

02/10/2002

Kedah to spearhead 'one village one product' concept

KUALA LUMPUR, Tues. - The Agriculture Ministry's One Village One Industry concept will be launched in three months, starting with villages in Kedah, said Minister Datuk Mohd Effendi Norwawi.

Ten products have been identified for the villagers to focus on under the concept which would also involve the Rural Development Ministry.

However, the pioneer villages had yet to be identified.

"Studies are already in the advanced stage and we are ready to implement the programme in three months. We will go into the villages, build factories, provide the raw materials and help the villagers market their products."

He added that the 10 chosen products, mainly processed foods such as keropok and chili sauce, were chosen based on their popularity, marketability and the ability of villagers to produce them.

"Villagers produce very good food products, but unfortunately these are only marketed in their own area. We will help them produce on a larger scale and market the products all over the country.

"The manufacture of these products will also follow certain high standards and practices," Effendi told a press conference after the opening of the Malaysian Agriculture, Horticulture & Agrotourism Show 2002 by Prime Minister Datuk Seri Dr Mahathir Mohamad.

During the opening ceremony, Dr Mahathir presented awards to winners of the National Farmers, Breeders and Fishermen Day 2002 Contest.

The winner in the best farmers organisation category was the Pokok Sena Area Farmers' Organisation in Seberang Prai, while Zamri Yaakob from Jerantut, Pahang, took the Best Male Farmer award. The Best Female Farmer award went to Ragayah Dahan from Maran, also in Pahang.

The Best Young Female Farmer award went to Zainab Ibrahim from Alor Gajah, Malacca, and the Best Farmers' Unit was won by that from Kampung Air Melintas, Penang.

The Best Fishermen Association award was clinched by the Kuala Terengganu South Fishermen's Association while the Best Fisherman award was won by Che Ramli Ab Rahman from Kuala Besut, Terengganu.

The Best Fish Breeder award went to Mat Hassan Yaacob from Pasir Putih, Kelantan, while the Best Livestock Breeder award went to Mat Ali Abd Rahman from Gua Musang, Kelantan.

The Best Group Project award went to Kampung Endah group vegetable farming project in Banting, Selangor.