

05/07/1999

Pasar tani produce is 15 to 30pc cheaper than elsewhere

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KUALA LUMPUR, Sun. - Agricultural produce sold at the 186 farmers markets or pasar tani nationwide are 15 to 30 per cent cheaper than items at local wet markets or night markets, Federal Agriculture and Marketing Authority director-general Abi Musa Asa'ari Mohamed Nor said today.

"We always try to guarantee that our prices are much lower than that at other outlets in the same area as we want to provide an alternative to consumers."

Although there are no fixed prices for agricultural produce and products sold at pasar tani, he said consumers could compare prices through the price lists displayed.

"It would be unfair to compare prices of our produce with other pasar tani as the prices may differ due to transportation costs and other factors. But we always try to give competitive prices."

Abi Musa Asa'ari said this after visiting the Flora Fest '99 site in Jalan Ipoh here where Fama is assisting in the promotion of agriculture produce and products of local farmers and small-and-medium industry operators.

It is being held in conjunction with the launch of the Malaysian Agriculture, Horticulture and Agrotourism Show '99 and Flora Fest '99 which was launched yesterday by Prime Minister Datuk Seri Dr Mahathir Mohamad. It ends on Tuesday.

Also present was Malaysian Tourism Promotion Board director for special events Dalilah Ahmad.

On another note, he said Fama would strive to increase its export of local produce like bananas, starfruits, papayas and pineapples to Europe and the Middle-East.

"At the same time, we are also identifying new products from our SMIs for export."

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