Hasil<br>300.00 K0 |
| Jumlah Keseluruhan<br>355.00 K0         |                             |                             | Jumlah Keseluruhan<br>600.00 K0         |                             |                             | Jumlah Keseluruhan<br>1100.00 K0        |                             |                             |

| Jadual Tanaman                | Tempoh Peringkat | Tarikh Mula | Tarikh Tamat | Tindakan               |
|-------------------------------|------------------|-------------|--------------|------------------------|
| Proses Membaja Minggu Pertama | Minggu ko 1      | 2020-04-01  | 2020-04-01   | Todo Rekad             |
| Proses Membaja Cabang Pertama | Minggu ko 2      | 2020-04-01  | 2020-04-08   | Tindakan Belum Dimulai |
| Proses Meracun                | Minggu ko 3      | 2020-04-09  | 2020-04-16   | Todo Rekad             |

### Expected Revenue Production:-

| Bulan Lepas | Bulan Ini    | Bulan Depan   |
|-------------|--------------|---------------|
| 392,000 K0  | 4,250,000 K0 | 20,050,000 K0 |

Tarikh: April 05, 2020  
Cili Merah

| Spesifikasi | Harga |
|-------------|-------|
| Grade A     | 7.88  |
| Grade B     | -     |
| Grade C     | -     |
| Grade D     | -     |
| Grade E     | -     |
| Grade F     | -     |
| Grade G     | -     |
| Grade H     | -     |
| Grade I     | -     |
| Grade J     | -     |
| Grade K     | -     |
| Grade L     | -     |
| Grade M     | -     |
| Grade N     | -     |
| Grade O     | -     |
| Grade P     | -     |
| Grade Q     | -     |
| Grade R     | -     |
| Grade S     | -     |
| Grade T     | -     |
| Grade U     | -     |
| Grade V     | -     |
| Grade W     | -     |
| Grade X     | -     |
| Grade Y     | -     |
| Grade Z     | -     |

PELADANG OUTLET - DIGITAL MARKETING -



# ISSUES AND CHALLENGES



# ISSUES AND CHALLENGES FARMERS OUTLET OPERATION





# WAY FORWARD



# WAY FORWARD



*"Fresh From Farm"*

- ➔ Establish Distribution Centre (DC) by Zone –
- ➔ North, East Coast, Centre and South of Malaysia.





# WAY FORWARD

Diversifying Sales Strategies  
at Outlet Farmers (PO)

Managing Perishable  
Agricultural Produces

Strengthening Logistics and  
Facilities

Online Marketing Platform  
(Online Shopping)



*"Fresh From Farm"*







# "Fresh From Farm" 3Fs



KEMENTERIAN PERTANIAN  
DAN INDUSTRI MAKANAN

