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MARA

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INDUSTRIAL TRAINING REPORT

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CONTENT

NO	PARTICULAR	PAGE
1	ACKNOWLEDGEMENT	4
2	ABOUT MALAYSIAN COCOA BOARD	5-7
3	CORPORATE PROFILE	8
4	ORGANISATION CHART	9-10
5	CORE BUSINESSES	11
6	INTRODUCTION OF COCOA	12
7	ABOUT COCOA	13-16
8	PRUNING	18-20
9	WEEDING AND SPRAYING	21-23
10	FERTILIZER APPLICATION	24-26
11	HARVESTING	27-33
12	VEGETATIVE PROPAGATION	34-35
13	MANAGEMENT OF PESTS	36-38
14	MANAGEMENT OF DISEASES	39-43
15	PKK UNIT	44-51
16	TOTE UNIT	52-54
17	LABORATORY	55-57
18	EXTRA ACTIVITIES	58
19	EVALUATION AND RECOMMENDATION	59
20	CONCLUSION	60
21	REFERENCE	61

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ABOUT MALAYSIAN COCOA BOARD

WHO ARE WE?

Malaysian Cocoa Board (MCB) is a federal statutory research and development agency under the Ministry of Plantation Industries and Commodities. It was established under the Act of Parliament 343(incorporated) in 1988 and has been in operation since 1989. The main objective is to develop the cocoa industry in Malaysia to be well integrated and competitive in the global market. Emphasis is given to increase productivity and efficiency in cocoa bean production and increasing downstream activities.

WHAT WE DO?

Main Functions of MCB:

- To conduct and promote research on production, processing, storage and consumption
- To conduct and coordinate activities and policies on research
- To improve quality
- To regulate marketing activities
- To collect and disseminate information
- To supervise and coordinate cocoa related activities that cover processing, storage, regulatory and marketing

A. Research and Development

Research and Development (R&D) is the major activities of MCB. Research programmes and projects are carried out to address the various problems and needs of the cocoa planting and downstream industry. The objectives are to acquire knowledge and to develop technologies and planting materials that could lead to increase in productivity, reduction in production cost and labour requirement, improvement in the quality of cocoa beans and cocoa products, development of new range of cocoa products and new uses of cocoa as enhancement in competitive edge of Malaysian cocoa beans and cocoa products.

B. Market Development and Techno-Economy

The objective of market development is to increase market share of Malaysian cocoa beans and cocoa products in the international and domestic market. The activities include international and domestic promotion. International promotion is carried out through trade and technical missions, and international expositions. Domestic promotion is undertaken through cocoa fairs, school promotion programme and exhibitions. Goodness of cocoa is the main theme for promotion. Whereas, the techno-economy programme is to look at the economics of production from raw cocoa beans up to the final cocoa products through R&D and census. Information on cocoa prices, market situation and other related statistics are made available for use by the industry.

C. Regulatory and Quality Control

Licensing and grading are carried out to ensure the quality of Malaysian cocoa beans to meet the required Malaysian standards. MCB undertakes to license wet cocoa bean processors, cocoa traders, cocoa grinders and cocoa graders. It is also the responsibility of MCB to set guidelines and standards of cocoa beans and cocoa products, and regulatory.