

## Next-Generation Farmers: Understanding Gen Z and Gen Y Participation in Cash Crop Farming in Sabak Bernam

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### **Abstract:**

In Malaysia, numerous initiatives have been introduced to attract Gen Z and Gen Y into the agricultural sector; however, their participation remains comparatively low relative to other industries. This study examines the factors shaping the decisions of Gen Z and Gen Y individuals in Sabak Bernam, Selangor, to pursue careers in cash crop farming. Adopting a qualitative approach, the study employed purposive sampling and conducted in-depth phenomenological interviews with 15 participants engaged in horticulture activities. The analysis reveals four central factors influencing their involvement in agriculture: (a) agricultural exposure and family background, (b) perceived market opportunities and income prospects, (c) positive personal attitudes toward farming, and (d) the acquisition of relevant knowledge and technical skills. The findings underscore the importance of future policy interventions that strengthen agricultural markets, lower entry barriers, and improve youth-oriented agricultural programs, training opportunities, and incentive schemes aimed at encouraging greater engagement among Gen Z and Gen Y.