

PM: 1M'sia logo on food packaging not political
MalaysiaKini.com
February 15,2012
Kuek Ser Kuang Keng

Prime Minister Najib Abdul Razak said the move to compel manufacturers of controlled items to include the 1Malaysia logo on their packaging was not a political move.

"1Malaysia is not politics, it is about Malaysia," said Najib in a curt reply.

He was speaking to reporters after chairing the BN supreme council meeting at PWTC, Kuala Lumpur.

Domestic Trade, Cooperatives and Consumerism Deputy Minister Tan Lian Hoe announced on Feb 10 that three controlled items - flour, sugar and cooking oil - must have the 1Malaysia logo on its packaging to qualify for government subsidies.

The idea was to inform consumers that the products were subsidised by the government. This is supposed to be enforced from this month onwards.

Prior to this, flour producers had been asked by the government to use the 1Malaysia logo on their packaging from January, but it was not made compulsory.

A few manufacturers have expressed their dissatisfaction on the new ruling, complaining that the implementation of the rule was done in haste and that they needed more time to comply.

Annual BR1M?

Critics have also pointed out that the 1Malaysia logo and slogan was part and parcel of BN's propaganda machinery.

It was argued that the government was abusing its power to promote BN.

On the RM500 cash handout under the Bantuan Rakyat 1Malaysia (BR1M) programme, Najib was non-committal on whether it would be made into an annual affair.

"Let's see first. We will announce when the time comes," he said.

Previously, DAP secretary-general Lim Guan Eng had urged Najib to make BR1M and the RM100 handout for students into an annual programme.

Lim argued that this would prove that Najib was not engaging in an one-off effort to fish for votes ahead of the 13th general election.