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Mahathir-food

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SERDANG, March 7, (Eernama) --- Food sellers in Malaysia should adopt the franchise system and hold promotion campaigns like those carried out by international fast food chains to develop the industry, Datuk Seri Dr Mahathir Mohamad, said today.

The Prime Minister said they should change their old ways. and accept changes recommended by proper studies.

He regretted that most Malaysians, including those selling food, were reluctant to accept the results of such studies and implement them.

+Many of us do not want to change from the old ways... if we do not change, we will be left behind and lose out., he told a news conference after visiting the Malaysian Agricultural Research and Development Institute (Mardi) headquarters here.

Datuk Seri Dr Mahathir said many research findings had been made in Malaysia but their application was not encouraging.

During the visit, Datuk Seri Dr Mahathir saw a new concept of stall designed by Mardi In which local fast food popular among Malaysians, like mee, laksa and +nasi beriani+ could be sold from an integrated stall unit.

The pre-prepared food only needed to be served or added with gravy. --- more

♥07/03/16-08MST

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Maha thir-food 2 Serdang

The concept, designed at the suggestion of the Prime Minister, was not only cleaner but was more easily managed.

Datuk Seri Dr Mahathir cited the case of +Mcdonald's+, which was available in numerous outlets but did not require good cooks to prepare the food.

The taste was guaranteed and uniform as it was prepared with the same recipe and operating costs were low, he said.

He added that people in the food business should think of producing food on a big scale and employ more modern marketing techniques in line with the increased demand for such food.

He said they could practise the central kitchen concept where food was prepared one kitchen and traded at numerous stalls.

Rut, he stressed that the most important factor in the food business was to ensure that food stalls were always clean.

Responding to a question, Datuk Seri Dr Mahathir said the Pulau Pinang government would be directed to take firm action to ensure cleanliness of the island. -- more

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Maha t hi r-food 3 Serdang

He said the state government should be bold in taking unpopular steps so that island's cleanliness would be maintained in order to continue to attract tourists.

Dhtuk Seri Dr Mahathir commended Mardi on its research to develop the agriculture sector.

He hoped all its research findings would be fully applied by the agencies involved in agriculture.

The Prime Minister spent more than four hours visiting and attending briefings on the various divisions, including the Biotechnology centre, Food Technology Division and exhibition room.

A total of \$152 million is being allocated for research Under the Sixth Malaysia Plan (1991-1995). -- Rernama

♥07/03/16-30MST