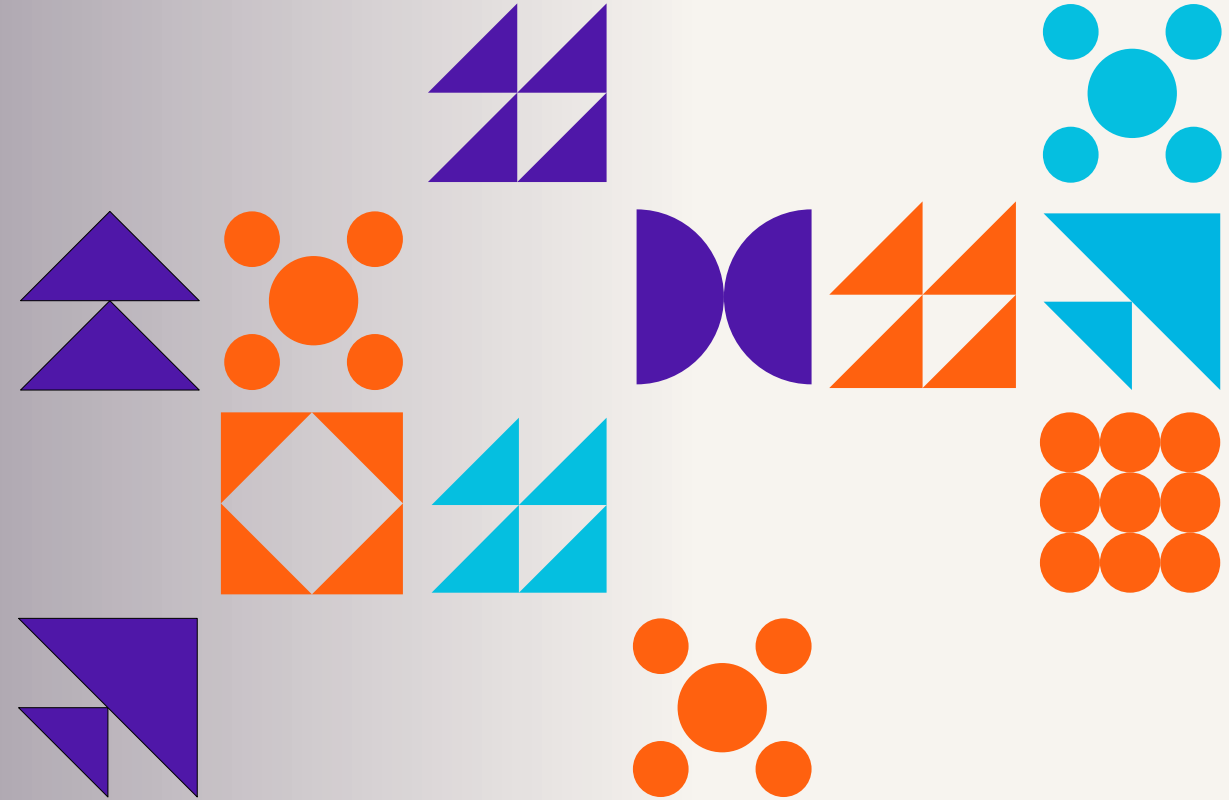


From Soil to System: How Human-AI Synergy is Powering a Sustainable Agri-Food Industry in Malaysia

Mohd Fakhri

Industry At The Crossroads



Key insights on Malaysia's agro-food sector



- **Human-rich, Digitally-poor:** 60% rely on traditional methods.
Source: Ministry of Agriculture & Food Security (MAFS), 2023.



- **Unpredictable Weather:** RM200M in crop damage this year.
Source: MetMalaysia & MAFS Reports.



- **Perishables Don't Wait:** 35% lost post-harvest logistics issues.
Source: FAMA & MARDI Post-Harvest Loss Study.



- **Disconnected Value Chain:** Less than 10% connected digitally.
Source: MDEC Agritech Landscape Report, 2022.



- **Trust Deficit:** 3 in 5 farmers prefer informal buyers.
Source: FarmByte Field Study, 2024.

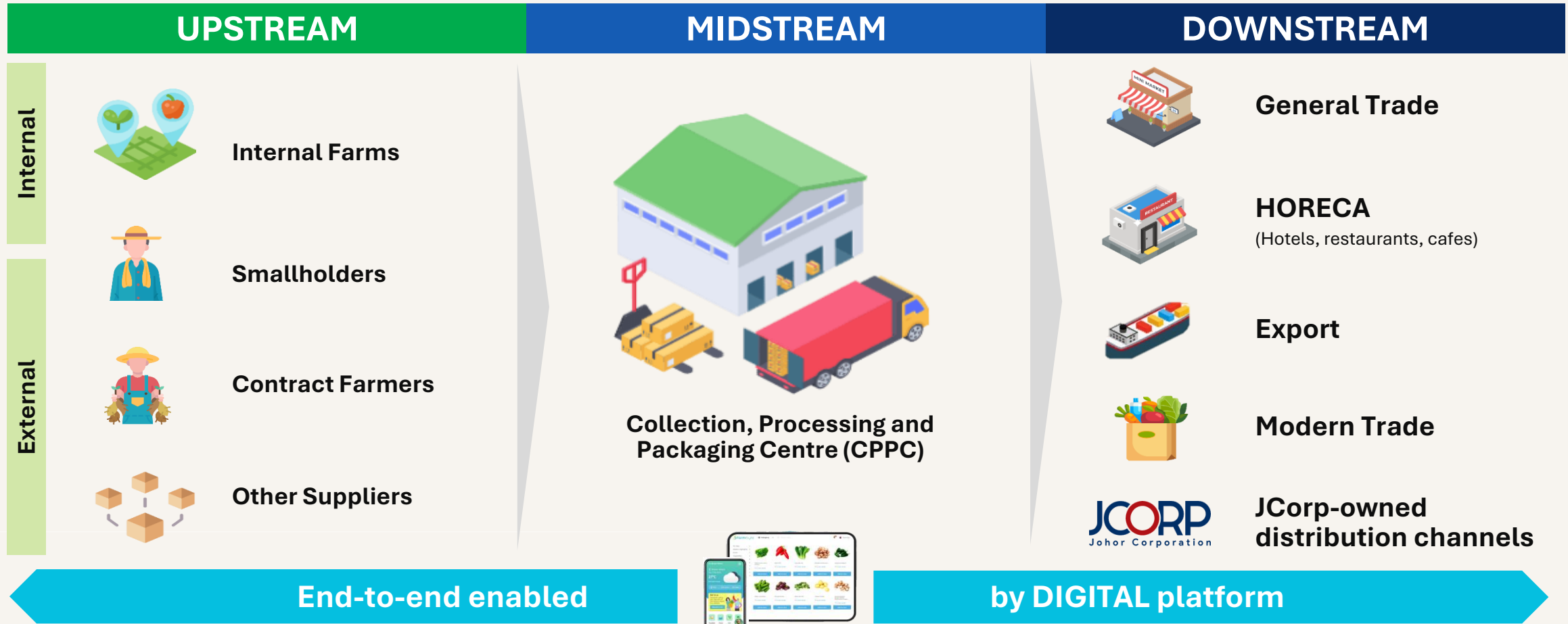


The Agrifood Stakeholder

Alignment in a Disconnected System

Stakeholder Alignment in a Disconnected System

- Farmers want **fairness** they can see
- Merchants want what they can **count on**
- Internal Ops teams crave **clarity**
- Leadership seeks **impact** at scale



- Data driven **recommendations** for farmers
- Bookings – **transport, agronomist, manpower**
- **Knowledge base** and **funding support**

- Advanced **data analytics** for produce pricing
- **Automated** processing and packaging
- **Online marketplace** – linking buyers and sellers

- **Greater margins** via **product branding**
- **Product traceability** – providing quality assurance
- **Distribution agreements** – for consistent demand



Finding The Baseline

From 'No Baseline' to Structured Iteration

From 'No Baseline' to Structured Iteration

- We began with a **blank canvas, no benchmark no baseline**
- Formed **agile** squads
- **Iterative** releases with **real-time** field validation
- Focused on **MVPs**, not perfection
- Used **tools** that people already **trust**



PRISM From 'No Baseline' to Structured Iteration

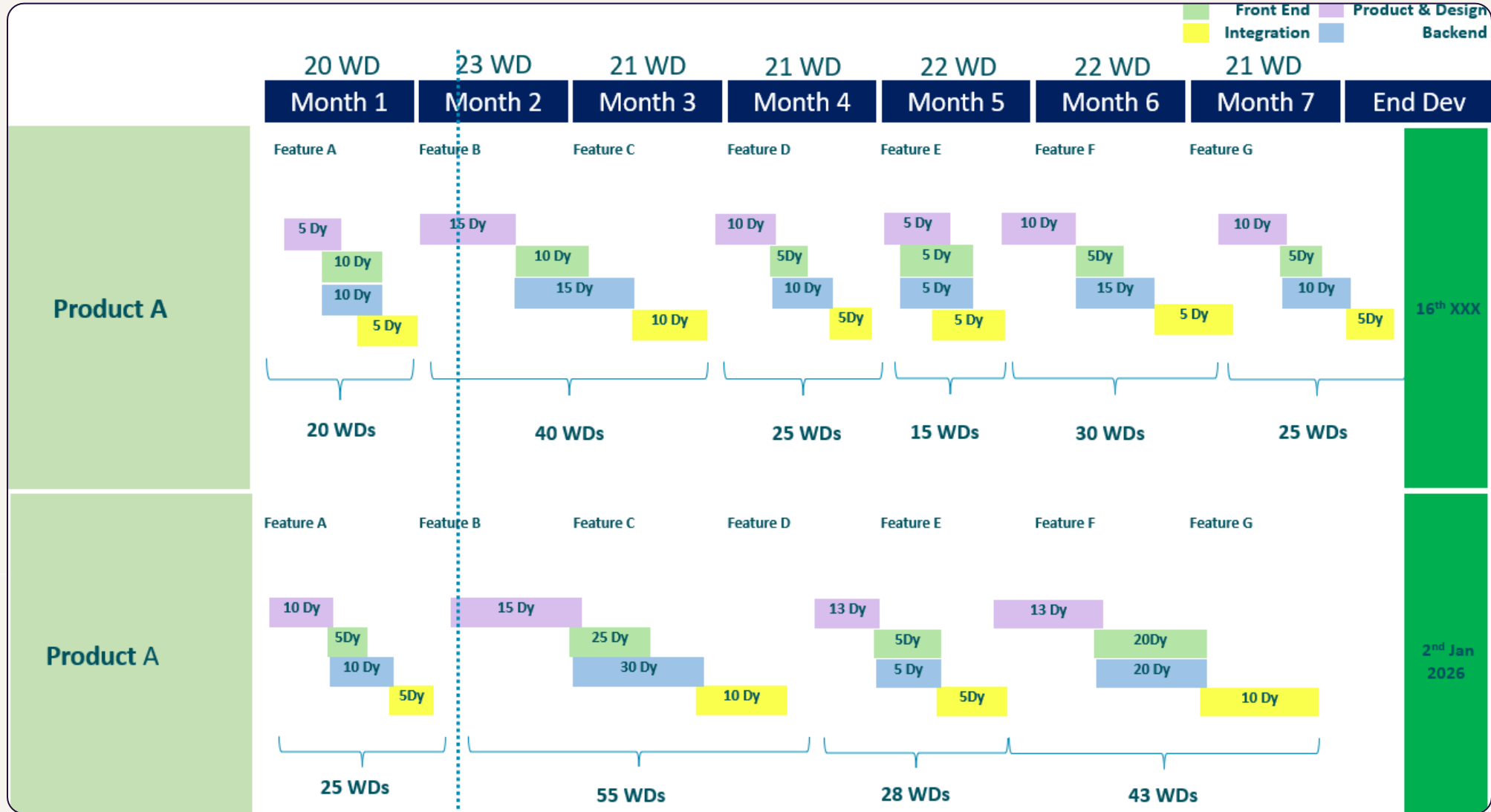
by PMI Malaysia





PRISM From 'No Baseline' to Structured Iteration

by PMI Malaysia





One Data Ecosystem

Harnessing Data and AI to Drive Efficiency and Innovation in Agriculture

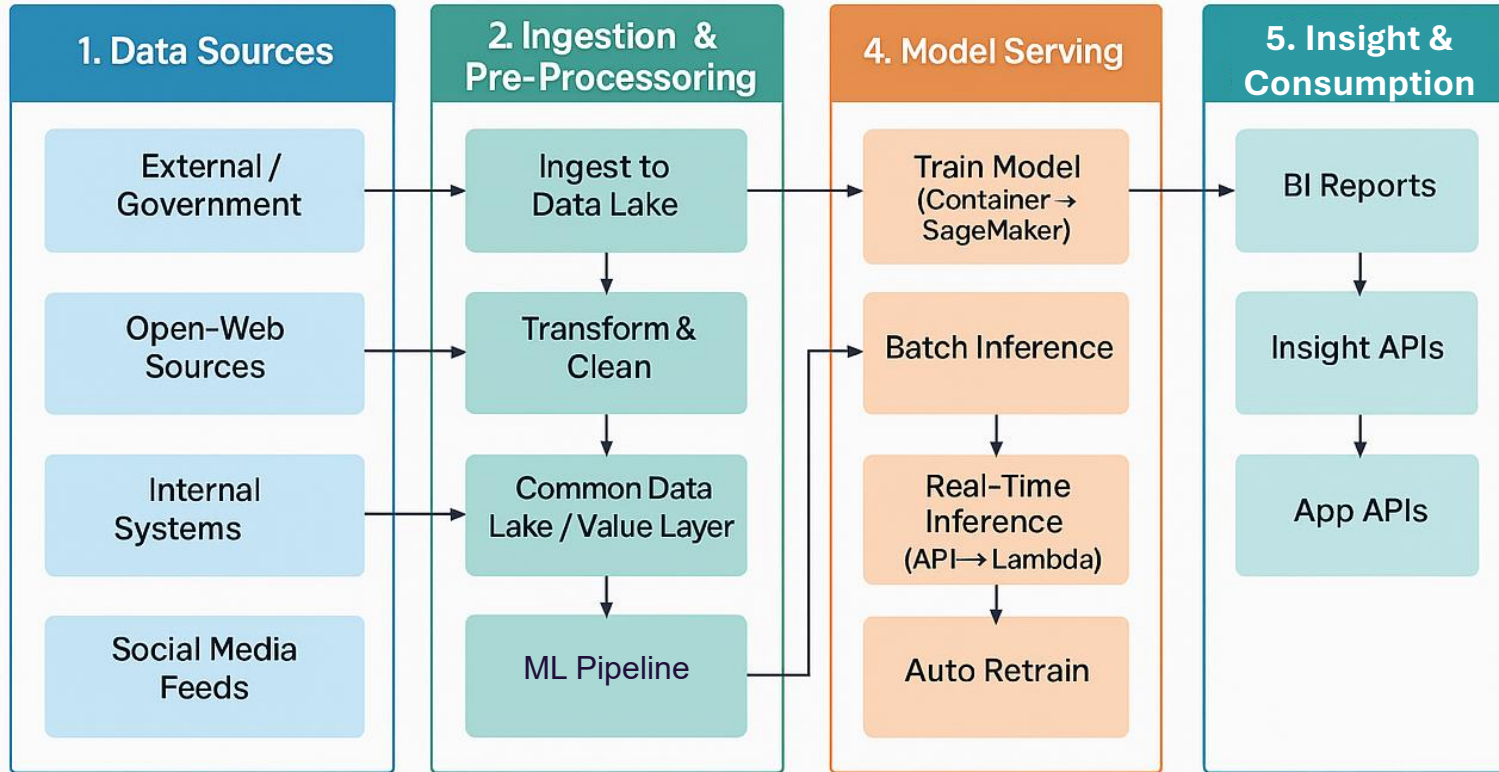
#PRISM2025 | 28th July – 29th July 2025



Unified Data. Smarter Decisions

- **Unified Data Flow** — crop, input, logistics, and demand in one place.
- **Connected Systems** — Breaking silos across upstream, midstream, and downstream.
- **Smarter Models** — Feeding clean, relevant data into AI/ML for price and yield predictions.
- **Actionable Insights** — Delivered through farmer apps, portals, and dashboards.

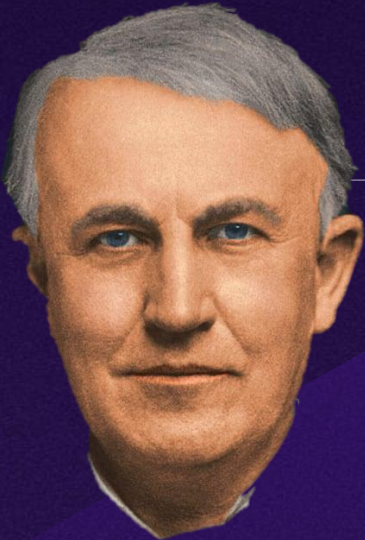
Unified Data. Smarter Decisions



Unified Data. Smarter Decisions



*“Vision without execution
is just hallucination”*



Thomas Edison