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PM to launch Malaysia's Best label

PASIR PUTIH, Wed. - "Malaysia's Best", the Agriculture Ministry's label for top-quality Malaysian agricultural products, will be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad next month.

Agriculture Minister Datuk Effendi Norwawi said Malaysia's Best would stand for high quality with consumers assured of safety as they would be guaranteed by the Agriculture Department.

"Only farms that have been accredited under the Malaysian Farms Accreditation Scheme (Salam) will be allowed to carry the Malaysia's Best label.

"Farms taking part in the scheme are monitored for six months to ensure they follow the procedures."

Speaking after visiting an agricultural products collection centre in Gong Kulim yesterday, Effendi said Salam, started about two years ago, had about 300 farms taking part.

"We hope that at the time of the launch next month, 60 farms will receive accreditation."

He said the products would initially be launched locally with promotion of the brand at international level to follow.

The ministry has selected mango, pineapple, starfruit, papaya and watermelon to carry the label in the early stages. It is carrying out a RM2 million study to identify products and production areas via the Federal Agriculture Marketing Authority.