

## **Najib Gives Agri Ministry Mandate To Develop Culinary Industry**

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SERDANG, Sept 28 (Bernama) -- Datuk Seri Najib Tun Razak today gave the Agriculture and Agro-based Industry Ministry the mandate to lead the development of the country's culinary industry in terms of agricultural products.

The Prime Minister said this was in response to a proposal from the ministry to play an efficient role in making culinary one of the key areas of the agro-food sector of the country.

No ministry had taken on the role of providing particular focus to organised and efficient efforts to develop the culinary field, he said at the launch of the National Farmers, Livestock Breeders and Fishermen's Day (HPPNK2017) at the Malaysia Agro Exposition Park Serdang (MAEPS) here.

Najib, who is also the Finance Minister, said the culinary industry was a value-added sector for agricultural products which focused on local food and should be explored and promoted more widely, even abroad.

"The ministry can, from now on, see how it can transform and give value-added to agricultural products ranging from the farms to the dining table, and eventually raise the income of all players involved," he said.

Agriculture and Agro-based Industry Minister Datuk Seri Ahmad Shabery Cheek had reportedly said that the ministry was prepared to play a role in making culinary one of the key areas of the country's agro-food sector.

He had said that the culinary field should be given special attention for it to be developed in a more strategic manner.

Najib said the ministry could now devise plans to integrate farm production with food outlets such as cafes, restaurants, food trucks, drive-thrus and online food orders which were gaining popularity.

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