

PM to launch agro quality scheme

PASIR PUTEI: Prime Minister Datuk Seri Dr Mahathir Mohamad will launch next month the "Malaysia Best" products scheme introduced by the Agriculture Ministry.

Agriculture Minister Datuk Dr Effendi Norwawi said the products would consist of fruit and vegetables.

He said the move was to convince consumers that products labelled "Malaysia Best" were of good quality and safe for consumption. *SCM & MAY 2003*

"For a start, we'll introduce the products locally before they are exported," he told Bernama after visiting the Gong Kulim collection centre complex here on Tuesday.

Dr Effendi said the ministry would also introduce a direct marketing system for local fruits to be sent directly to supermarkets in the country.

He said the ministry hoped to implement the system through 258 farmers' organisations throughout the country in efforts to trim down the huge annual food import bill by the year 2010.

He said fruits and vegetables would be allowed to use the "Malaysia Best" tagging if they complied with the stipulated conditions.