

**A STUDY ON THE EFFECTIVENESS OF
MARKETING EXTENSION AND EDUCATION
PROGRAM UNDERTAKEN BY FAMA - EAST
COAST OF SABAH**

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ABSTRACT

The main objective of the extension program is to provide guidance and exposure to farmers/entrepreneurs in order to improve product marketability in view of the current trend of increasingly quality and safety-conscious consumers.

The quality extension program actively function to develop standards for agricultural products, especially the determination of grades and size classification based upon Malaysia Standards issues by SIRIM Berhad. Meanwhile, FAMA's role is to guide farmers towards achieving those standards through extension program.

From the above statement, the researcher attempts to present an evaluation on the effectiveness of marketing extension and education program in carrying out its task to help farmers the types of quality of produce required by the market.