

Title Acceptance of FAMA's 3P extension program among Malaysian fresh vegetables producers, transporters and wholesalers

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Abstract

A 3P's (Grading, Packaging and Labelling) regulation is a program to improve the quality of agriculture produce through grading, packaging and labelling in Malaysia. The regulations require that all agricultural produce are graded, packaged and labelled before they are marketed (domestic, export or import). The objectives of this program are basically to enhance the efficiency and effectiveness of the marketing of local produce in order to retain their competitiveness and to maintain current market share to expand both domestic and overseas market access in line with the changes in global trade. The implementation of 3P's can give the impact on socio economics of the implementers like productivity, income and value adding of produce. However, the level of participation, implementation, and effectiveness of extension activities in promoting 3P will influence success of the program. The objectives of the study are: to examine the respondents profile; to determine the perception towards 3P's program; to identify the level of acceptance of 3P's among the implementers; to clarify extension practices and approach in 3P's program. The study targeted 40 respondents among vegetable producers in Pahang and Selangor. Result shows that 52.5% of respondents fully practice the grading process, 37.5% for the packaging and 27.5% of respondents fully practice the labelling process. From the result, we concluded that the respondents did not fully practice 3P but implemented part of the 3P processes.