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UNIVERSITI
TEKNOLOGI
MARA



Faculty of Plantation & Agrotechnology

Diploma in Planting Industry Management

FPA 210- Industrial Training I (Industrial training report)

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i) ACKNOWLEDGEMENT

As a requirement report for the semester 2 students of Diploma in Planting Industry Management under Faculty of Plantation and Agro Technology, we are required to complete and submit our industrial training report for the subject AGR182 Industrial Training. This subject AGR182 Industrial Training must be taken by all students of MARA University of Technology (UiTM) in order to ensure that the students are able to obtain knowledge and exposures in the field of practical as well as to introduce some of the basic techniques and tools that can be used for the future as an Executive Office Management.

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ii) INTRODUCTION TO MALAYSIAN COCOA BOARD

The rapid expansion of the cocoa industry in the late 1970s and early 1980s has triggered the realisation that the multi facettted activities of the industry would have to be coordinated and integrated under an umbrella organisation to ensure its continued healthy growth. Thus, the Malaysian Cocoa Board (MCB) was established. The Act for the establishment of the MCB was passed by Parliament in July 1988 and was gazetted as ACT 343 on 8 September, 1988. MCB was officially in operation on 18 July, 1989.

❖ MALAYSIAN COCOA BOARD

The Malaysian Cocoa Board (MCB) is a federal statutory agency under the Ministry of Plantation Industries and Commodities (previously called Ministry of Primary Industries Malaysia until 2004). 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 increasing productivity and efficiency in cocoa bean production and increasing downstream activities.

❖ RESEARCH AND DEVELOPMENT

Research and Development (R&D) is the major activity of MCB. Research programs and projects are carried out to address the various problems and needs of the cocoa planting and downstream industry. The objectives are to acquire knowhow 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 as well as enhancement in competitive edge of Malaysian cocoa beans and cocoa products.

❖ MARKET DEVELOPMENT AND TECHNO-ECONOMY

The objective of market development is to increase the 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, digital media (TV programmes, websites) and exhibitions. Goodness of cocoa is the main theme for promotion. Whereas, the economy

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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 as reference by the industry.

❖ REGULATORY AND QUALITY CONTROL

Licensing and grading are carried out to ensure the quality of Malaysian cocoa beans meets the Malaysian standards requirement. MCB undertakes to license the activities of cocoa traders (planting materials, wet cocoa beans, dry cocoa beans), traders of cocoa semi-processed products, and cocoa grinders. It is also the responsibility of MCB to set guidelines and standards for cocoa beans and cocoa products, and regulatory. Grading activity includes quality certification and cocoa beans quality monitoring.

❖ TARGET GROUP DEVELOPMENT

The target groups includes cocoa smallholders, agriculture entrepreneurs and handmade chocolate entrepreneurs. The target groups development programme is an integrated part of the extension and development programme of MCB. The main objective of the smallholder development programme is to increase the productivity of the cocoa smallholders from less than 0.5 tonne/ha/year to 1.5 tonne/ha/year. The activities include visits, meetings, supply of planting materials and incentives, and training on planting technology and quality management. The agriculture entrepreneurs development activities include advisory and incentives for cocoa nursery and wet cocoa processing. The objectives of handmade chocolate entrepreneurs development programme is to establish Malaysian entrepreneurs in handmade chocolate industry and to assist them to produce a competitive products. The activities are handmade chocolate making courses, provide promotions opportunities, and advisory services.

❖ EXTENSION AND TRANSFER OF TECHNOLOGY

The activities of extension and transfer of technology includes workshops, seminars, field visits, demonstrations and training courses on cocoa planting technology, chocolate making and product development.