

CNS1171

R CE 20-08 00167 EB070

aae

Mahathir-food

bm

SHAH ALAM, Aug 20 (Bernama) -- Prime Minister Seri Dr Mahathir Mohamad said today Malaysia should implement more effective measures to change its image as a high-cost producer of foodstuff.

He said that in developing the food industry revolution towards the year 2020, efforts should be taken to make Malaysia capable of producing agricultural produce and food commodities at competitive prices to compete with imported materials.

He said several food commodities had shown increasing production costs in terms of wages, land rental and return margin target and this should be overcome.

He said this when launching the national-level Farmers, Livestock Breeders and Fishermen's Day celebrations at Bukit Cahaya Seri Alam Agricultural Park here.

He called on the food manufacturing industry to explore the forward and backward linkage with development in the manufacturing sector by using outside raw materials which were processed locally as a factor to motivate the agro-based industry. -- more

♥20/08/14-34MST

CNS1223

R CE 20-08 00208 EB073

aae

Mahathir-food 2 Shah Alam

He said the agricultural, industrial and manufacturing sectors should play supplementary and complementary roles to achieve the objective of making Malaysia a developed country by the year 2020.

Everyone should map out new strategies and be bolder to take big steps in management, work culture and innovation to help fulfil this, he added.

However, he said, care should be taken to ensure a more efficient use of land to increase output to meet the needs of the country's population which was projected to reach 70 million by then.

+Even if our land is insufficient, we will not encroach on another country,+ he said in a lighter vein, and this was met with laughter from the more than 1,000 people present.

In this connection, he wanted the Malaysia Incorporated concept to be strengthened in the agro-food industry, particularly food production and integration of the agricultural and manufacturing sectors.

He said with the increase in the per capita income and economic growth, the food demand trend would move towards better quality stuff like meat, fruits and vegetables, and adjustments in supply and production were necessary to keep up with this: -- more

♥20/08/16-06MST

CNS1237

R CE 20-08 00180 EB074

aae

Mahathir-food 3 Shah Alam

Datuk Seri Dr Mahathir urged the local food industry to prepare itself for the expected increase in demand for food with nutritional value and a change in demand by consumers, especially the +green consumer+.

He said that although there had been greater awareness of the organic production of food and the importance of eating low cholesterol food, efforts should be intensified to promote consumption of nutritious food.

He called for the creation of an investment and business environment in the agricultural sector which required high investments and efficient and high-risk project management to attract more foreign investors.

The prime minister said farmers, livestock breeders and fishermen should change their attitude to become a well-informed group so that they would not be left behind when the country attained developed nation status.

Apart from being sensitive to changes, farmers, livestock breeders and fishermen should enhance their skills, be more hardworking and innovative to grab the investment opportunities in the agricultural sector, he said.  
-- more

♥20/08/16-31MST

CNS1241

R CE 20-08 00115 EB075

aae

Mahathir-food 4 (last) Kuala Lumpur

He later presented awards to the successful fish rearer, livestock breeder, fisherman, farmers and outstanding farmers' and fishermen's organisations and villages.

The winners were fish rearer Encik See Quar Har of Rawang, livestock breeder Encik Chulam Rasul Abdul Rahim of Kelantan, fisherman Encik Hussain Majid of Kedah and farmers Haji Awang Taha of Terengganu and Hajah Siti Rona Kechil of Negeri Sembilan.

The Sabak Bernam Area Farmers' Organisation and Endau Area Fishermen's Organisation were adjudged the successful organisations, Kampung Kelanang, Kuala Langat, Selangor, the outstanding fishing village and Kampung Endah, Batu Laut, Selangor the outstanding farming village. -- Bernama

♥20/08/16-34MST