

BRUNEI  
MID-YEAR CONFERENCE AND EXHIBITION  
MYCE 2021



جاپتن ڦرتانين دان اڱري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



# BRUNEI 2021

MID-YEAR CONFERENCE AND EXHIBITION

# MYCE 2021



MINISTRY OF  
PRIMARY RESOURCES  
AND TOURISM



MINISTRY OF  
RELIGIOUS  
AFFAIRS



MINISTRY OF  
DEVELOPMENT



MINISTRY OF  
TRANSPORT AND  
INFOCOMMUNICATIONS



MINISTRY OF  
ENERGY



Biluf



MINISTRY OF  
FOREIGN AFFAIRS



MINISTRY OF  
HOME AFFAIRS



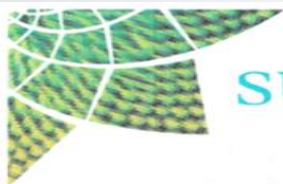
Borneo Bulletin Media Permata



CITYNEON



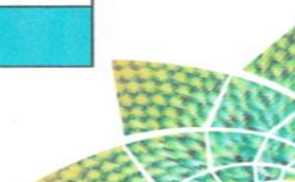
# GOLDEN CHICKS ABATTOIR SDN BHD QAF FARMS SDN BHD (Member QAF Brunei Group)



## SUMMARY OF THE LIVESTOCKS INDUSTRY DEVELOPMENT 2019

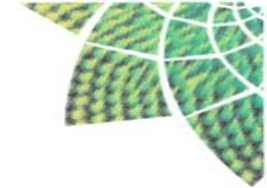
AGRICULTURE COMMODITY	LOCAL		IMPORT		TOTAL	SELF-SUFFICIENCY
	Quantity	Retail Value (\$mil)	Quantity	CIF Value (\$mil)	Quantity	%
Broilers (mt)	24,584.15	109.37	1,381.87	4.13	25,966.02	94.68%
Eggs (mil eggs)	159.63	25.32	0.00	0.00	159.63	100.00%
Beef – Buffalo & Cattle (mt)	1,464.99	29.14	3,189.46	15.49	4,654.45	31.48%
Goat & Sheep Meat (mt)	43.86	0.70	789.90	6.41	833.76	5.26%
Day Old Chicks (mil heads)	14.97	17.96	2.02	1.62	16.98	88.12%
Fertilized Eggs (mil egg)	10.77	8.61	6.61	4.16	17.37	61.98%
Miscellaneous Livestock (mt)	494.10	2.53	n/a	n/a	n/a	n/a
Livestock Feed (mt)	56,379.76	43.76	74,090.94	35.89	130,470.70	43.21%
<b>TOTAL</b>		<b>237.39</b>		<b>67.70</b>		

Note :  
CIF – Cost, Insurance and Freight





## BROILER INDUSTRY 2019



**Total Consumption** 25,966.02 mt  
Retail Value (B\$) 115.28 million  
Per Capita Consumption (kg/yr) 56.5 kg

**Local Production** 24,584.1 mt  
Retail Value (B\$) 109.37 million  
Self-Sufficiency 94.7% %  
*(not included process product)*

**Import (Chilled & Frozen) \*** 1,381.9 mt  
CIF Value (B\$) 4.13 million  
Est. Retail Value (B\$) 5.91 million  
Percentage Import 5.3 %

**Total Day Old Chick** 16,983,429 birds  
Local 14,966,229 birds  
Import 2,017,200 birds  
Price Per Chick (B\$) 1.20 /bird

**Average Retail Price (B\$)**  
Whole Chicken 4.45 /kg  
**Average CIF Price (B\$)**  
Part 3.86 /kg  
Further Process 2.87 /kg

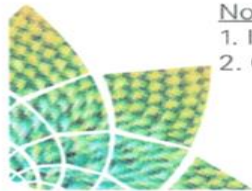
**No. of Slaughter Broiler** 16,389,433 birds  
Mortality Rate 7.8 %  
Growth Period 7 weeks  
Average Dressed Weight (kg) 1.50 /bird

Brunei Population 459,500 persons

No of Entrepreneurs 55 persons

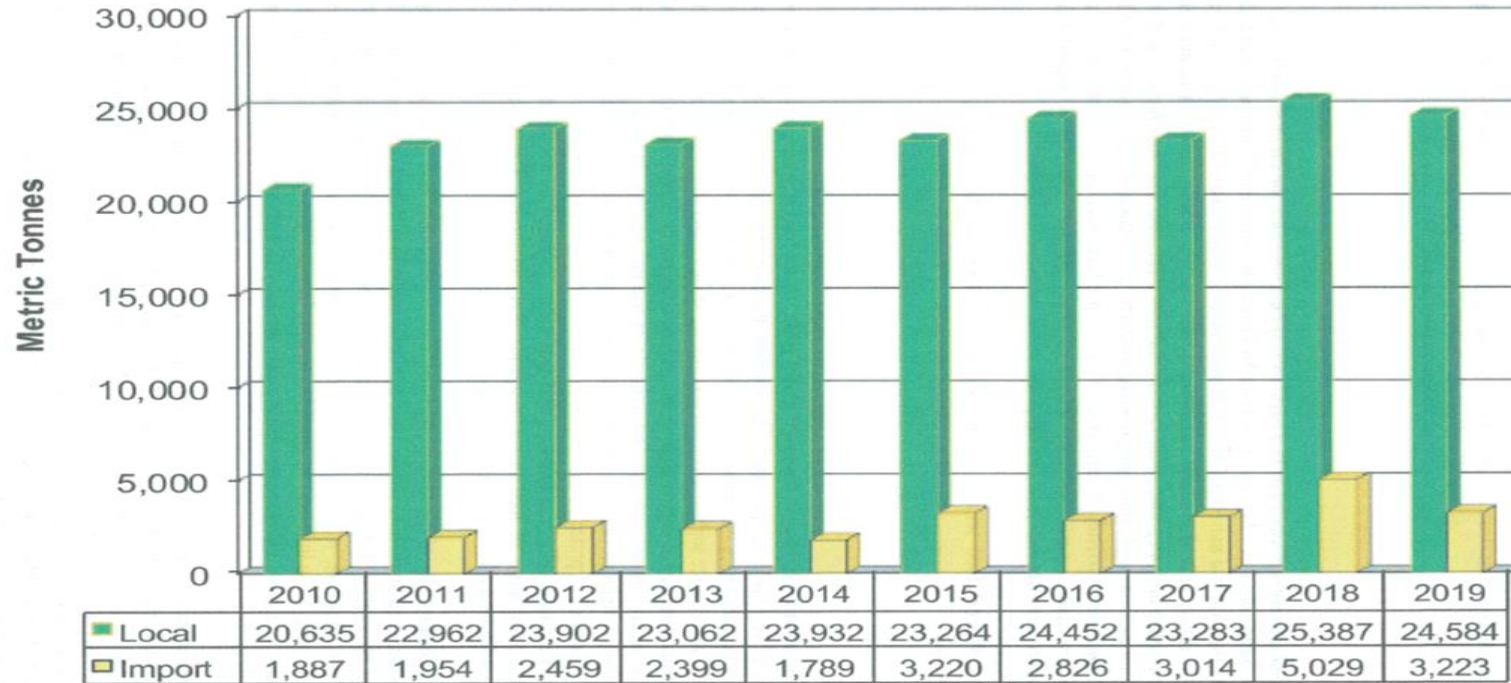
Note :

1. Imports includes whole, part and for further process only (not including processed products).
2. CIF – Cost, Insurance and Freight





## BROILER INDUSTRY 2010 – 2019

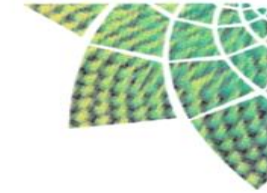


Note : Imports includes whole, part, for further process & processed product.





## EGGS INDUSTRY 2019

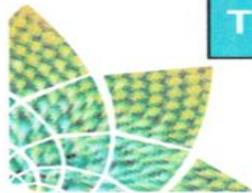


**Total Consumption** **159.63 mil eggs**  
Retail Value (B\$) 25.32 million  
Per Capita Consumption (egg/yr) 347 eggs

**Local Production** **159.63 mil eggs** Average Retail Price (B\$) 0.16 /egg  
Retail Value (B\$) 25.32 million  
No. of Layer 1.12 mil birds Area 90.52 ha  
Self-Sufficiency 100.0 % Brunei Population 459,500 persons

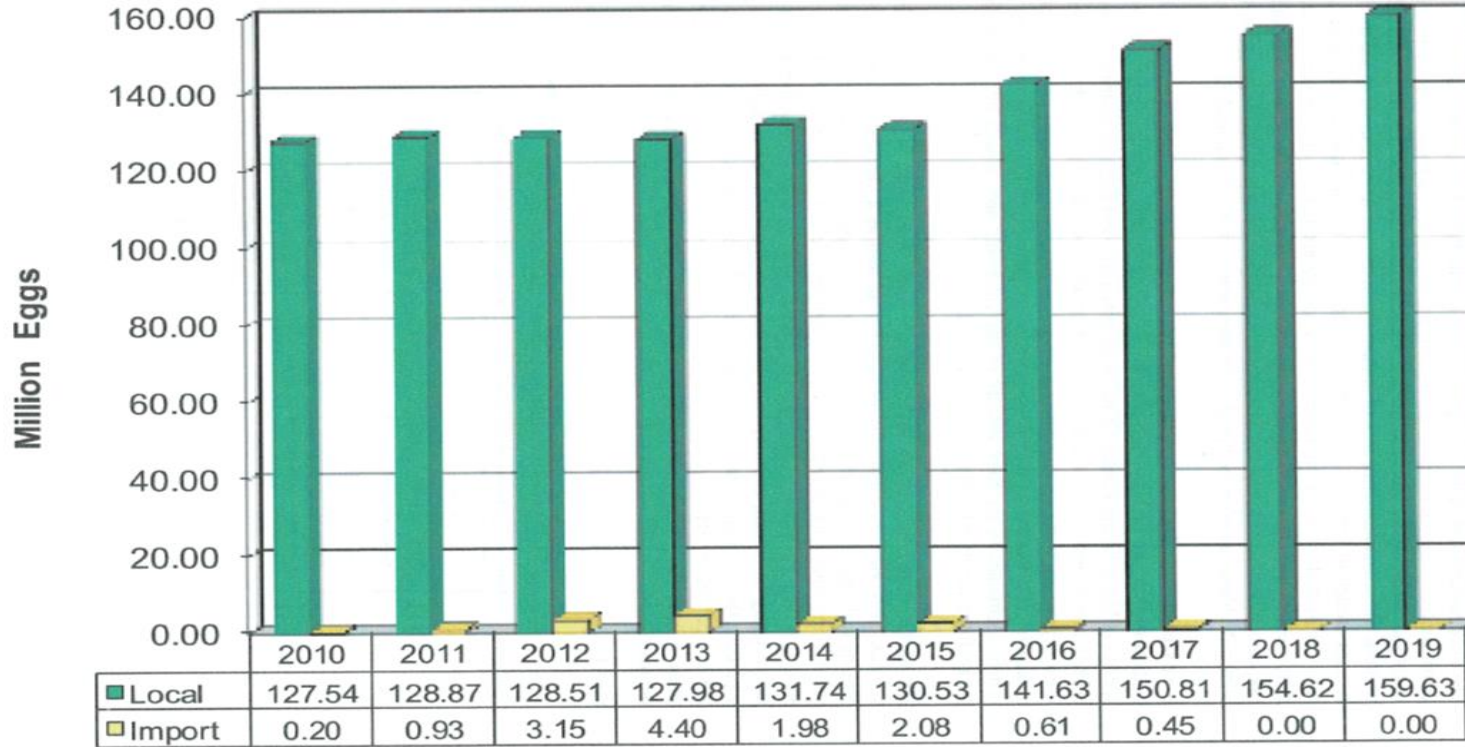
### LOCAL PRODUCTION

DISTRICT	QUANTITY (Mil. Eggs)	RETAIL VALUE (B\$ Mil )	QUANTITY PERCENTAGE (%)	NO OF FARMS
Brunei/Muara	92.35	14.67	57.9 %	2
Belait	67.28	10.65	42.1 %	4
<b>TOTAL</b>	<b>159.63</b>	<b>25.32</b>	<b>100 %</b>	<b>6</b>





## EGGS INDUSTRY 2010 – 2019





جاپتن ڦرتانين دان اڱري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



## Poultry Business Venture: Our Journey

### How we started:

**Started in 1998 with its main objective of fulfilling the Government of Brunei Darussalam aspiration for self-sufficiency of halal & quality chicken products**

### What and where we were 20 years ago:

- **The latest entrant into poultry industry which was dominated by 3 other major producers**
  - **Strategy; Focus on Halal, food safety, flock health, Bio-security, productivity and human capital development**
  - **1.5 million chicken per year**



Borneo Bulletin Media Permata







### Infrastructure development:

- It took about 2 years from feasibility study, design, approval and construction of the facilities with total investment of B\$10 million
- Used the latest industry’s technology i.e. closed house system & stringent bio-security for broiler farm and state-of-the-art processing equipment.

### Manpower development and training:

- Started with 80 workforces of various expertise and skills.
- Currently we have 160 workforces of various level, expertise and skills
- Continuous training on food safety and knowledge & skills enhancement through both external and on-the job training





جاپتن ڦرتانين دان اڱري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



## Halal and Quality Accreditation:

- Halal certified by Majlis Ugama Islam Negara Brunei Darussalam since 2000
- HACCP certified by Bureau Veritas since 2007
- GMP certified (Veterinary Inspection Certificate) by Department of Agriculture and Agrifood since 2004
- GAHP certified by Department of Agriculture and Agrifood since 2020



Borneo Bulletin Media Permata DST





BRUNEI  
MID-YEAR CONFERENCE AND EXHIBITION  
MYCE 2021



جاپتن فرتائين دان اگري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



## What and where we are now:

- 1 of 4 major poultry producers
- 1 of 2 HACCP/ISO certified chicken processing plant/abattoir
- The most recognized brand in the market for its quality
- Better performance results i.e. lower mortality, lower FCR, higher efficiency & productivity
- 2.7 million chicken per year



biluf



Borneo Bulletin Media Permata





جاپتن ڦرتانين دان اڱري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



# Challenges

## Disease

- The disease; a global challenge to agriculture and public health - the impact of the disease and its control e.g. (Bird Flu) HPAI
- Product's scare; will stay away from the food products
- Disease outbreaks; cause disruption of supplies & heavy losses to producers

## Environmental Pollution and Public Nuisance

- Flies
- Bad odor
- Dust



Borneo Bulletin Media Permata





جاپتن ڦرتانين دان اگري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



## Challenges

### Consumers

- Consumer power and preference
- Panic buying
- Consumers are more educated and their expectations are higher; Halal, good quality & cheap products
- Product's contamination and shelf-life
- Animal welfare; increasing concerned about the health and welfare of chickens kept for meat & eggs production
- Due to consumer awareness, product identification and traceability are therefore important in QA programs



Borneo Bulletin Media Permata





جاپتن فرتائين دان اگري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



# Challenges

## Cost

- Production cost increase mainly due to feed cost
- 60% of the production cost is on poultry feed.
- Competition for feed resources with global energy demands (bio-fuel production)
- All feed's raw ingredients are imported

## Importation / Smuggling

- Imports and smuggling affect supply/demand balance
- Why?
  - a. Difficulty to get source locally at competitive price
  - b. Difficulty to stop smuggling



Borneo Bulletin Media Permata





جاپتن ڦرتانين دان اڱري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



# Challenges

## Laboratory Testing & Calibration Facilities

- Limited availability of laboratory testing & calibration facilities
- Unable to fully comply with customer's requirements especially international fast food chains
- Overseas testing; out-of-date result for corrective action & costly



Borneo Bulletin Media Permata





جاپتن ڦرتائين دان اڱري ماکنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



## Moving Forward

- Enhance bio-security & pest control program to prevent cross contamination
- Ensure farming and processing are in harmony with the environment through sanitation and waste management
- GAHP; ensure the flocks are healthy and achieve the desired productivity
- Integrated farming
- Animal welfare; in farming, transportation and slaughtering
- Upgrade production and processing facilities; poultry products are safe for consumption, wholesome and competitive
- Enhance production efficiency and performance to be at par with the world standards through hi-tech automation and techniques



MINISTRY OF  
PRIMARY RESOURCES  
AND TOURISM



MINISTRY OF  
RELIGIOUS  
AFFAIRS



MINISTRY OF  
DEVELOPMENT



MINISTRY OF  
TRANSPORT AND  
INFOCOMMUNICATIONS



MINISTRY OF  
ENERGY



biluf



MINISTRY OF  
FOREIGN AFFAIRS



MINISTRY OF  
HOME AFFAIRS



Borneo Bulletin Media Permata







جاپتن ڦرتانين دان اڱري ماكنن  
AGRICULTURE AND AGRIFOOD DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM | BRUNEI DARUSSALAM



## Moving Forward

- Value-added products
- GMP; SOP must be comprehensive and practical; help to reduce rejects and wastages; thus increase yield
- HACCP / ISO; identify the hazard, products identification/traceability, statistical evaluation and risk assessments - products are safe for consumption
- Continuous improvement; to prevent complacency
- Training and manpower development; essential for the development of the quality culture, business development and sustainable growth



Borneo Bulletin Media Permata

