



**SUSTAINING FOOD PRODUCTION FOR FOOD SECURITY:
A CASE STUDY FOR
FEDERAL AGRICULTURAL MARKETING AUTHORITY
(FAMA)**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY TEKNOLOGY MARA
MALACCA CITY CAMPUS**

JUNE 2013

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**Submitted in Partial Fulfillment of the Requirement for the Bachelor of
Business Administration with (Hons) International Business**

**FACULTY OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

WE, ANIES FARAHIN BINTI ABDUL RAHMAN (I/C NUMBER 900820086684)

SITI SHAKIROH BINTI AHMAD TAJUDIN (I/C NUMBER 891021025402)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

June 2013

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business Administration

University Technology Mara

Malacca City Campus

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “Sustaining Food Production for Food Security: A Case Study for Federal Agricultural Marketing Authority (FAMA)” to fulfill the requirement as needed by the Faculty of Business Administration, University Technology Mara.

Thank you.

Your sincerely,

(ANIES FARAHIN BINTI ABDUL RAHMAN)

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ABSTRACT

Food security issue is getting more attention by world today. Increase in population getting more unbalance with the nation food production causing most of the third world country facing food security threat. Malaysia is one of the many countries in our planet, tiny though it is, where food self-sufficiency is decreasing, year by year. The weakness of the Malaysia agricultural sector is that it largely produces cash crops and little food. Government agencies and agri-entrepreneurs as well as individual farmers are equally important in ensuring sufficient and quality food supply in Malaysia. Federal Agricultural Marketing Authority (FAMA) is one of the leading agency under the Ministry of Agriculture and Agro-based Industry that involves in extension activities in food production. This paper briefly describes the current extension programs undertaken by Federal Agricultural Marketing Authority (FAMA) in food production system from farm to consumer. These programs have encouraged local farmers and agri-entrepreneurs to increase their food production to meet local and world demand. As a marketing agency, in order for FAMA to overcome food production crisis, they have planned their marketing mix strategies and supply chain management effectively.

Keywords: Food production, Federal Marketing Agricultural Authority, marketing mix strategy, supply chain management