Abstract

Coconut or scientifically known as *Cocos nucifera* is also known as tree of life as almost all the tree parts can be used for food and other non-food purposes. It is the fourth most cultivated and important crop after oil palm, rubber and rice in Malaysia. However, the planting area of coconut in Malaysia has been dwindling steadily over the years due to conversion of existing planting area to other planting crops such oil palm, vegetables and cash crops. Many coconut planting areas also have been converted to residential and industrial sites thus eventually reduce the national coconut productivity. Hence, the country’s coconut import has increased from 87.8 million nuts in 2014 to 120.2 million nuts in 2015. The major usage of coconut in Malaysia mainly due to high demand for industrial use compared to fresh use by consumer. Malaysia produces many coconut products namely UHT coconut milk, coconut powder, desiccated coconut and virgin coconut oil. The Ministry of Agriculture and Agro-Based Industry (MOA) together with Department of Agriculture of Malaysia (DOA) had undertaken many initiatives and policies in recent years to develop a resilient and sustainable coconut industry in Malaysia. Among them, introduction of the New Wealth Source Programme with coconut as one of the crop identified as profitable crop for farmers, replanting of old and senile coconut trees programme, national seedlings production programme and planting incentive programme in order to increase national coconut production in the country.