Agriculture has been made to be the third engine of growth in Malaysia, alongside the manufacturing and services sectors. Agriculture is expected to provide sustainable livelihood through the optimum utilisation of resources, without adverse impact on the environment and social well-being. Globalisation and trade liberalisation have brought new challenges in the way products are produced, traded and marketed. Competitiveness is a key issue together with consumer demands. Production of crop commodities has to ensure that quality and food safety criteria are fulfilled. Environmental and social concerns also need addressing in agricultural production. All these issues need to be approached in a holistic manner; looking at the total supply chain with traceability as a key element. This paper examines good agricultural practice (GAP) as a possible approach for crop commodities, its rationale and nature for implementation in Malaysia to meet the requirement of trade and market access, and for fulfilling national objectives of sustainability.

Keywords: Competitiveness, sustainable agriculture, good agricultural practice, economically viable, environment friendly, socially acceptable.