

Ceiling prices for 20 food items
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KUALA LUMPUR (Aug 17, 2011): The ceiling prices of 20 food items have been determined under the Hari Raya 2011 Festive Season Price Control Scheme to prevent profiteering.

"The scheme will be enforced for 15 days and will begin from Aug 23," Domestic Trade, Cooperation and Consumerism Minister Datuk Seri Ismail Sabri Yaakob said at a press conference today.

Among items listed in the scheme are live chicken, standard chicken, super chicken, chicken eggs (Grade A, B and C), local and imported beef, local buffalo meat, imported round cabbage, red chilli, whole coconut, grated coconut, tomato, imported onions, garlic (from China), imported groundnut, shallots (from India) and mackerel (see chart for pricing).

Ismail Sabri warned traders that those found selling the items above ceiling prices can be fined up to RM100,000, imprisoned for not more than three years or both or served with a compound of up to RM50,000.

Companies that have committed the offence will be fined up to RM500,000 or served with a compound of up to RM250,000, he added.

Ismail Sabri also said traders are required to place a pink price tag on the food items to distinguish it from other items.

Failure to do so would result in vendors being fined up to RM10,000 or compound up to RM5,000, while companies would be fined up to RM500,000 or served with a compound of up to RM250,000.

He said the prices were decided based on information gleaned from weekly price monitoring in all districts across the country from January to July, governmental agencies such as the Federal Agriculture Marketing Board (Fama) and the Malaysian Fisheries Development Board (LKIM) and discussions with importers, producers as well as suppliers.

"The supply of cooking oil has also been increased to 77,000 tonnes during the Ramadan month," Ismail Sabri said, adding oil supply was restricted to 70,000 tonnes each month.

He said 3,000 officers from the ministry will be deployed to monitor the prices of the goods at markets across the country and ensure consumers are not charged more for the goods.

"We are short of staff so the ministry urges citizens to notify us if they find that certain traders are selling the items at higher prices," he added.

Consumers can contact the ministry's toll free line at 1 800 886 800 or email e-aduan@kpdnkk.gov.my.

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