

AGROBASED INDUSTRY



INTRODUCTION

The IAT program was created to develop entrepreneurs in the field of food processing who emphasize the development and improvement of product quality to the global market. In this regard, we focused on few aspects such as promotion, marketing, financing and technology as a catalyst towards achieving the objectives of this program. IAT is a fast growing sector where it involves the processing of agricultural products to diversify the downstream agriculture-based industries such as crops, livestock and aquaculture. Emphasis is also given to processing or value-added activities and developing integrated national agro-based industry entrepreneurs towards increasing income to the farming community.

IMPLEMENTATION STRATEGY

In an effort to make the program a success, the Ministry in collaboration with the Department of Agriculture also planned several major programs through the following strategies:

Five strategies such as

1. Increasing human capital,
2. Increasing manufacturer capacity,
3. Product quality improvement,
4. Product development and expansion
5. Branding development, promotion and marketing.

GOALS AND OBJECTIVES

1. To develop and expand processing activities or value-added agro-food products by increasing the involvement of entrepreneurs in agro-based processing activities or value-added agro-food products.
2. To strengthen the product quality to penetrate the global market and network through modern processing technology, innovative packaging which meet the needs of consumers as well as local and foreign markets. These efforts are taken to strengthen traditional markets and penetrate new markets based on compliance with international requirements such as halal certification, GHP, GMP, HACCP, MQAS and VHM.
3. Increase the income of entrepreneurs, farmers with more serious involvement of individuals and groups of entrepreneurs, farmers in agro-based processing activities. We emphasize high value added through additional activities, which can generate additional income for them



AGROBASED INDUSTRY

LIST OF AGROBASED INDUSTRY

MADINA FOOD

**DRIED FRUITS
(MANGGO : SALA &
HARUMANIS)**

016-4493119

BR HERBA

**EXTRACT POWDER :
WHITE TURMERIC**

019-4265833

DH FRESH FOOD

VEGETABLES

012-5101077

SHAHRIE FOOD INDUSTRIE

COCONUT BISCUITS

019-5102968

ROSCORN SDN BHD

FROZEN SWEET CORN

013-6861051

MARHAS TRADING

**JACK FRUITS &
BANANA CHIPS**

012-2110956

HOUSE OF KENDAL

COFFEE

017-2344501

DAHLIA DUTA UTAMA (M) SDN BHD

**ORGANIC ACTIVATOR &
ORGANIC ADDITIVE**

019-7122709

MAMA NOURLY SDN BHD

COOKIES

012-7733799/
019-278 0987

AGROBASED INDUSTRY

LIST OF AGROBASED INDUSTRY

ADZIM RAHMAN ENTERPRISE

**PASTE
(READY TO EAT
& READY TO COOK)**

017-9283546/
016-9249 546

ROZERIYA ENTERPRISE

FROZEN FOOD

017-9593309

SARAWAK FRUITS ENTERPRISE

- DABAI FRUIT
- DABAI NUT
- DABAI CRACKER
- DABAI FRUIT PASTE

012-8806420

JOEYEE'S TRADING SDN. BHD.

**SARAWAK
BLACK PEPPER**

012-8887911

VIAS FOOD SDN.BHD

**PUREE
(READY TO EAT
& READY TO COOK)**

019-668 2516

AHA KITCHEN

**PASTE
(READY TO EAT
& READY TO COOK)**

017-3619100

AGROBASED INDUSTRY



TRIO ESPRESSO
KOPI TIGER, ITAMANIS & MERANTI