

International Agribusiness Marketing Conference 2013

UMK Procedia Volume 1

**Kuala Lumpur, Malaysia
22 – 23 October 2013**

Editors:

R. Suzana

ISBN: 978-1-63439-256-3

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© by Elsevier B.V.
All rights reserved.

Printed by Curran Associates, Inc. (2014)

For permission requests, please contact Elsevier B.V.
at the address below.

Elsevier B.V.
Radarweg 29
Amsterdam 1043 NX
The Netherlands

Phone: +31 20 485 3911
Fax: +31 20 485 2457

<http://www.elsevierpublishingsolutions.com/contact.asp>

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com



Contents

Welcoming Speech by the Chairman of Fama R.S. Raja Kasim	1
Adoption of Fragrant Rice Farming: The Case of Paddy Farmers in the East Coast Malaysia K. Jamal, N.H. Kamarulzaman, A.M. Abdullah, M.M. Ismail, M. Hashim	8
Performance of Broiler Contract Farmers: A Case Study in Perak, Malaysia R.B. Majid, S. Hassan	18
A Propensity Score Matching Analysis of the Impact of Participation in Non-farm Enterprise Activities on Household Wellbeing in Rural Nigeria A. Shehu, S.F. Sidique	26
Inter-organization Communication Management between Organizations in a Subsidized Fertilizer Market in Malaysia A. Redza, S. Md Nordin, S. Saad, H. Wahab	33
Factors Influencing Readiness towards <i>Halal</i> Logistics among Food-based Logistics Players in Malaysia H.A. Tarmizi, N.H. Kamarulzaman, I. Abd Latiff, A. Abd Rahman	42
Managing Water Pollution to Revitalise the Shrimp Supply chain in Tam Giang Cau Hai Lagoon, Vietnam H. Truong, M. Lyne, K. Woodford	50
Effectiveness of a “Whole of Chain” Approach in Linking Farmers to Market: A Case of Pakistan Mango Market M. Mehdi, A. Adeel, Z. Ahmad, M. Abdullah, F. Hussain	57
Assessing Sheep Traders’ Preferences in Kenya: A Best-worst Experiment from Kajiado County N. Mtimet, D. Baker, J. Audho, E. Oyieng, J. Ojango	63
The Importance of Intellectual Property for SMEs: Challenges and Moving Forward S.-S. Sukarmijan, O. De Vega Sapong	74
Relationship Marketing Moderating Effect on Value Chain of Horticulture Produce: An Intermediaries’ Perspective S. bt Musa, B. Boniface, G. Tanakinjal	82
An Econometric Analysis of Food Security and Related Macroeconomic Variables in Malaysia: A Vector Autoregressive Approach (VAR) S.D. Applanaidu, N.’A. Abu Bakar, A.H. Baharudin	93
Tackling Food Price Volatility: The Challenge of the Days to Come S. Ahmed, C. Siwar, B.A. Talib, N. Chamhuri, R. Islam	103