

Faculty of Administrative Science & Policy Studies

Universiti Teknologi MARA

Bachelor of Administrative Science

**THE ROLES OF CONSUMERS, FARMERS, AND GOVERNMENT TOWARD
DEVELOPMENT OF ORGANIC PRODUCT IN MALAYSIA.**

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JULY 2017

ACKNOWLEDGEMENT

Assalamualaikum WBT. Thanks to god for giving us the changes to complete this research proposal. Syukur Alhamdulillah.

We would like to express our deepest appreciation to all those who provided us the possibility to complete this research proposal for this semester. A special gratitude we give to our beloved supervisor Dr..Zuraidah Zaaba who contribution in simulating suggestion and encouragement, help us to coordinate this project especially in writing the report proposal. She was insistent on the meetings and dateline, which we did quite appreciate then. But looking back, her toughness made us work harder and for that we will always be grateful.

Furthermore, we would also like to acknowledge with much appreciation the crucial role of all lectures of FSPPP, especially Dr. Haijon and MDM Dayang Saufidah who taught us many things about the research. We learn so much valuable lesson about research in action.

We will not forget our parents who always support us, especially in term of money and spirit and also the blessing from them. Without them, we will not have successfully completed this proposal.

Amirul

Rasyidah

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science & Policy Studies

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THE ROLES OF CONSUMERS, FARMERS, AND GOVERNMENT TO THE DEVELOPMENT OF ORGANIC PRODUCT IN MALAYSIA.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter focuses the background of the study, which is the organic product. It also emphasizes the incentive taken by the consumer, farmer and Government toward the Organic Food Production in Malaysia. The section 1.1 discusses the background of the study, section 1.2 explained the problem statement and section 1.3 states the research question, section 1.4 on the other hand state the research objectives and section 1.5 is on the information regarding the scope of the study. In additional section 1.6 explain the significance of the study and lastly section 1.7 is all about the definition in terms and concept.

1.1 BACKGROUND OF THE STUDY

Organic farming is gaining popularity all over the world. The rise of organic farming was driven partly by the consumer's concern productivity with food safety and quality, as well as protection to the environment. This organic farming can prevent the environment from the pollution because this kind of farming produces safe and nutritious food and it also helps prevent soil pollution by stopping use chemical reaction chemical in the soil and avoiding produce contamination. IFOAM (2000) has defined organic agriculture as a process that develops a sustainable agro-ecosystem. The increasing of interest in organic produce food, it's because