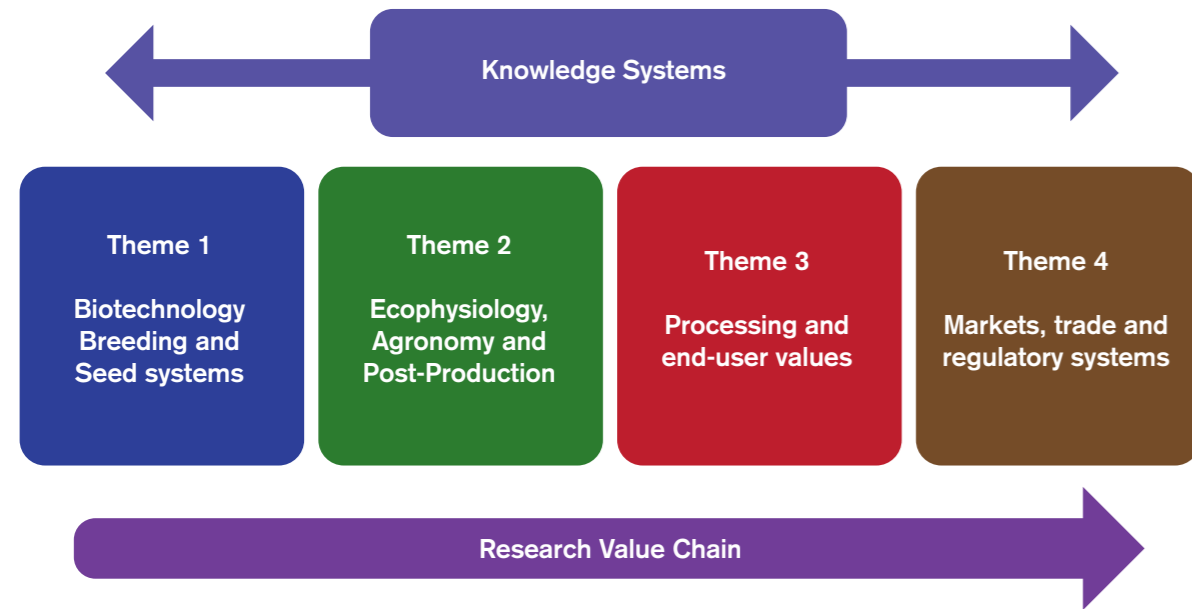


The CFFRC 'Research Value Chain'

A small number of 'exemplar' underutilised crops will be selected for detailed investigations using a 'Research Value Chain' approach that combines activities across all four research themes and integrated knowledge systems and provides a generic methodology that can be applied to other underutilised crops.

The exemplar species will be identified after an independent review process that links stakeholders that include growers, consumers, researchers and policy makers.



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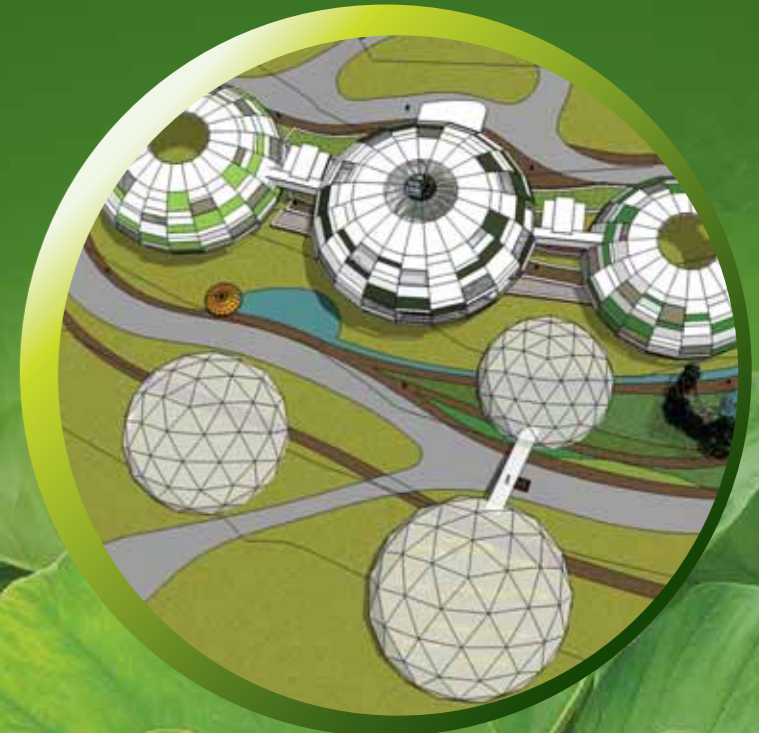
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Crops for the Future Research Centre (CFFRC)



Welcome to the Crops for the Future Research Centre (CFFRC)

Crops for the Future Research Centre (CFFRC) is an exciting new venture between the Government of Malaysia and the University of Nottingham. It will be the international research base of Crops for the Future (CFF), a global entity responsible for the promotion of neglected and underutilised plant species and hosted in Malaysia by Bioversity International and the University of Nottingham Malaysia Campus (UNMC).

The selection of Malaysia as host country for CFFRC reflects her growing reputation as a hub for regional and international research and development. Collaboration with The University of Nottingham is a strategic opportunity to build on the University's reputation for research excellence and its vast experience in developing global research partnerships and collaborations.

- Within CFF's broader mandate and strategic direction, CFFRC will manage world class, cutting edge, research on underutilised crops for food and non-food uses.
- Species for investigation can include annual and perennial crops with potential as staple foods, vegetables, fruits, forages, pharmaceutical, medicinal, bioenergy and constructional materials.
- Additional facilities will be developed for micropropagation and the raising of nursery stock, the analysis of plant components (including roots) and soils, storage of plant materials and seeds, office space for research and technical staff and demonstration activities.

For selected 'exemplar' underutilised species;

- CFFRC will establish a 'research value chain' that combines molecular technologies, crop physiology and agronomy, plant analysis and product development with;
 - ❖ Marketing opportunities and market access
 - ❖ Innovative methodologies that combine local knowledge with scientific evidence
 - ❖ Capacity-building of researchers and communities involved with underutilised crops
- CFFRC will be based adjacent to UNMC near Semenyih, Selangor in state-of-the-art facilities surrounded by a botanical garden of alternative plants and a research farm.
- CFFRC will support experimental research in fields, controlled-environment houses, growth cabinets and laboratories, from molecular technologies through to remote sensing of vegetation.
- CFFRC will have access to facilities and expertise at The University of Nottingham campuses in Malaysia, the UK and China and operational links with CFF, Bioversity International and other international agencies, especially in Africa and South Asia.
- Partnerships will also be developed with national agencies in Malaysia and a range of national and international private sector organisations and NGO's.
- Together with their national and international partners and collaborators, CFF and CFFRC will establish an unrivalled knowledge base on neglected and underutilised crop species that encompasses the whole value chain from genetic characterisation to end users/markets and works for the benefit of the poor and the global environment.



Our Profile



A new type of research partnership

CFFRC is incorporated under the Malaysia Companies Act, 1965 as a company limited by guarantee and without shareholding. Its guarantors are the Government of Malaysia and The University of Nottingham in Malaysia. CFFRC is governed by a Board of Trustees that includes representatives from its guarantors, CFF and an Independent Chair. It will also establish an Advisory Panel of independent and international experts to help guide and generate research activities.

This unique company structure, that combines Malaysian public interest with a global research-led university, provides capacities, funding opportunities and innovative approaches to the cost-effective management of research and training that would not be available to each partner working alone.



Specific benefits of CFFRC to Malaysia include;

- **Improvement of local food and non-food crops of potential global value.** Whilst Malaysia is a major source of biodiversity with over 18,000 indigenous plant species, it currently has a substantial deficit in food trade. There is an urgent need to prioritise novel high-value species and develop diversification strategies to meet this trade deficit.
- **Access of local scientists and institutions to a high profile world research centre.** There is huge potential for CFFRC to support research training across the whole value-chain that links the Malaysian HE and private sectors.
- **Attracting international support for research.** The private sector, international donors and consumers seek to support a global research centre that can objectively evaluate a range of potentially important species with multiple end-uses. CFFRC will attract high calibre researchers and multiple sources of funding through collaborative projects with international sponsors, philanthropic foundations and multinational agencies.
- **CFFRC with partners,** including the Ministries of Agriculture and Agro-Based Industries, Natural Resources and Environment, Higher Education, Science, Technology and Innovation and Plantation Industries and Commodities, will establish Malaysia as a global leader in research on underutilised crops.

CFFRC will support the global functions of CFF by:

- **Conducting 'whole value-chain' research** on underutilised crops to provide novel food and non-food products for local, regional and global users.
- **Promoting academic programmes of study** and student research projects registered at The University of Nottingham and with other centres of learning in Malaysia and beyond.
- **Accessing additional national and international sources of funding** for research and development on neglected and underutilised crop species.
- **Disseminating outputs and promoting CFFRC and CFF** at the local, regional and global levels.



Company Structure

The CFFRC Board of Trustees is responsible for the centre's operational management within the global priorities and strategic direction set by the Board of CFF. It will be supported by an Advisory Panel and a Chief Executive Officer who will oversee the development of research and associated facilities, negotiated access to The University of Nottingham's and other academic resources, management and disbursement of funds and leveraging specific opportunities for research activities in collaboration with CFF and its other stakeholders in Malaysia and abroad.

The CEO and Management Team

CFFRC operational and research activities are the responsibility of a Chief Executive Officer and a management team that includes a Chief Operating Officer and Senior Research Theme Leaders. This team will be assisted by Administrative, Technical, HR and IT Support functions and Facilities Managers.

