

MARKET PRICE WATCH AND FAMA'S ROLE IN MALAYSIAN AGRICULTURAL MARKETING

by

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Federal Agricultural Marketing Authority (FAMA)

MALAYSIA

FAMA

- Established in 1965
- Responsible to supervise, coordinate, regulate & improve agricultural marketing
- Organise marketing activities, establish standards & undertake promotional activities

FAMA's CORE THRUST

- Supply Chain Management
 - To improve market efficiency through efficient distribution, effective infrastructure i.e. Collection Centres (CC) and Distribution Centres (DC) and logistic management
- **Market Information**
 - Data collection, analysis and dissemination
 - Supply & Demand Matching
- Promotion & National Branding
 - Local and International promotional activities
 - E.g. Malaysia's Best, Agromas and Olemas Brand
- Capacity Building
 - To improve focus groups' knowledge
 - Extension program to farmers

Market Information

Market Intelligence Division (MiD)

■ Main Activities

- Provide relevant information towards market driven production
- Supply Demand Price Monitoring
- Information dissemination through FAMA's portal (www.fama.gov.my), seminars, workshops, publications & market extension program

■ Staffing

- At all levels (States, Districts etc)
- Skilled and experience at field levels

■ Equipment

- Use modern IT extensively

■ Cooperation

- With local universities
- With international bodies e.g. FAO

Activities undertaken by MiD

- Data collection
 - Price
 - Quantity & Production
 - Market & Estimate demand (consumption)
- Analysis/ Compilation
- Disseminate/ Reporting
- Others
 - Cooperation with various other agencies
 - Market Study
 - Feasibility Studies

Scope

- Continuous Price Monitoring
 - All pricing levels from farm gates to retail
 - On major food types
 - Major production and consumer areas
 - Data collection for farm price is carried out in major production areas of each state based on crop types
 - Data for wholesale and retail levels is sampled from major wholesale markets, retail stores and supermarkets from each state

Scope

- Collecting information on 237 commodities
 - Daily Reporting on 46 items (collected twice weekly)
[23 vegs, 13 fruits & 10 livestock]
 - Weekly Reporting on 191 items (collected weekly)
[72 vegs, 53 fruits, 11 livestock, 40 flowers & ornamental plants and 15 freshwater fish]
- Provide Price Early Warning Mechanism
 - Utilising ICT to provide practical, up-to-date and indicative pricing information nationwide
 - Through FAMA's Market Information System (MyHargaTani)

SDVI System (from 2006)

- It is an online and real time system
- Have gone through various stages to make it more user friendly
- Will be developed on an Open Source software (previously on SAS)
- Features included:
 - Mapping
 - Early Warning System
 - Forecasting

The Benefit of ICT in MID

- Farmers/ Producers
 - Have knowledge on potential price and quantity
- Market
 - Product sourcing information & develop business networking
- Government/ Agencies
 - Information to plan, forecast and maintain
- Consumer
 - Information on price and product location
- Traceability
 - made possible to trace produce to source (SCM)

Issues and Challenges

- High cost to maintain nationwide system
- More promotional activities to encourage participation in the programs
- Sourcing An Open Source program with similar functionalities with commercial software used previously
- Skill and experienced personnel to run and maintain the program

Issues of the rising food prices

- Affecting all spectrum of population
- Demand for food increase as a result of population growth, change in lifestyles etc
- Supply of food affected due to natural disasters, land made available for other commercial uses etc
- Exponential hike in oil prices impacted cost of food production, processing and distribution

Price Control Mechanism

- Providing effective and efficient logistic management
- To ensure consistency of supply
 - Opening more market outlets
- More promotional activities to increase awareness of products availability and prices in the market

Market Price Watch online



WELCOME

BAHASA MALAYSIA

- ★ WEEKLY PRICE ANALYSIS
- ★ SEASONAL FRUIT PRODUCTION MAP
- ★ PRICE DISPLAY
- ★ SUKAN TANI
- ★ MAHA 2006
- ★ SDVI INFORMATION
- ★ PRICE INFORMATION
- ★ TERMINAL POINT INFO

Mobile



FAMA



MESSAGING

Single Sign-On

Username :

Password:

Login

New Registration

Main

INTRODUCTION TO SDVI

FAMA Consultancy Services

1. FAMA has developed an online information system known as SDVI (Supply Demand Virtual Information).
2. This system serves to provide FAMA's Consultancy Services to all its CUSTOMERS / Target Groups.
3. The principal objective is to leverage information technology (ICT) in the growth of the agriculture sector.

Concept

- 1. A system that performs a Supply Demand Matching function**
 - Integrating information on market needs with supply situation.
 - Economic function - $SS > DD @ DD > SS$ - relating to prices.
- 2. A supply (SS) and demand (DD) monitoring system.**
 - Computing Balance of Trade (BOT)

Mode of Implementation and Timeline

1. To conduct briefing and promotion of SDVI – Road shows at State and Federal Government Agencies and Department levels commencing Jan 2005
2. To encourage involvement and cooperation from State and Federal Agencies and Departments.
3. To encourage private sector participation.
 - Vegetables and Fruit Producers Association.
 - Wholesalers Association .
 - Exporters Association .

Objective



Bangunan FAMA Point, Lot 17304, Jalan Persiaran 1, Bandar Baru Selayang, 68100 Batu Caves, Selangor Darul Ehsan.



ANALISA HARGA MINGGUAN

LEMBAGA PEMASARAN PERTANIAN PERSEKUTUAN

SELAMAT DATANG : SEBASTIAN CHEW

Senario Bekalan, Permintaan & Harga Mingguan Malaysia || [Laporan Bulanan](#)
[2007](#) || 2008



LAPORAN MINGGUAN 2008		
Minggu 01	31 Disember 2007 hingga 04 Januari 2008	▼ Download
Minggu 02	07 Januari hingga 11 Januari	▼ Download
Minggu 03	14 Januari hingga 18 Januari	▼ Download
Minggu 04	21 Januari hingga 25 Januari	▼ Download
Minggu 05	28 Januari hingga 01 Februari	▼ Download
Minggu 06	04 Februari hingga 08 Februari	▼ Download
Minggu 07	11 Februari hingga 15 Februari	▼ Download
Minggu 08	18 Februari hingga 22 Februari	▼ Download
Minggu 09	25 Februari hingga 29 Februari	▼ Download
Minggu 10	03 Mac hingga 07 Mac	▼ Download
Minggu 11	10 Mac hingga 14 Mac	▼ Download
Minggu 12	17 Mac hingga 21 Mac	▼ Download
Minggu 13	24 Mac hingga 28 Mac	▼ Download
Minggu 14	31 Mac hingga 04 April	▼ Download
Minggu 15	07 April hingga 11 April	▼ Download
Minggu 16	14 April hingga 18 April	▼ Download
Minggu 17	21 April hingga 25 April	▼ Download
Minggu 18	28 April hingga 02 Mei	▼ Download
Minggu 19	05 Mei hingga 09 Mei	▼ Download



HARGA PASARAN BARANGAN TERPILIH

PERINGKAT	PASAR TANI KEKAL	
NEGERI / DAERAH	PAHANG	JERANTUT
TARIKH	27-05-2008	
JENIS / SUMBER	TANAH RENDAH	TEMPATAN
KATEGORI	SAYUR-SAYURAN	



VARIETI		GRED	HARGA PURATA (RM)
	BAYAM HIJAU	F.A.Q	2.50 KILOGRAM
	KACANG BENDI	F.A.Q	5.00 KILOGRAM
	HALIA MUDA	F.A.Q	4.00 KILOGRAM
	KACANG BUNCIS	F.A.Q	6.00 KILOGRAM





Maklumat ini disediakan oleh • **Cawangan Khidmat Maklumat Pasaran (MIS), FAMA** • Sebarang aduan dan sebagainya sila hubungi urusetia atau **En. Mohd Hafiz Mohd Adnan**, Cawangan MIS HQ di talian **03-61262020** atau emel **sdvi@fama.net.my**



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TARIKH	27-05-2008	
JENIS / SUMBER	TANAH RENDAH	TEMPATAN
KATEGORI	IKAN	



VARIETI		GRES	HARGA PURATA (RM)
	IKAN PATIN	F.A.Q	12.00 KILOGRAM
	IKAN LEE KOH	F.A.Q	14.00 KILOGRAM
	BAUNG	F.A.Q	21.00 KILOGRAM
	IKAN TILAPIA MERAH	F.A.Q	12.00 KILOGRAM

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JENIS / SUMBER	TANAH RENDAH	TEMPATAN
KATEGORI	SAYUR-SAYURAN	



VARIETI		GRED	HARGA PURATA (RM)
	LABU MANIS	F.A.Q	2.50 KILOGRAM
	LOBAK PUTIH	F.A.Q	3.50 KILOGRAM
	SAWI HIJAU CERAH	F.A.Q	3.00 KILOGRAM
	KACANG PANJANG HIJAU	F.A.Q	3.50 KILOGRAM

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PENGUNAAN
INSTITUSI



PENGUNAAN
KILANG



PENGUNAAN
ISI RUMAH



PENGUNAAN
KESELURUHAN



HARGA
SEGAR

Laporan Harga Segar



SDVI



Federal Agricultural Marketing Authority



HARGA
PROSES



KALENDAR
BUAH



IMPORT
EKSPORT



IMBANGAN
BEKALAN &
PERMINTAAN



PASAR
BORONG



PASAR
TANI

Logout

LAPORAN HARGA SEGAR

KUMPULAN TARIKH : HARIAN

TARIKH DARI : 27/05/2008

TARIKH HINGGA : 01/06/2008

KATEGORI HARGA : TINGGI, PURATA, RENDAH

PERINGKAT HARGA : BORONG

[TUKAR BUTIRAN CARIAN](#) | [BALIK KE FORM CARIAN](#)

BELIMBING BESI (B10), GRED F.A.Q

NEGERI	27-05-08			29-05-08			PURATA		
	TINGGI	PURATA	RENDAH	TINGGI	PURATA	RENDAH	TINGGI	PURATA	RENDAH
MALAYSIA	254.67	240.00	230.00	245.00	235.71	225.71	249.83	237.86	227.86
PURATA	254.67	240.00	230.00	245.00	235.71	225.71	249.83	237.86	227.86

PERINGKAT=BORONG,UNIT=100 KILOGRAM

LAPORAN HARGA SEGAR

KUMPULAN TARIKH : HARIAN

TARIKH DARI : 27/05/2008

TARIKH HINGGA : 01/06/2008

KATEGORI HARGA : TINGGI, PURATA, RENDAH

PERINGKAT HARGA : BORONG

[TUKAR BUTIRAN CARIAN](#) | [BALIK KE FORM CARIAN](#)

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PURATA	254.67	240.00	230.00	245.00	235.71	225.71	249.83	237.86	227.86

PERINGKAT=BORONG,UNIT=100 KILOGRAM

THANK YOU
and
Question & Answer