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Boosting productivity of agro-food industry through modernisation and digital technology adoption

21 February 2023, Petaling Jaya - The agro-food industry in Malaysia has immense potential for growth, but it requires a modernisation and adoption of digital technology to realise its full potential. In 2022, the agro-food productivity growth recorded -1.4%, indicating the need for immediate and sustainable solutions to transform the sector.

MPC Director General Dato' Abdul Latif Haji Abu Seman said that the adoption of digital technology can revolutionise the agro-food industry in many ways, including improving crop yields, reducing production costs, enhancing food traceability, and preventing crop issues before they become major problems.

"By introducing sensors and monitoring systems, farmers can obtain real-time data on crop growth and soil conditions, enabling them to make data-driven decisions that can increase productivity and reduce waste", said Abdul Latif.

The Agro-Food Productivity Nexus (AFPN), established in 2017, plays a significant role to promote a digital-first culture that encourages the use of digital technology among farmers. By incorporating digital technologies and innovation, Malaysian farmers can improve their productivity, profitability, sustainability and become more competitive on a global scale, he added.

MPC also emphasized the urgent need for businesses to hasten their uptake of digital technology as a means to enhance Malaysia's competitiveness. According to the IMD World Digital Competitiveness Ranking, Malaysia's ranking fell four places to 31st out of 63 countries in 2022. This suggests that Malaysian businesses must vigorously enhance their adoption of digital technology in order to compete on equal footing with firms in more advanced nations.

End.

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About Malaysia Productivity Corporation (MPC)

Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.