



**LAPORAN LIPUTAN MEDIA HARIAN
RABU 15 APRIL 2020**

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UKKMOA

UNIT KOMUNIKASI KORPORAT
KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN
(UNTUK EDARAN DALAMAN MOA, JABATAN DAN AGENSI SAHAJA)

Headline	Bekalan makanan, hasil tani cukup		
MediaTitle	SelangorKini		
Date	15 Apr 2020	Color	Full Color
Section	News	Circulation	250,000
Page No	8	Readership	750,000
Language	Malay	ArticleSize	83 cm ²
Journalist	N/A	AdValue	RM 817
Frequency	Weekly	PR Value	RM 2,452



Bekalan makanan, hasil tani cukup

MELAKA – Rakyat tidak perlu kluatir bekalan makanan dan hasil pertanian, kerana ia dijamin mencukupi sepanjang tempoh Perintah Kawalan Pergerakan (PKP), kata Timbalan Menteri Pertanian dan Industri Makanan I, Datuk Seri Ahmad Hamzah.

Katanya, kerajaan melaksanakan pelbagai usaha memastikan rantaian pemasaran bekalan makanan dan hasil pertanian negara tidak terputus dengan memastikan lori dapat menghantar barangan tersebut, pada masa ditetapkan.

“Kita mendapat kerjasama penguat kuasa, khususnya yang terlibat dalam sekatan jalan raya sepanjang PKP, untuk memberi laluan mudah pada lori penghantaran bekalan makanan, supaya bekalan ada di pasaran.

“Justeru tidak perlu bimbang dengan membuat pembelian panik atau membuat stok makanan di rumah,” katanya pada 3 April lalu. – BERNAMA

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	HARIAN METRO	LOKAL	13



PENUNTUT Polis menerima sumbangan 300kg buah dan sayur daripada Fama Pahang.

Polis terima **300kg** buah, sayur

Kuantan: Politeknik Sultan Haji Ahmad Shah (Polis) Semambu, Kuantan menerima 300 kilogram (kg) pelbagai buah dan sayur disumbangkan Lembaga Pemasaran Pertanian Persekutuan (Fama) Pahang, Ahad lalu.

Pengarah Polis Mohammad Isa Azhari berkata, hasil pertanian segar itu diserahkan kepada pengusaha cafe yang bertanggungjawab menyediakan hidangan kepada 125 penuntut yang kini tinggal di asrama.

Menurutnya, sebahagian buah dan sayur sumbangan Fama Pahang bernilai ki-

ra-kira RM1,500 itu turut diagihkan kepada kakitangan serta felo yang tinggal dalam kawasan kampus bagi meringankan beban mereka berikutan Perintah Kawalan Pergerakan (PKP) disebabkan wabak Covid-19.

Katanya, sebelum ini pihaknya turut menerima pelbagai sumbangan daripada Ahli Parlimen Indera Mahkota, syarikat swasta dan pertubuhan bukan kerajaan (NGO) khusus untuk penuntut yang tidak berpeluang pulang ke kampung.

“Bantuan yang diterima memberi lebih keselesaan

kepada penuntut yang kini terpaksa berada di asrama dalam tempoh panjang berikutan PKP sejak 18 Mac lalu. Pelbagai makanan seperti biskut, bubur nasi, roti dan susu diterima penuntut.

“Saya bagi pihak Polis mengucapkan terima kasih kepada penyumbang yang prihatin dengan kesulitan dihadapi penuntut yang berada di asrama termasuk 131 lagi di rumah sewa,” katanya.

Beliau berkata, pihaknya kini menyediakan kemudahan makanan tiga kali sehari kepada penuntut.



14 APR, 2020

Peruntukan RM2.3 juta bantu petani, nelayan

Utusan Sarawak, Malaysia

Page 1 of 2

Peruntukan RM2.3 juta bantu petani, nelayan

SHEILA ZAIDI

KUCHING: Kerajaan Sarawak memperuntukkan sejumlah RM2.3 juta untuk membantu petani dan nelayan menyelesaikan masalah lambakan hasil pertanian dan tangkapan ikan di pasaran bagi memastikan sumber pendapatan mereka tidak terjejas.

Menteri Muda Pertanian, Tanah Adat dan Pembangunan Wilayah, Datuk Dr. Abdul Rahman Ismail berkata, daripada jumlah tersebut, RM1.7 juta diperuntukkan kepada golongan petani.

"Kerajaan melalui Kementerian Pemodenan Pertanian, Tanah Adat dan Pembangunan Wilayah Sarawak (MANRED), dengan kerjasama Jabatan Pertanian Sarawak (DOA Sarawak), 28 Pertubuhan Peladang

Kawasan (PPK) dan Lembaga Pemasaran Pertanian Persekutuan (FAMA) akan membeli lambakan hasil ladang yang tidak dapat dijual secara borong dan menjualnya kembali di pasaran.

"Ini dilakukan bertujuan untuk memastikan kesinambungan rantaian bekalan makanan di Sarawak," katanya kepada pemberita dalam satu kenyataan semalam.

Menurut Rahman, PPK juga akan memainkan peranan proaktif sebagai pemborong dalam mengimbangi pasaran bekalan dan permintaan di antara Bahagian.

Katanya, usaha ini juga akan memastikan ekosistem bekalan dan permintaan makanan akan sentiasa berada dalam keadaan yang seimbang.

Setakat 11 April, sejumlah 39 tan hasil pertanian

yang terdiri daripada buah-buahan dan sayur-sayuran dedaun dan buah dibeli dari lebih daripada 30 petani dengan nilai yang mencecah RM90,000.

Tambahnya, PPK bersama FAMA menjalinkan kerjasama melalui program 'Jualan Terus Dari Ladang' yang akan bermula hari ini (14 April) di Kompleks Islam Sarawak, Miri, dan melibatkan PPK Subis dan FAMA Miri.

Kerajaan Sarawak juga katanya, dalam perancangan untuk menjalinkan kerjasama dengan pihak swasta bagi tujuan pemasaran atas talian dan penghantaran ke isi rumah.

Sementara itu, dari sudut pengeluaran, Kerajaan Sarawak akan terus menggalakkan para petani untuk meneruskan aktiviti penanaman melalui pelbagai skim

yang dilaksanakan oleh pelbagai agensi kerajaan bagi memastikan kesinambungan rantaian bekalan makanan, ujarnya.

Inisiatif yang telah dilaksanakan oleh kerajaan ini adalah untuk memastikan bahawa setiap peringkat aktiviti rantaian bekalan akan dijamin berterusan, dari pengeluaran sehingga kepada pembelian oleh para pengguna, kata Rahman.

"Kerajaan melalui MANRED, dengan kerjasama Lembaga Kemajuan Ikan Malaysia (LKIM) dan Peratuan Nelayan Kawasan (PNK), memperuntukkan sejumlah RM600,000 untuk melaksanakan program pembelian hasil tangkapan ikan dari para nelayan.

"Pihak PNK akan memainkan peranan sebagai pemborong hasil tangkapan dan terlibat dalam akti-

viti pemasaran melalui penghantaran pesanan barang dalam talian dan penjualan secara borong menggunakan lori bergerak," katanya.

Setakat 12 April, sejumlah 485 kilogram hasil tangkapan bernilai RM6,300 dibeli dari para nelayan dari lima PNK di Sarawak, jelas Rahman.



DATUK DR. ABDUL RAHMAN ISMAIL



14 APR, 2020

Peruntukan RM2.3 juta bantu petani, nelayan

Utusan Sarawak, Malaysia

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SUMMARIES

KUCHING: Kerajaan Sarawak memperuntukkan sejumlah RM2.3 juta untuk membantu petani dan nelayan menyelesaikan masalah lambakan hasil pertanian dan tangkapan ikan di pasaran bagi memastikan sumber pendapatan mereka tidak terjejas. Menteri Muda Pertanian, Tanah Adat dan Pembangunan Wilayah, Datuk Dr. Abdul Rahman Ismail berkata, daripada jumlah tersebut, RM1.7 juta diperuntukkan kepada golongan petani.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	UTUSAN BORNEO	ONLINE	

Kerajaan Sarawak bantu atasi isu lambakan hasil pertanian, perikanan



KUCHING: Kerajaan Sarawak memperuntukkan sejumlah RM2.3 juta bagi membantu para petani dan nelayan untuk menyelesaikan masalah lambakan hasil pertanian dan tangkapan ikan di pasaran dan hilang punca pendapatan.

Menurut Menteri Muda Pertanian, Tanah Adat dan Pembangunan Wilayah Datuk Dr. Abdul Rahman Ismail (*gambar*) dalam satu kenyataannya hari ini, sejumlah RM1.7 juta diperuntukkan untuk tujuan tersebut kepada golongan petani di seluruh negeri.

"Kesemua hasil lambakan yang tidak dapat dijual akan dibeli oleh Kerajaan Sarawak melalui Kementerian Pemodenan Pertanian, Tanah Adat dan Pembangunan Wilayah Sarawak (MANRED), dengan kerjasama Jabatan Pertanian Sarawak (DOA Sarawak), 28 Pertubuhan Peladang Kawasan (PPK) dan Lembaga Pemasaran Pertanian Persekutuan (FAMA) .

"Ini bertujuan untuk memastikan kesinambungan rantaian bekalan makanan di Sarawak. Selain, PPK juga akan memainkan peranan proaktif sebagai pemborong dalam mengimbangi pasaran bekalan dan permintaan di antara Bahagian," katanya menerusi satu kenyataan, hari ini.

Tegas beliau dengan itu, ia akan memastikan ekosistem bekalan dan permintaan makanan akan sentiasa berada dalam keadaan yang seimbang.

Sehingga 11 April, sejumlah 39 tan hasil pertanian yang terdiri daripada buah-buahan dan sayur-sayuran dedaun dan buah dibeli dari lebih daripada 30 orang petani dengan nilai yang mencecah RM90,000.

Jelasnya lagi, PPK bersama FAMA menjalinkan kerjasama melalui program 'Jualan Terus Dari Ladang' yang akan bermula esok (14 April) di Kompleks Islam Sarawak, Miri, dan melibatkan PPK Subis dan FAMA Miri.

"Kerajaan Sarawak juga dalam perancangan untuk menjalinkan kerjasama dengan pihak swasta bagi tujuan pemasaran atas talian dan penghantaran ke isi rumah.

"Dari sudut pengeluaran, kerajaan negeri akan terus menggalakkan para petani untuk meneruskan aktiviti penanaman melalui pelbagai skim yang dilaksanakan oleh pelbagai agensi kerajaan bagi memastikan kesinambungan rantaian bekalan makanan.

"Inisiatif-inisiatif yang telah dilaksanakan oleh Kerajaan Sarawak ini adalah untuk memastikan bahawa setiap peringkat aktiviti rantaian bekalan akan dijamin berterusan, dari pengeluaran sehingga kepada pembelian oleh para pengguna," katanya.

Kerajaan Sarawak melalui MANRED, dengan kerjasama Lembaga Kemajuan Ikan Malaysia (LKIM) dan Persatuan Nelayan Kawasan (PNK), memperuntukkan sejumlah RM600,000 untuk melaksanakan program pembelian hasil tangkapan ikan dari para nelayan.

Pada masa yang sama berupaya membantu dalam memasarkan hasil tangkapan tersebut.

Pihak PNK akan memainkan peranan sebagai pemborong hasil tangkapan dan terlibat dalam aktiviti pemasaran melalui penghantaran pesanan barang dalam talian dan penjualan secara borong menggunakan lori bergerak.

Setakat 12 April, sejumlah 485 kilogram hasil tangkapan bernilai RM6,300 dibeli dari para nelayan dari lima PNK di Sarawak.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	TV SARAWAK	ONLINE	

JUALAN TERUS DARI LADANG BANTU KURANGKAN LAMBAKAN HASIL PERTANIAN



KUCHING: Pertubuhan Peladang Kawasan (PPK) bersama Lembaga Pemasaran Pertanian Persekutuan (FAMA) telah menjalinkan kerjasama melalui program 'Jualan Terus Dari Ladang'.

Menteri Muda Pertanian, Tanah Adat dan Pembangunan Wilayah, Datuk Dr Abdul Rahman Ismail berkata, ini adalah untuk memastikan bahawa setiap peringkat aktiviti rantai bekalan akan dijamin berterusan, dari pengeluaran sehingga kepada pembelian oleh para pengguna.

"Inisiatif ini melibatkan pembelian lambakan hasil pertanian oleh PPK, manakala FAMA akan menyediakan kemudahan pemasaran di kawasan yang strategik untuk tujuan pemasaran hasil pertanian kepada orang awam dan pemborong."

"Inisiatif ini juga menyediakan ruang untuk menghubungkan para petani dengan pemborong," katanya dalam satu kenyataan hari ini.

Program 'Jualan Terus Dari Ladang' yang pertama dijadualkan bermula pada 14 April 2020 di Kompleks Islam Sarawak, Miri, dan melibatkan PPK Subis dan FAMA Miri.

Selain itu jelasnya, kerajaan negeri melalui Kementerian Pemodenan Pertanian, Tanah Adat & Pembangunan Wilayah Sarawak (MANRED), dengan kerjasama Jabatan Pertanian Sarawak (DOA Sarawak), 28 PPK dan FAMA akan membeli lambakan hasil ladang yang tidak dapat dijual secara borong dan menjual kembali di pasaran.

"Setakat 11 April 2020, sejumlah 39 tan hasil pertanian yang terdiri daripada buah-buahan dan sayur-sayuran dedaun dan buah telah dibeli dari lebih daripada 30 orang petani dengan nilai yang mencecah RM90,000."

Dalam pada itu juga, kerajaan negeri dalam perancangan untuk menjalinkan kerjasama dengan pihak swasta bagi tujuan pemasaran atas talian dan penghantaran ke isi rumah.

"Dalam kerjasama ini, kerajaan Sarawak akan bertindak sebagai pemudahcara, manakala PPK akan membekalkan hasil pertanian kepada pihak swasta untuk dipasarkan secara atas talian, di mana pihak swasta tersebut akan menjalankan aktiviti pemasaran, termasuk penghantaran barangan yang ditempah atas talian," katanya lagi.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	BERITA HARIAN	ONLINE	

Sarawak bantu petani, nelayan atasi lambakan hasil



KUCHING: Kerajaan negeri memperuntukkan RM2.3 juta bagi membantu petani dan nelayan menyelesaikan lambakan hasil pertanian dan perikanan, sekali gus memastikan sumber pendapatan golongan itu tidak terjejas kesan pelaksanaan Perintah Kawalan Pergerakan (PKP).

Menteri Muda Pertanian, Tanah Adat dan Pembangunan Wilayah, Datuk Dr Abdul Rahman Ismail, berkata daripada jumlah itu, petani menerima bantuan sebanyak RM1.7 juta.

"Di bawah program ini, Kerajaan Sarawak melalui Kementerian Pemodenan Pertanian, Tanah Adat dan Pembangunan Wilayah Sarawak (MANRED), dengan kerjasama Jabatan Pertanian Sarawak (DOA Sarawak), 28 Pertubuhan Peladang Kawasan (PPK) dan Lembaga Pemasaran Pertanian Persekutuan (FAMA) akan membeli lambakan hasil

ladang yang tidak dapat dijual secara borong.

"Ini bertujuan untuk memastikan kesinambungan rantaian bekalan makanan di Sarawak. PPK memainkan peranan proaktif sebagai pemborong dalam mengimbangi pasaran bekalan dan permintaan di antara bahagian," katanya dalam satu kenyataan hari ini.

Katanya, setakat 11 April lalu, sejumlah 39 tan hasil pertanian merangkumi buah-buahan dan sayur-sayuran dedaun dibeli dari lebih 30 petani dengan nilai mencecah RM90,000.

Beliau berkata, maklum balas dari petani dengan pelaksanaan program itu juga sangat memberangsangkan.

Katanya, inisiatif itu juga menyediakan ruang untuk menghubungkan petani dengan pemborong dengan Program Jualan Terus Dari Ladang yang pertama dijadualkan bermula pada 14 April ini di Kompleks Islam Sarawak, Miri.

Bagi nelayan pula, katanya Kerajaan Sarawak melalui MANRED, dengan kerjasama Lembaga Kemajuan Ikan Malaysia (LKIM) dan Persatuan Nelayan Kawasan (PNK), memperuntukkan sejumlah RM600,000 untuk melaksanakan program pembelian hasil tangkapan ikan.

"PNK akan memainkan peranan sebagai pemborong dan terbabit dalam aktiviti pemasaran melalui penghantaran pesanan barang dari dalam talian dan penjualan secara borong menggunakan lori bergerak.

"Setakat 12 April lalu, sejumlah 485 kilogram hasil tangkapan bernilai RM6,300 dibeli dari lima PNK di Sarawak," katanya.

Headline	Pasar segar terkawal di zon merah, kuning		
MediaTitle	SelangorKini		
Date	15 Apr 2020	Color	Full Color
Section	News	Circulation	250,000
Page No	18	Readership	750,000
Language	Malay	ArticleSize	378 cm ²
Journalist	N/A	AdValue	RM 3,708
Frequency	Weekly	PR Value	RM 11,124



Tunggu kelulusan PBT, MKN Negeri

Pasar segar terkawal di zon merah, kuning

KUALA LUMPUR - Sebanyak 21 pusat Pasar Segar Terkawal (PST) yang dirancang masih dalam proses kelulusan Pihak Berkuasa Tempatan (PBT) dan Majlis Keselamatan Negara (MKN) negeri untuk beroperasi berikutan lokasi itu terletak dalam zon merah dan zon kuning jangkitan wabak Covid-19.

Timbalan Menteri Pertanian dan Industri Makanan, Ahmad Hamzah berkata daripada keseluruhan 97 pusat PST yang mahu dibuka, Lembaga Pemasaran Pertanian Persekutuan (Fama) diperuntukkan 63 lokasi di seluruh negara melibatkan 10 pasar tani terpilih, 33 pasar tani kekal, 17 pusat operasi Fama dan tiga cawangan MyFarm.

Katanya, Lembaga Pertubuhan Peladang (LPP) pula menyediakan 34 Kompleks Pertubuhan Peladang Kawasan (KPPK) untuk tujuan yang sama.

"Sehingga 6 April, 42 tempat Fama di seluruh Malaysia beroperasi iaitu 17 Pusat Operasi Fama, 21 Pasar Tani Kekal, tiga MyFarm Outlet dan satu lokasi Pasar Tani Terpilih. Baki 21 outlet PST dalam proses kelulusan PBT dan MKN Negeri," katanya dalam satu kenyataan pada 7 April lalu.

Terdahulu beliau mengadakan lawatan kerja ke pusat operasi Fama di Batu 13, Jalan Klang Puchong yang turut dihadiri oleh Timbalan Ketua Pengarah Pembangunan Fama Datuk Abdul Ghariff Ramin, Timbalan Ketua Pengarah Operasi Fama Mohd



Orang ramai mematuhi penjarakan sosial satu meter ketika membeli barangan keperluan harian di Pasar Kajang pada 19 Mac 2020

Anis Yasin dan Pengarah Komunikasi Korporat Fama Mohd Anzara Azizan.

Katanya, petani yang mempunyai masalah untuk memasarkan hasil pertanian mereka boleh menghubungi pusat operasi FAMA di 17 lokasi di seluruh negara.

Kementerian Pertanian dan Industri Makanan dalam satu kenyataan baru-baru ini memaklumkan sebanyak 97 pusat PST akan beroperasi di seluruh negara, secara berperingkat-peringkat sehingga 14 April ini, bagi memastikan kelangsungan bekalan dan mempercepat pengedaran makanan negara.

PST adalah gerai peruncitan Fama dan LPP, seperti pasar tani yang dinamakan semula.

Ahmad berkata dalam pematuan pencegahan wabak Covid-19 di 97 pusat PST, jarak sosial antara gerai berniaga dilakukan dan pintu masuk dan keluar akan dikawal oleh polis dan Angkatan Tentera Malaysia (ATM).

"Kempen kesedaran mengenai 12 Langkah Pencegahan wabak Covid-19 untuk pengunjung dan usahawan juga diperbanyakkan dengan adanya bahan infografik mengenai perkara itu di cawangan terpilih," katanya. - BERNAMA

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	THE MALAYSIAN INSIGHT	ONLINE	

Bertukar kepada pemasaran online produk tani

PENULARAN wabak Covid-19 dan arahan Perintah Kawalan Pergerakan (PKP) menyebabkan sedikit gangguan keatas pengedaran rantai bekalan makanan negara. Baru-baru ini dilaporkan sayur-sayuran di Cameron Highlands rosak kerana tidak sempat dipasarkan.

Seramai 2,300 pekebun sayuran di Cameron Highlands dilapor mengeluarkan 800 tan metrik atau 800,000 kilogram sayur-sayuran sehari, namun berikutan PKP hanya 30% mampu dijual di pasaran. Ini menyebabkan anggaran kerugian yang dihadapi petani sebanyak RM1 juta sehari.

Amalan kebanyakan petani kita sekarang ini adalah dengan menjual hasil keluaran mereka kepada orang tengah atau di pasar segar seperti pasar tani.

Bagaimanapun, dengan operasi terhad saluran pemasaran ini ketika PKP, petani perlu memilih saluran pemasaran alternatif seperti pemasaran dalam talian bagi menjamin pengeluaran mereka dapat dipasarkan dan pendapatan mereka tidak terjejas.

Daripada segi ketersediaan, sehingga kini terdapat 28.7 juta pengguna Internet di kalangan rakyat Malaysia. Ini membolehkan transaksi dalam talian yang lebih mudah diguna pakai oleh petani bagi memasarkan produk mereka.

Selain itu, usaha kerajaan melalui Pakej Ransangan Ekonomi Prihatin, yang menyediakan perkhidmatan Internet percuma 1GB kepada pengguna sepanjang tempoh PKP, membolehkan pemasaran dalam talian oleh petani kepada pengguna daripada pelbagai golongan lebih mudah untuk dilaksanakan dan mempunyai peluang lebih tinggi.

Peluang ini perlu dimanfaatkan oleh petani bagi memastikan hasil jualan mereka tidak terjejas dalam tempoh PKP ini dan menjadi amalan terbaik pada masa akan datang.

Aplikasi Agrobazaar Online oleh Lembaga Pemasaran Pertanian Persekutuan (FAMA) perlu dimanfaatkan oleh petani dan semua peserta rantai bekalan makanan.

Tempoh PKP ini dijangka dapat merealisasikan segala usaha berterusan pihak kerajaan selama ini berkaitan penggunaan pemasaran atas talian bagi bekalan makanan atau barangan segar yang agak kurang digunapakai secara meluas sebelum ini oleh usahawan tani.

Pemasaran dalam talian bekalan makanan ini mungkin akan jadi kebiasaan baharu yang diterima pakai oleh petani dan pemasar walaupun selepas PKP.

Usaha yang ditunjukkan oleh Lazada sebagai salah sebuah portal jual beli dalam talian yang terkemuka di negara ini yang bekerjasama dengan petani dari Cameron Highlands untuk memasarkan sayuran segar secara terus kepada pembeli dilihat sebagai pemangkin kepada pemasaran atas talian dengan lebih meluas selepas ini.

Bagaimanapun, sifat produk barangan segar yang mudah rosak menyebabkan agak sukar bagi usahawan tani menjual produk mereka ke pasaran lebih luas seperti menggunakan perkhidmatan pos.

Bagi barangan mudah rosak, ia selalu dikaitkan dengan keperluan infrastruktur penyimpanan dan penghantaran (penyejukan) yang baik untuk memastikan barangan sampai kepada pengguna dalam keadaan segar. Perkara ini memerlukan pelaburan yang banyak.

Selain itu, hasil pengeluaran pertanian selalu dikaitkan dengan kualiti atau rupa yang tidak seragam menyebabkan pengguna selalunya teragak untuk melakukan pembelian atas talian. Ini selari dengan sikap pengguna yang lebih suka memilih atau melihat sendiri barangan segar yang ingin dibeli.

Bagi menyelesaikan isu berkaitan keperluan logistik dan penghantaran, petani atau pemasar boleh bekerjasama dengan syarikat penyedia khidmat penghantaran yang efisien serta mempunyai kenderaan yang bersesuaian untuk memastikan kepuasan pengguna merupakan cadangan yang baik dari perspektif ekonomi dan operasi.

Model pemasaran atas talian yang diperkenalkan bagi hidangan masakan menggunakan syarikat seperti Grabfood, Foodpanda dan sebagainya ini telah menunjukkan kejayaan yang baik di negara ini.

Persatuan Usahawan Internet Malaysia dilaporkan turut memperkenalkan model bisnes baharu bagi jualan bahan mentah termasuk sayur-sayuran yang dibeli secara pukal dari petani atau pembekal. Mereka kemudian memasarkan barangan tersebut melalui kaedah pemasaran dalam talian dengan sebuah syarikat di bawah persatuan tersebut bertindak menyediakan keperluan logistik.

Ini antara usaha yang turut dilihat dapat memastikan akses, penggunaan dan kestabilan makanan kepada pengguna akan berterusan walaupun dalam keadaan PKP seperti sekarang.

Usahawan tani juga perlu melakukan aktiviti nilai tambah untuk hasil keluaran mereka seperti penggredan yang dapat memastikan kualiti yang seragam dan pembungkusan yang dapat menarik minat pengguna untuk membeli. Aktiviti seperti ini dapat membantu usahawan tani mengawal serta memastikan harga jualan yang lebih tinggi bagi produk mereka.

Aktiviti jual beli dalam talian oleh usahawan tani juga boleh dijalankan menggunakan medium media sosial. Pemasaran dalam talian menggunakan kemudahan media sosial tidak melibatkan kos yang tinggi serta kepakaran pengendalian yang membolehkan usahawan tani berkomunikasi dan menjalankan transaksi jual beli dengan pelanggan mereka secara terus dengan lebih mudah, cepat dan berkesan dalam tempoh PKP ini.

Situasi negara sekarang yang membataskan pergerakan dan perjalanan rantaian bekalan makanan bagi barangan segar memerlukan petani dan pemasar mengambil iktibar yang sepatutnya dalam memastikan hasil tuaian dapat dijual.

Mereka tidak boleh terlalu bergantung kepada saluran pemasaran yang memudahkan atau menyenangkan mereka pada sesuatu masa, perlu ada beberapa saluran pilihan yang berlainan seperti pemasaran dalam talian ini yang boleh dipraktikkan.

- 14 April, 2020.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	BERITA HARIAN	ONLINE	

POLISAS terima 300kg sayur, buah



KUANTAN: Politeknik Sultan Haji Ahmad Shah (POLISAS) Semambu, di sini menerima 300 kilogram (kg) pelbagai jenis buah dan sayur disumbangkan Lembaga Pemasaran Pertanian Persekutuan (FAMA) Pahang, kelmarin.

Pengarah POLISAS, Mohamad Isa Azhari, berkata hasil pertanian segar itu diserahkan kepada pengusaha kafe yang bertanggungjawab menyediakan hidangan kepada 125 penuntut yang tinggal di asrama.

Menurutnya, sebahagian buah dan sayur bernilai kira-kira RM1,500 itu turut diagihkan kepada kakitangan serta felo yang tinggal dalam kawasan kampus bagi meringankan beban berikutan Perintah Kawalan Pergerakan (PKP).

Katanya, sebelum ini pihaknya turut menerima pelbagai sumbangan daripada Ahli Parlimen, syarikat swasta dan pertubuhan bukan kerajaan (NGO) khusus untuk penuntut yang tidak boleh pulang ke kampung.

"Bantuan yang diterima memberi lebih keselesaan kepada penuntut yang kini terpaksa berada di asrama dalam tempuh panjang.

"Saya bagi pihak POLISAS mengucapkan terima kasih kepada penyumbang yang prihatin dengan kesulitan dihadapi penuntut yang berada di asrama termasuk 131 lagi di rumah sewa," katanya.

Beliau berkata, pihaknya menyediakan makanan tiga kali sehari kepada penuntut dengan kebanyakan berpuas hati walaupun sebelum ini kelihatan kurang selesa.

Mohamad Isa berkata, pihaknya sentiasa memantau perkembangan penuntut yang berada di asrama dan rumah sewa bagi memastikan mereka tidak terlalu tertekan berikutan PKP yang panjang.

"Saya menasihatkan ibu bapa supaya tidak terlalu bimbang mengenai anak mereka kerana kebajikan penuntut sentiasa diberi keutamaan, pelbagai kemudahan diberikan," katanya.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	HARIAN METRO	ONLINE	

POLISAS terima 300 Kg sayur, buah



PENUNTUT POLISAS Semambu menerima sumbangan buah dan sayur daripada FAMA Pahang. FOTO Mohd Rafi Mamat
Mohd Rafi Mamat
am@hmetro.com.my

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"Bantuan yang diterima memberi lebih keselesaan kepada penuntut yang kini terpaksa berada di asrama dalam tempuh panjang berikutan PKP sejak 18 Mac lalu. Pelbagai makanan seperti biskut, bubur nasi, roti dan susuditerima penuntut.

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"Saya menasihatkan kepada ibu bapa supaya tidak terlalu bimbang tentang anak mereka kerana kebajikan penuntut sentiasa diberi keutamaan, pelbagai kemudahan diberikan," katanya.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	HEAD TOPIC	ONLINE	

Sarawak spends RM90,000 to buy agricultural produce to solve vegetable dumping



Sarawak spends RM90,000 to buy agricultural produce to solve vegetable dumping

CORONAVIRUS | The amount is part of a special RM2.3 million special allocation of assist farmers and fishermen during the MCO period.

CORONAVIRUS| The Sarawak government has spent RM90,000 to buy 39 tonnes of agricultural produce including fruits and vegetables from 30 farmers to solve the problem of vegetable dumping in the state, as of April 11. State Agriculture, Native Land and Regional Development Assistant Minister Abdul

Rahman Ismail said the amount was part of the RM2.3 million special assistance allocation for farmers and fishermen during the movement control order (MCO).

"The ministry, in collaboration with the Sarawak Agriculture Department, 28 Area Farmers' Associations and the Federal Agricultural Marketing Authority (Fama), will purchase the rest of the farm produce for sale to consumers," he said in a statement here, today.

He said to ensure the continuity of the food supply chain in Sarawak, the farmers' associations played a proactive role as wholesalers in balancing the market supply and demand in the state. "The farmers' associations in collaboration with Fama also organised a strategic 'Direct Sales From the Farm' programme for the purpose of marketing agricultural products to the public and wholesalers," he said.

Abdul Rahman said the Sarawak government was also planning to work with the farmers' associations and the private sector to start online marketing and home delivery. For fishermen, he said the state government had allocated RM600,000 to implement the purchase programme for fishing catches, thereby assisting in marketing the catches of fishermen.

- Bernama Keep up with the latest information on the outbreak in the country with

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	BORNEO POST ONLINE	ONLINE	

RM2.3 million set aside for S'wak farmers, fishermen



Datuk Dr Abdul Rahman Ismail

KUCHING: The Sarawak government has set aside RM2.3 million slated for assisting the farmers and the fishermen in addressing some marketing issues, and also for ensuring constant flow of incomes.

Breaking it down, Assistant Minister of Agriculture Native Land and Regional Development Datuk Dr Abdul Rahman Ismail says for the farmers' group, a total of RM1.7 million has been allocated for this specific purpose.

"Under the special programme, the state government – through the Ministry of Agriculture Native Land and Regional Development, in collaboration with the Department of Agriculture Sarawak, Federal Agriculture Marketing Authority (Fama) and the 28 Area Farmers Organisations (AFOs) – is buying back excess produce from farmers who could not sell them to the market," he said in a statement yesterday.

Dr Abdul Rahman said the key role of AFOs and Fama was to become the wholesalers and suppliers of excess farm produce to the market.

"AFOs have also been proactive in playing out their role in sorting out supply-demand issues between divisions.

"For example, when there was a shortage of farm produce in Bintulu recently, AFOs based in Sarikei and Miri were quick to link with Bintulu and supply the excess farm produce to Bintulu.

"This would create a chain reaction for nearby divisions, which is vital in ensuring that the food supply-demand ecosystem is kept in balance."

As at April 11 this year, 39 tonnes of fruits and vegetables worth RM90,000 had been bought from more than 30 farmers across Sarawak, said Dr Abdul Rahman, adding that the feedback from the farmers and wholesalers regarding this implementation had been positive.

Moreover, he said another initiative under the programme would be the 'Jualan Terus Dari Ladang' (Sales Straight From The Farm) – a collaboration between Fama and the AFOs, set to kick off today (April 14) at Sarawak Islamic Complex in Miri.

"This initiative involves buyback of various fruits and vegetables by the AFOs, with Fama providing the sales facilities at the predetermined strategic site to enable sales activities to the public and the wholesalers," he said, adding that this would also be a business-matching venue to link farmers with the wholesalers.

He also said the Sarawak government was looking to collaborate with the private sector in online marketing and home delivery.

"The Sarawak government will facilitate the online business sector, with the AFOs being the suppliers of farm produce to the online platform providers, who will then assist in terms of marketing and delivery of the produce."

On special assistance for fishermen, Dr Abdul Rahman said his ministry in collaboration with the Malaysian Fisheries Development Authority (LKIM) and Area Fishermen Associations (PNKs) had set aside a sum of RM600,000 to implement similar buyback programme, meant to assist fishermen in the marketing of their catch.

"PNKs will play the role of wholesalers, buying the catch from the fishermen and doing marketing via deliveries from online orders, as well as bulk-selling from mobile lorries based on the 'Fish On Wheels' concept," he said.

As at April 12 this year, a total of 485kg of catch worth RM6,300 were bought from members of five PNKs across Sarawak.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	NEW SARAWAK TRIBUNE	ONLINE	

RM96,300 spent on buying produce from farmers, fishermen



Dr Abdul Rahman Ismail

KUCHING: A total of 39 tonnes of fruits and vegetables worth RM90,000 has been bought from more than 30 farmers statewide as of Saturday.

The excess farm produce was bought by Area Farmers' Organisations (AFOs) and Federal Agriculture Marketing Authority (Fama) who acted as wholesalers and will supply the produce to the market.

At the same time, a total of 485kg of fish worth RM6,300 has been bought from members of five Area Fishermen's Associations (PNKs) statewide as of Sunday. PNKs play a role as wholesalers and buy fish catches from fishermen and do marketing through deliveries from online orders and bulk selling from mobile lorries ("Fish on Wheels" concept).

According to Agriculture, Native Land and Regional Development Assistant Minister Datuk Dr Abdul Rahman Ismail, the Sarawak government has set aside a total of RM2.3 million to assist farmers and fishermen in relieving them of marketing issues and ensuring constant flow of incomes.

"For the farmers' group, a total of RM1.7 million has been set aside for this specific purpose. Meanwhile, a sum of RM600,000 was set aside for the fishermen.

"Based on the assistance, the state government through the Ministry of Modernisation of Agriculture, Native Land & Regional Development Sarawak (Manred), in collaboration with various agencies will buy back excess farm produce from farmers and fish catches from fishermen who could not sell to the market amidst the Covid-19 crisis.

"These are the efforts from the state government in alleviating the problems faced by the farmers and fishermen, groups which have been vital in keeping the Sarawak agriculture sector running all these years," he said in a statement yesterday.

He further announced that another initiative from the programme 'Jualan Terus Dari Ladang' is scheduled to begin on April 14 involving Subis AFO and Fama Miri at Kompleks Islam Sarawak, Miri.

"This initiative involves buyback of various fruits and vegetables by AFO, while Fama will provide the sales facilities at the predetermined strategic site to enable sales activities to the public and wholesalers. This will also be a business matching venue to link farmers to wholesalers," he said.

He added that the Sarawak government is also looking into collaborating with the private sector in online marketing and home delivery in which it will facilitate the online business sector, with AFOs as the suppliers of farm produce to the online platform providers, who will assist in terms of marketing and delivery of these produces.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	BERNAMA	ONLINE	

SARAWAK SPENDS RM90,000 TO BUY AGRICULTURAL PRODUCE TO SOLVE VEGETABLES DUMPING



KUCHING, April 13 -- The Sarawak government has spent RM90,000 to buy 39 tonnes of agricultural produce including fruits and vegetables from 30 farmers to solve the problem of vegetable dumping in the state, as of April 11.

State Agriculture, Native Land and Regional Development Assistant Minister Datuk Dr Abdul Rahman Ismail said the amount was part of the RM2.3 million special assistance allocation for farmers and fishermen during the Movement Control Order (MCO).

"The ministry, in collaboration with the Sarawak Agriculture Department, 28 Area Farmers' Associations (PPK) and the Federal Agricultural Marketing Authority (FAMA), will purchase the rest of the farm produce for sale to consumers," he said in a statement here, today.

He said to ensure the continuity of the food supply chain in Sarawak, the farmers' associations played a proactive role as wholesalers in balancing the market supply and demand in the state.

"The farmers' associations in collaboration with FAMA also organised a strategic 'Direct Sales From the Farm' programme for the purpose of marketing agricultural products to the public and wholesalers," he said.

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-- BERNAMA



14 APR, 2020

Sabah veggies for KL market soon

Daily Express (KK), Malaysia

Sabah veggies for KL market soon



KOTA KINABALU: Sabah is expected to export some 35 tonnes of highland vegetables to markets in Kuala Lumpur with smoother transportation of goods out of the Kundasang district.

State Agriculture and Food Industry Minister Datuk Junz Wong (pic) said Monday that they were working with the State Federal Agricultural Marketing Authority (Fama) office to facilitate the buying and exporting of the vegetables.

"I was at Kundasang together with State Fama Director Ribin Wahid to understand issues on the ground and find out the logistics problems of the farmers," he said.

"The overall process of transporting vegetables and produce out of Kundasang was smooth."

Wong said some 35,000kg of cabbage from Kundasang, three tonnes of pomelos and one tonne of watermelons from Tawau will be exported to Kuala Lumpur markets.



Wong expected that by next week, they will be buying coconuts and bananas as efforts were now underway to help farmers.

"More co-operation is expected between my ministry and various stakeholders to enhance the process," he said, adding that the extension of the Movement Control Order (MCO) would affect the farmers as well as vegetable distributors.

He said State Agriculture Department and State-owned Korporasi Pembangunan Desa (KPD) as well as Fama are among the agencies his ministry expected to work with closely to help domestic producers reach export markets such as Brunei, Sarawak and Peninsular Malaysia.

"We are going all out for the food supply chain to sustain through the current MCO," he added.

Meanwhile, Sabah wants the Federal Government to consider and make adjustment to the industrial diesel price in the State.

Wong said the global crude oil prices had dropped to below US\$32 (RM137) per barrel following economic uncertainty caused by the Covid-19 pandemic.

"However, state industrial diesel still remains above RM1.90 per litre, which, according to Petronas management, is based on the original purchase price transacted," he said. - The Star



14 APR, 2020

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TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	DAILY EKSPRESS	ONLINE	

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TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	THE STAR	ONLINE	

Sabah to export highland vegetables to KL



Datuk Junz Wong.- filepic

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Bountiful RM30,000 worth of animal feed for Zoo Negara

By SHALENNY CARINO
metro@thestar.com.my.

THE Malaysian Quarantine and Inspection Services (Maqis) is playing its role in ensuring animals at Zoo Negara have enough food during the movement control order (MCO).

Maqis stepped in to lend a hand following several news reports on the national zoo's shortage of funds to buy food for its animals due to the Covid-19 pandemic.

In helping the zoo with its predicament, Maqis donated about

RM30,000 worth of animal feed.

Some of the agricultural produce supplied to the Animal Park in Zoo Negara include 189kg of petai, 500kg of potatoes, 300kg of cabbages, 2,000kg of meat, 96kg of duck meat, 120kg of lemons, 125kg of milk powder and 150 eggs.

The fresh produce from Maqis was the result of seizure of import or export of agricultural produce and those forfeited due to non-compliance with Sections 11, 13, 14 and 15 of the Quarantine and Inspection Services Act 2011.

Usually, imported meat without

halal certification of the Malaysian Islamic Development Department (Jakim) or that which is unauthorised by the Department of Veterinary Services are seized and forfeited for non-compliance of local laws and procedures.

Once tested and confirmed that the meat is contamination or disease free, it can be fed to animals especially carnivores at any animal parks.

Maqis inspection and enforcement division director Dr Azhari Sharidan Abu Bakar said it was

important to make the donation because Maqis also emphasised on animal welfare.

"As per our observation, the animals in Zoo Negara are in need of extra care during the outbreak as it is facing a shortage of staff and supply of animal feed," Dr Azhari said.

"Maqis strongly encourages all parties especially non-governmental organisations to cooperate in ensuring the welfare of animals are taken care of.

"My hope is that animals at Zoo Negara will be ensured of their

survival for the benefit of our future generations.

"Zoo Negara is considered a national treasure that should be preserved by all Malaysians."

Maqis also urged all importers, exporters and agents to continue importing and exporting activities in compliance with the rules and procedures laid out during the MCO.

This is to ensure the bio-security, food safety and food security aspects of the country's food supply is guaranteed for everyone during these trying times.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/4/2020	SINAR HARIAN	MEMERANGI WABAK COVID-	13

19

Jangan panik, bekalan makanan mencukupi walaupun PKP dilanjutkan

SHAH ALAM - Bekalan makanan di Malaysia mencukupi, malah terdapat lebihan walaupun Perintah Kawalan Pergerakan (PKP) terpaksa dilanjutkan.

Timbalan Dekan Fakulti Pertanian Universiti Putra Malaysia (UPM), Profesor Dr Anjas Asmara Samsudin berkata, masyarakat tidak perlu panik kerana permintaan lebih rendah berbanding jumlah pengeluaran semasa bagi beberapa jenis makanan utama.

Menurutnya, jika bekalan makanan import terjejas, ia tidak begitu kritikal kerana pengeluaran tempatan masih ada bagi menampung permintaan.

"Seperti yang dinyatakan kerajaan, jumlah bekalan beras konsisten, produk protein seperti telur dan daging ayam juga mencukupi untuk menampung permintaan. Ayam sahaja pengeluarannya sebanyak 57 hingga 59 juta ekor sebulan, berbanding permintaan seba-

nyak 43 hingga 45 juta ekor sebulan.

"Pengeluaran telur pula dianggarkan sebanyak 800 juta sebulan berbanding permintaan tempatan sebanyak 620 hingga 630 juta. Ia akan kekal untuk beberapa bulan lagi jika PKP tamat dalam masa terdekat," katanya ketika menjadi ahli panel *Wacana Sinar Harian* Siri 165 bertajuk Covid-19: Bila Malaysia Akan Pulih? yang disiarkan secara langsung di Facebook *Sinar Harian* semalam.

Mengulas lanjut, Dr Anjas Asmara berkata, keyakinan itu bertambah apabila golongan petani dan penternak kini kembali melakukan rutin mereka selepas kerajaan membenarkan operasi sektor berkenaan diteruskan.

"Bekalan negara memang mencukupi dan ia menunjukkan petani serta penternak melakukan kerja seperti biasa," katanya.

Sementara itu, menurutnya, situasi

yang berlaku kini membuka ruang kepada masyarakat untuk meneroka bidang pertanian dan penternakan yang disifatkan mempunyai prospek luas dalam memperkukuhkan aspek 'kedaulatan makanan negara'.

Beliau berkata, 'kedaulatan makanan negara' merujuk kepada hak untuk setiap rakyat mendapatkan makanan sihat yang dihasilkan melalui kaedah lestari dan hak menentukan sistem makanan serta pertanian mereka sendiri tanpa penglibatan pihak luar.

"Peluang untuk semua jadi saudagar pertanian adalah tinggi. Kebanyakan golongan ini di Malaysia bukan daripada latar belakang pertanian tetapi ada jurutera dan sains komputer tetapi mereka beralih arah kerana nampak peluang. Semua orang petani ini menjalankan fardu kifayah kerana mereka membe-

kalkan makanan kepada manusia untuk

terus hidup dan dapat beribadah. Kalau melihat perspektif itu, petani perlu dihormati," katanya.

Dr Anjas Asmara berkata, minda masyarakat perlu lebih terbuka bahawa pertanian tidak sekadar terhad di luar bandar tetapi boleh berlaku walaupun di balkoni kediaman bertingkat.

"Sebelum ini, kebanyakan aktiviti pertanian lebih tertumpu di luar bandar. Jadi, sekarang ini penting untuk menarik penglibatan pertanian mendekati kawasan urban dan suburban serta dilaksanakan berdasarkan Revolusi Industri 4.0.

"Bagaimana untuk bertani di kawasan yang terhad? Itu pentingnya teknologi terkini diguna pakai. Kawasan urban juga boleh menjana sumber pendapatan baharu yang disokong pula dengan perkhidmatan penghantaran yang boleh memaksimumkan pendapatan," kata beliau.

We need a food security body

The Covid-19 pandemic has exposed the gross inadequacies in our food production system and our over-dependence on imports:

IT IS almost impossible to keep up with the numbers. At the time of writing, the Covid-19 virus has infected close to two million people across the globe and killed some 120,000.

The United States now has the dubious distinction of being the new epicentre of the pandemic, with well over half a million confirmed cases and nearly 24,000 deaths. It is still seeing the fastest growing number of Covid-19 infections, followed by Spain, Italy, France, Germany, Iran and the United Kingdom.

China, which first reported the virus in its central city of Wuhan with 80,160 cases and more than 3,000 deaths before claiming that it had the outbreak under control, has reported more than 200 new infections in recent days.

But still there is a gleam of hope in the number of people who have recovered. As of yesterday, more than 400,000 Covid-19 patients were deemed to have returned to health, owing largely to the valiant efforts of medical teams risking their own lives to work relentlessly to combat the invisible scourge.

In addition to the huge number of deaths, the pandemic has flung the entire world into chaos, ruining vital industries and supply chains. The strict enforcement of keeping people confined to their homes has led to the global economy grinding

almost to a halt. There is no doubt that the final economic toll of the Covid-19 contagion will be catastrophic. Experts have warned that it could result in losses of at least US\$1 trillion worldwide.

For us in Malaysia, today marks the 29th day of the movement control order (MCO). Based on the unsettled numbers of infections, deaths and continuing discoveries of new sub-clusters, we remain a long way from being out of the woods.

Ditto for our sickened economy. World Bank senior economist Smita Kuriakose said last week that Covid-19's impact on the Malaysian economy was likely to be significant, given the pandemic's negative bearing on foreign direct investments, commodity prices and tourism industry, among others.

Although the government has quickly allocated substantial resources in response to the outbreak, she opined that Malaysia's recovery was likely to take years because it is among the economies highly connected to global supply chains.

But let's look at the starker reality of what the pandemic has revealed to Malaysians. One four-letter word was the first thing on the minds of the people when the MCO was announced - food.

Aside from concerns over the

economy, businesses and jobs, the primary worry under the first phase of compulsory isolation from March 18 to April 1 was how to ensure adequate food supply.

Long queues, empty shelves at supermarkets, and shocking pictures of vegetables being left to rot at farms showed how our food supply chains were disordered, especially during the first week.

Over and above that, the crisis exposed the inadequacies in our food production system and our overdependence on imported food, which amounted to more than RM70bil last year.

As a friend, a successful farmer who helps Orang Asli tribes improve crop yields in several parts of the country, puts it aptly: "It's not just face masks, but much of our food is also made in China".

Take a vegetable that is in high demand now - the round cabbage. In August last year, the Malaysia Competition Commission (MyCC) raised the issue of approved permits (APs) for cabbage being abused, resulting in an unreasonable price hike.

The abuse was discovered during MyCC's market review on the food sector under the Competition Act 2010, with the participation of relevant ministries, government agencies, associations and industry players.

Besides cabbage, the review also

covered beef, Indian mackerel (ikan kembong) and mustard leaf (sawi).

Then Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail described the unqualified AP holders as mere "toll collectors".

According to my farmer friend, cabbage used to be grown in Cameron Highlands, but the farms shrivelled because "third parties with APs" imported 'cheaper' cabbage from Indonesia at first and then from China.

And how much do we pay to import cabbage from China? A whopping RM518mil a year. The supposedly 'cheaper' Beijing cabbage sells at around RM5.40 a kg, as compared RM2.49 with for the local variety.

"But the imports did not stop with cabbage. Carrots, cauliflower, broccoli and many other vegetables, which we can grow here as well, were also imported with APs, benefiting the connected middlemen," says my friend.

"Today, our farmers are resigned to growing short-life span leafy greens, tomatoes and a few other crops. Consumption patterns closely reflect availability. If we stop growing tomatoes, consumption will decrease because you will not see it on the market shelves."

Perhaps, this is the right time to create a National Food Security Council and revamp the various

food-related agencies under the Agriculture Ministry, many of which overlap each other in roles.

The Federal Agricultural Marketing Authority (Fama), for example, should rightfully be an 'enabler' agency for farmers and a cost centre identifying demand and supply, not a profit-making agency that depends on market prices determined by the Selayang wholesale market.

It has been 36 years since the 1st National Agricultural Policy was formulated, after which there were three more similar policies, the last being the National Agrofood Policy (2011-2020).

It is time to admit that these policies have not reached the people who matter - the small farmers with limited land holdings. A drastically new approach has to be found to make Malaysia self-reliant with its food supply.

The National Food Security Council should be a 'bottom-up' body with experts and industry players who understand the business of agriculture, not bureaucrats and certainly not politicians.

Media consultant M. Veera

Pandiyan likes this view of J.R.R.

Tolkien: "If more of us valued food and cheer and song above hoarded gold, it would be a merrier world."

The views expressed here are entirely the writer's own.