

CHAPTER ONE

INTRODUCTION

Following rubber and rice, coconut covers the next important agricultural crop in Malaya in terms of area, exports of domestic produce and source of employment. Yet coconut industry has lost its prime importance as a major agricultural crop and has become one of the most neglected industries from the government as well as from the economist. So far the government has not made any progressive programme of action to bring back this sick industry to a state of vigorous health so that it can contribute usefully to our economy.

The first serious attempt to carry out an economic survey was conducted by Mr. T. B. Wilson in "The West Johore Coconut Production Survey". It was an attempt by the authority to collect reliable economic data about coconut industry which can serve as a guide for future planning and development of coconut industry.

Method of Research. The study is related only to the estates and small holdings of the coconut industry in the Federation of Malaya. The research is based on the collection of statistical data obtained from secondary sources. Partly the research is based on the informations extracted from the interviews and helps from the staffs of the Department of Agricultural.

Purpose of Study. The purpose of this essay is to bring out some important facts about the industry, the economic problems facing the producers and briefly commenting its present outlook. I feel certain that in bringing some of the comments and probable solutions which I hope to delineate would be controversial to the to the present understanding of this subject. Hence the object of the study is to try to develop a better understanding of the present situation in the coconut industry. But unfortunately this study is limited by the fact that more recent data are unavailable for me to present a concrete and clear picture of the problems, outlook and prospect of the coconut industry in Malaya.