Research

Role of UMPSA Researcher in Driving Success of Layer Duck Farming Entrepreneur in Pekan

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PEKAN, 15 January 2025 – Guidance from a lecturer of the Faculty of Civil Engineering Technology (FTKA), Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), Associate Professor Dr. Abdul Syukor Abd. Razak, has been one of the key factors behind the success of Siti Makmur Layer Duck Farm, founded by Syed Azidi Syed Abdul Aziz, which led to him receiving the Pahang Successful Farmer Award 2025 in Temerloh.

According to Associate Professor Dr. Abdul Syukor, Syed Azidi has been his mentee since 2020, when he first purchased 100 serati ducks.

“In line with UMPSA’s former slogan, Communitising Technology, the process of knowledge transfer and technology development to the local community in Pekan began at that time.

“I saw his potential to grow much further.

“Today we see the result, with him being named Pahang Successful Farmer 2025,” he said.

He added that UMPSA consistently ensures that technology and entrepreneurial knowledge transfer are shared with the community, particularly in the state of Pahang.

“Students from Jerantut, Jengka, Bera, and Pekan are brought to observe the entire farming process, from the initial stage to the commercialisation of farm produce under university supervision.

“This enables the farm to adopt modern farming techniques, monitor production systematically, and develop farm technological capacity.

“The success of Siti Makmur Farm proves that with academic guidance, the application of modern technology, and a hands-on approach, the local community can grow commercially in the agricultural sector.”

Syed Azidi also shared his experience in developing Siti Makmur Layer Duck Farm, which began with 700 ducks in 2017 and increased to 1,200 in 2018.

“By 2024, the number of ducks at the farm had increased to 2,100, and the farm now has a maximum capacity of 2,400 ducks.

“The farm is capable of producing 52 cartons of eggs per day, equivalent to 1,580 eggs, with local market demand sometimes reaching 60 to 70 cartons per day, demonstrating high economic growth potential in the local poultry industry.
“Initial challenges included limited market access, as Siti Makmur Farm was the first operator in

Pekan to focus on commercial duck egg farming," he said.

He added that developing local market networks in Kuantan and Pekan was the key to the farm's success.

"Over a month, we face a shortage of around 120 to 150 cartons of eggs, indicating stable income potential from this farming activity.

"To address supply shortages, the farm also collaborates with the local farming community to ensure market demand is met.

"In terms of cost and revenue, farm operations show high efficiency, with the production of 1,200 eggs per day using four bags of feed (RM130.00 per bag, totalling RM520.00) generating RM1,200.00 per day in revenue, with a net surplus of RM700.00," he said.

He further emphasised the importance of carefully managing feed and livestock, as small mistakes could affect overall capital.

"In addition to production, marketing is a major challenge.

"Starting a farm is easy, but marketing the produce requires courage.

"Farmers need to build networks within the community to ensure consistent market access, and students who wish to venture into this field should learn to sell eggs first before mastering more complex SOPs and farming techniques," he said.

He also shared that the farm serves as an inspiration to the younger generation to venture into agriculture and entrepreneurship.

"If starting as a hobby, 200 ducks are sufficient.

"However, to generate household income, more than 500 ducks are needed, as this number can generate income of around RM10,000.00 to RM12,000.00 per month," he said.

The success of duck farming does not depend solely on the number of livestock or egg production, but also on management, marketing, continuous learning, and institutional support such as UMPSA, demonstrating that strategic integration between industry and university can be a key factor in the development of modern agriculture and entrepreneurship in Malaysia.

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