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Felcra-Cooperative

PM TO LAUNCH "PERDANA RIA" BRAND RICE NEXT MONTH

KAMPUNG GAJAH, Perak, June 26 (Bernama) -- All Felcra schemes in the country will be supplied with "Perdana Ria" brand rice to be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad on July 4.

The rice, produced by Felcra Seberang Perak, will be packed and distributed by Koperasi Peserta Rancangan (KPR) Felcra.

Felcra Seberang Perak Manager Meor Shahrin Meor Yusof told Bernama today that the KPR rice packing factory, now undergoing renovation, could process between 250 to 300 tonnes of rice a month.

KPR Seberang Perak, whose objective was to control at least 50 per cent of the rice marketing operations in the area, hoped to become the main rice distributor to Felcra cooperatives nationwide, he said.

He said at present Syarikat Padiberas Nasional Berhad (Bernas) purchased about 24,000 tonnes of padi per season from Felcra Padi estates in Seberang Perak and after being processed, some of the rice was sold to KPR Seberang Perak.

Meor Shahrin said Perdana Ria, packed in five, 10 and 18kg size bags would sold at the lowest price ever charged by the private sector other than Bernas.

Apart from being involved in rice marketing, the Felcra Seberang Perak, founded in 1986, also managed the Perak government owned D'Lambaian Resorts in Pengkalan Hulu.

Meor Shahrin said Felcra Seberang Perak had also been given a five-year contract to manage the Grik District Council rest houses and chalets.

The cooperative also took the lead in the setting up of the KPR Felcra Perak Tengah Consortium which had been given a RM1 million landscaping contract in the Perak Tengah District, he said.

He said the KPR Felcra Seberang Perak which began with a capital of RM10,388 contributed by 498 settlers now had shares totalling RM1.2 million and 1,775 members including settler family members.

The cooperative chalked up a profit of RM1.1 million from its more than RM10 million business turnover last year, he said.

Meor Shahrin said apart from rice packing and distribution, agriculture activities remain the mainstay of the cooperative.

KPR Seberang Perak had also been awarded the tender by the Drainage and Irrigation Department to clean up drains and canals, transport oil palm fruits from estate to the palm oil refinery and also rice to Bernas godowns.

The KPR was also involved in mini-markets, petrol stations, insurance, supply of fertilizers and pesticides and agricultural equipment.

The cooperative had purchased 20 hectares of land in Tanjung Tualang for teak cultivation. -- BERNAMA

LAT AKD AAM