

SURIMI INDUSTRY IN MALAYSIA



Malaysia – Fish consuming nation. Produced 268,514 million tonnes of fish, valued at RM 1.649 billion.

Fish and fisheries products are an important source of dietary protein for Malaysian.

Fish contributes 60-70% of the total animal protein intake

Per capita fish consumption in 2002 is 50 kg. This is expected to increase up to 56 kg in 2010



FISH PROCESSING INDUSTRY SCENARIO IN MALAYSIA

- The fish processing industry plays a vital role in increasing production and contributes to foreign exchange earnings for Malaysia.
- Contributes to commercial value added products.
- Minimize post-harvest losses.
- Malaysia imports 444,551 metric tons of fish valued at RM 2,151 million (2006).
- To minimize import the government needs to maximize usage through processing & value addition and prevent post harvest losses of fish (30%)
- Emphasis is given on :
 - a) Good handling & Good Manufacturing Practices
 - b) Processing / value added products
 - c) Underutilization of fish / mixed fish species
 - d) R & D



- **Surimi and surimi-based industry – commercial category (export oriented)**
- **Establishment of surimi and surimi-based product – rapid growth of small-scale processors.**
- **Potential – widely accepted as popular foods, healthy food and offers export potential.**
- **Processed surimi and surimi-based products – 8,396 tonnes (8.2% of total processed products)**



TRADE PERFORMANCE AND MAJOR MARKETS

- Incomplete data available – classified under *Fish Paste and Similar Preparation*

- Import under this category :

Year	Quantity	Value
2001	70 metric tons	RM 454,943

- Main import / main supplier
 - 2001 - United States
 - 2001 - Chile (65%), Japan (16%), Singapore (10%)
- Main export – Korea (96.5%), Taiwan (1.6%) and Singapore (0.85%)



CORE INDUSTRIES

- Certified under the Ministry of Health – certification programme
 - 29 fish-based establishments
 - Including – surimi and surimi-based products
- Established surimi and fish mince
 - 27 establishments
 - Production capacity – 0.5 to 380 tonnes per month.



MAJOR SURIMI PROCESSING COMPANIES

Production capacity/annum

- **QL Food Sdn. Bhd.**
Hutan Melintang, Perak
 - local – 2,400 tm
 - export – 600 tm
- **Ocean Fresh Seafood Products Sdn. Bhd.**
Pramu, Kuantan, Pahang
 - 500 tm
- **Kuantan Otoshimi Marine Products Sdn. Bhd.**
Jalan Padang Lalang,
Kuantan, Pahang
 - 474 tm



MAJOR SURIMI-BASED COMPANIES

- Seiko Marine Products Sdn. Bhd.
Selangor
- Kami Food Service Sdn. Bhd.
Kuala Lumpur
- Seapack Food Sdn. Bhd.
Penang



SURIMI SPECIES IN SURIMI PRODUCTION

Fish which has less commercial value :

- ❖ Threadfin Bream (*Nemipterus* spp.)
- ❖ Ox-eye Scad (*Priacanthus* spp.)
- ❖ Goatfish (*Upeneus*)
- ❖ Jewfish (*Pennahia* or *Johnius* spp.)
- ❖ Lizard Fish (*Saurida* spp.)
- ❖ Barracuda (*Sphyreana*)
- ❖ Ribbon Fish (*Trichiurus*)



GRADE AND MARKET PRICE

The average market price for various grades of surimi are :

SURIMI GRADE

MARKET PRICE

(RM / kg)

Super Grade A

USD 2.40

Grade AA

USD 2.30

Grade A

USD 2.20

Grade Mixed Surimi

USD 1.50



SURIMI BASED PRODUCTS

- Fish Ball
- Fish Cake
- Kamaboko
- Fish Sausage
- Battered & Breaded Products – e.g.
Nugget, Burger, Fish Finger, Patented
Shrimp, Imitation Crab Meat, Fish Filament
- Fish Noodles
- Fish Roll
- Chikuwa



FACTORS CONTRIBUTING TOWARDS THE DEVELOPMENT OF FISH PROCESSING INDUSTRY

- a) Increase in population – high demand for fishery products**
- b) The potential to improve surimi processing extensively**
- c) Research and Development, quality, services and recognition**
- d) Easy availability of raw materials (captured fisheries & import)**
- e) Potential for export & foreign exchange earnings**



- f) Health awareness – fish main protein (less cholesterol) – contains Omega 3, fatty acid**
- g) High demand for fish, convenient & ready to- eat**
- h) Availability of modern technologies and equipment**
- i) Technology Utilization**
- j) Urban lifestyle - busy & hectic**
- k) Promotions and incentives by government**
- l) Better Infrastructures**



CONSTRAINTS FACED BY THE INDUSTRY

- ★ Declining supply of raw materials – intensive fishing affords and under exploited in Sabah and Sarawak waters
- ★ Species of fish landed – for surimi low grade production
- ★ Surimi producers using fresh water species – higher producing cost , lower conversion ratio
- ★ Lower incentives/lesser basic amenities – for deep sea fishing vessels



FURTHER DEVELOPMENT STRATEGIES

- * To enhance product quality**
- * To ensure product safety**
- * To embark on development of new products**
- * To increase the export value**
- * To explore new export market**
- * To achieve positive Balance of Trade (BOT)**
- * To maximize utilization of undervalue fish**
- * To minimize post- harvest losses**



cont- FURTHER DEVELOPMENT STRATEGIES

- * To facilitate the development of SMEs**
- * To conduct more training programme**
- * To provide technology support**
- * To establish Incubator Centres**
- * To improve extension services**
- * To provide new Incentives**



CONCLUSION

Demand for fisheries products especially surimi and fish meat is expected to increase globally by 7 million metric tons by year 2010.

Malaysia has the capabilities and capacities to cooperate with other countries on the development of fish processing industries.



THANK YOU

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