Labour is the key driver in enhancing the value chain of the plantation industry. The significance of the labour issue warrants a viable and strategic management for the future. The paper introduces the general labour scenario emphasising contemporary challenges and problems affecting the value chain. The study will further explore issues, problems and strategies required in addressing local and foreign workers employed in the plantations. The need to review the status and re-emphasise on mechanisation is also highlighted. Revisiting current estate practices and the need for structural changes in improving the plantation work culture and image is emphasised in this study. Lastly, the future direction of plantation labour with an emphasis of striking the right balance between the various available options will be made.

**Keywords:** Plantation labour, challenges, strategies, value chain.