

Cut out middleman, embrace technology to sell goods - Dr Mahathir

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SERDANG, Nov 22 (Bernama) -- Prime Minister Tun Dr Mahathir Mohamad said the use of modern technology such as online marketing was one way of eliminating the role of the middleman in agriculture.

He said that the involvement of middlemen led to the rise in prices of wet items, like fish worth RM8 per kilogram being sold for up to RM36 (a kilo).

"With online marketing, farmers, fishermen and even breeders can sell their products directly to buyers.

"This can be done by cooperating with transportation companies and if done regularly, such marketing methods will reduce the involvement of middlemen," he told a press conference after opening the Malaysian Agriculture, Horticulture and Agro Tourism Exposition (MAHA) 2018 at the Malaysian Agricultural Expo Site (MAEPS) here today.

Dr Mahathir said the steep increase in prices was because of middlemen and that checks should be carried out on them so that immediate countermeasures can be taken by the Ministry of Agriculture and Agro-Based Industry through the relevant departments and agencies.

Meanwhile, Dr Mahathir also said that he wanted to continue to focus on food production techniques.

"Even if the nation's financial resources are limited, we can still increase food production through the proper use of methods and the correct techniques," he said.

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