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MAHATHIR-POULTRY R' R' P'

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SITIAWAN, AUG 27 (BERNAMA) -- MALAYSIA HAS SUCCEEDED IN DEVELOPING ITS POULTRY INDUSTRY WITHIN FIVE YEARS, TO BECOME A CHICKEN EXPORTING COUNTRY, DATUK SERI DR MAHATHIR MOHAMAD SAID TODAY.

THE PRIME MINISTER SAID THAT FIVE YEARS AGO- THE COUNTRY WAS ONLY PRODUCING CHICKEN FOR LOCAL NEEDS BUT THE POULTRY INDUSTRY HAD SINCE EXPANDED TO EXPORT CAPACITY.

HE SAID THAT WITHIN A SHORT TIME THE POULTRY INDUSTRY HAD BEEN MODERNISED AND ABLE TO PRODUCE HIGH QUALITY PRODUCTS COMPARABLE TO THOSE PRODUCED IN DEVELOPED COUNTRIES.

+WE WOULD NOT HAVE BEEN ABLE TO EXPORT CHICKEN TO JAPAN IF WE HAD NOT ACHIEVED A HIGH STANDARD,+ HE SAID WHEN OPENING THE \$20-MILLION PLANT OF THE DINDINGS POULTRY PROCESSING SDN BHD AND LAUNCHING A NETWORK OF DINDINGS POULTRY OUTLETS.

THE PRIME MINISTER SAID THAT THE POULTRY INDUSTRY HAD SUCCEEDED BECAUSE THE OVERALL ASPECTS OF THE INDUSTRY HAD BEEN UPGRADED TO ACHIEVE QUALITY BEGINNING FROM BREEDING1 PROCESSING UP TO THE MARKETING OF THE PRODUCTS. -- MORE

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THE HIGH QUALITY PROCESSED PRODUCTS WERE ALSO SOLD IN ATTRACTIVE PACKAGES TO MEET THE DEMAND OF THE DISCERNING CONSUMERS, HE ADDED.

DATUK SERI DR MAHATHIR SAID THAT HE WAS CONFIDENT THE POULTRY INDUSTRY COULD BE FURTHER EXPANDED TO COVER DUCKS AND TURKEY PRODUCTS.

HE SAID THAT THE EXPANSION OF THE POULTRY INDUSTRY WOULD OPEN MORE OPPORTUNITIES FOR INVESTMENT, INCREASE THE COUNTRY'S REVENUE AND CREATE MORE EMPLOYMENT OPPORTUNITIES.

EARLIER, THE COMPANY'S DEPUTY CHAIRMAN, ENCIK TEH NEE CHYE, SAID THAT THE DINDINGS POLUTRY PROCESSING SDN BHD IS A JOINT VENTURE BETWEEN THE PER-AK AGRICULTURAL DEVELOPMENT CORPORATION, THE MALAYAN FLOUR MILLS AND THREE JAPANESE COMPANIES -- MITSUI CO LTD, ZENCHIKU CO LTD AND DAIICHI BROILER INCORPORATED. -- MORE

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MAHATHIR-POULTRY 3 SITIAWAN

HE SAID THAT THE PLANT BEGAN OPERATIONS THIS YEAR AND NOW PRODUCED PROCESSED CHICKEN FOR THE LOCAL MARKET AND JAPAN.

THE PLANT IS THE BIGGEST AND MOST MODERN IN MALAYSIA-AND HAS A CAPACITY TO PROCESS 6,000 CHICKENS AN HOUR. BESIDES PROCESSING CHICKEN, THE PLANT ALSO PRODUCES ANIMAL FEED PROCESSED FROM DISCARDED PARTS OF THE CHICKEN.

THE GROUP ALSO PLANS TO OPEN UP A NETWORK OF DINDINGS POULTRY OUTLETS THROUGHOUT THE COUNTRY TO SELL CHICKEN MEAT AND VARIOUS CHICKEN PRODUCTS LIKE CHICKEN MEAT BALLS.

THE PLANT HAD THE CAPACITY TO EMPLOY ABOUT 1,000 WORKERS WHEN FULLY OPERATIONAL SOON, ENCIK TEH SAID. -- BERNAMA

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