



**LAPORAN LIPUTAN MEDIA HARIAN  
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<b>BIL</b>	<b>TAJUK KERATAN AKHBAR</b>	<b>KEMENTERIAN / JABATAN / AGENSI</b>
1.	PERSIDANGAN MENTERI-MENTERI D-8 MUKTAMADKAN INISIATIF DHAKA, SH -ONLINE	KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN (MAFI)
2.	MAFI GIAT EKSPORT SARANG BURUNG WALET GUA KE CHINA, SH -ONLINE	
3.	LAZADA MALAYSIA TO ACCELERATE DIGITALISATION OF AGRICULTURAL SECTOR AND FARMERS, MALAYSIA INTERNET.MY -ONLINE	LEMBAGA PEMASARAN PERTANIAN PERSEKUTUAN (FAMA)
4.	SIASAT PROJEK PERINTIS PADI PULUT DI LANGKAWI, ASTRO AWANI -ONLINE	LAIN-LAIN
5.	SOARING FOOD PRICES ARE TEMPORARY, THE STAR -ONLINE	

UKKMAFI

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

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/1/2022	SINAR HARIAN	ONLINE	

## Persidangan Menteri-Menteri D-8 muktamadkan Inisiatif Dhaka



Ronald Kiandee

SHAH ALAM - Persidangan Menteri-Menteri D-8 mengenai Agrikultur dan Industri Makanan pada Khamis memuktamadkan Inisiatif Dhaka bertujuan membangunkan hala tuju bagi kerjasama dan perkongsian teknologi pertanian ke arah 'climate smart'.

Menteri Pertanian dan Industri Makanan, Datuk Seri Dr Ronald Kiandee yang mengetuai delegasi Malaysia

ke mesyuarat diadakan secara maya berkata, persidangan tersebut juga menjangkakan sokongan daripada Pertubuhan Makanan dan Pertanian Bangsa-Bangsa Bersatu (FAO), Bank Pembangunan Islam (IsDB) serta rakan strategik lain dalam membantu ahli-ahli negara D-8.

"Objektif penubuhan D-8 adalah untuk menjadi pemangkin kepada kerjasama dalam bidang ekonomi melalui perkongsian kepakaran bagi memperbaiki kedudukan negara-negara anggota dalam ekonomi global.

"Skop kerjasama ini juga telah diperluas dan dipelbagaikan bagi mewujudkan peluang-peluang baharu dalam hubungan perdagangan, sekali gus meningkatkan taraf hidup rakyat," katanya dalam satu kenyataan pada Khamis.

Negara Anggota D-8 ialah Bangladesh, Mesir, Indonesia, Iran, Malaysia, Nigeria, Pakistan dan Turki dengan Sekretariat D-8 berpusat di Istanbul, Turki.

Dalam persidangan itu, Ronald turut menekankan usaha-usaha yang diambil oleh kerajaan dalam menangani cabaran utama sektor pertanian termasuk perubahan iklim di negara ini.

"Kementerian Pertanian dan Industri Makanan (MAFI) telah membangunkan hala tuju dasar negara melalui Dasar Agromakanan Negara 2021-2030 (DAN 2.0) dan Pelan Tindakan Dasar Sekuriti Makanan Negara 2021-2025 bersandarkan tiga ciri utama iaitu kemampuan, daya saing dan kemajuan teknologi.

"Ini bagi menjadikan sektor agromakanan teguh dan seiring dengan pertumbuhan ekonomi global. Dalam masa sama mengurangkan kesan perubahan iklim.

"Peralihan ke arah pemodenan dan aplikasi pertanian pintar serta pertanian tepat merupakan antara hala tuju sektor ini dalam mendepani cabaran perubahan iklim, sekali gus menjamin sekuriti makanan negara," katanya.

Justeru, beliau menyatakan hasrat Malaysia untuk meneruskan kerjasama serantau dan perkongsian pintar dalam kalangan penggubal dasar, saintis, sektor swasta serta komuniti agro.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/1/2022	SINAR HARIAN	ONLINE	

## MAFI giat eksport sarang burung walet gua ke China



Ronald (tengah) bersama Ketua Setiausaha MAFI, Datuk Haslina Abdul Hamid (dua dari kanan) ketika mengadakan lawatan di loji pemprosesan SBW Beho Birdnest pada Khamis.

SHAH ALAM - Kementerian Pertanian dan Industri Makanan (MAFI) akan terus menggiatkan potensi eskport Sarang Burung Walet (SBW) negara ke China dalam masa terdekat.

Menteri Pertanian dan Industri Makanan, Datuk Seri Dr Ronald Kiandee berkata, setakat ini, hasil pengeluaran SBW gua negara adalah sebanyak 40 ke 60 tan metrik setahun.

Katanya, potensi SBW gua adalah tinggi kerana harga sarang burung walet mentah gua belum bersih (EBN-RUC) adalah sekitar RM8,000 bagi setiap kilogram.

Beliau berkata, sehingga 2021, terdapat 16,731 premis rumah burung walet dan lima gua pengeluar SBW yang telah berdaftar iaitu di Gua Gomantong dan Gua Madai di Sabah, Gua Silabur dan Gua Niah di Sarawak serta Gua di Pulau Dangli, Langkawi, Kedah.

“SBW gua merupakan satu produk premium hasilan negara yang masih belum diteroka pasaran eksportnya ke negara China yang merupakan negara pengguna SBW gua terbesar di dunia dengan permintaan sebanyak 80 tan metrik setahun.

“Ketika ini, SBW gua mentah belum bersih hanya dieksporth ke Hong Kong, Taiwan dan Vietnam,” katanya dalam satu kenyataan pada Jumaat.

Ronald sebelum itu mengadakan tinjauan terhadap operasi di loji pemprosesan Sarang Burung Walet (SBW) Beho Birdnest Sdn Bhd (Beho Birdnest) pada Khamis.



Ronald (kanan) bersama Ketua Setiausaha MAFI, Datuk Haslina Abdul Hamid (kiri) melihat operasi di loji pemprosesan SBW Beho Birdnest pada Khamis.

Dalam lawatan yang sama, beliau turut melancarkan produk SBW gua yang dikeluarkan oleh syarikat Beho Birdnest.

Beho Birdnest merupakan antara pengusaha aktif SBW di Malaysia dan loji berkenaan adalah antara yang berdaftar dengan General Administration of Customs of People's Republic of China (GACC) dan turut mendapat kelulusan mengeksport sarang burung walet bersih (EBN-RC) dan sarang burung walet belum bersih (EBN-RUC) ke negara tersebut.

Mengulas lanjut, Ronald berkata, kepentingan untuk memasarkan SBW gua secara terus ke China adalah bagi memastikan produk hasilan negara dapat ditempatkan di pasaran utama di republik tersebut dengan nilai sebenar yang boleh mencecah sehingga RM20,000 bagi setiap kilogram.

Katanya, perkara itu hanya akan dicapai sekiranya ia dipasarkan dengan tahap kualiti yang dipastikan selamat dimakan serta mempunyai daya jejak.

Menurut beliau, MAFI melalui Jabatan Perkhidmatan Veterinar (DVS) sebelum ini juga telah mewujudkan Program Sistem Pendaftaran Premis Walet yang dikenali sebagai METS (Malaysia EBN Traceability System) bagi mengukuhkan sistem daya jejak bagi mencapai piawaian global yang turut menjadi salah satu syarat pengeksportan SBW Malaysia ke China.

Ronald (kanan) bersama Ketua Setiausaha MAFI, Datuk Haslina Abdul Hamid (empat dari kiri) ketika melancarkan produk SBW gua yang dikeluarkan oleh syarikat Beho Birdnest pada Khamis.

Permintaan yang sangat tinggi dan khasiat daripada sarang burung ini membuatkan nilai pasarannya yang tinggi dengan jumlah eskport pada tahun 2020 adalah sebanyak 5,654 tan metrik bernilai RM1.2 bilion.

Eksport komoditi SBW juga kekal kukuh di kala negara masih mengharungi penularan pandemik Covid-19.

Negara pengimport utama SBW selain SBW gua dari Malaysia adalah China yang mengimport 80 peratus daripada jumlah keseluruhan eksport SBW Malaysia.

Sehingga tahun 2021, sebanyak 41 loji SBW di Malaysia telah diluluskan oleh GACC iaitu 38 loji EBN-RC dan 3 loji EBN-RUC.

Bagi memenuhi protokol eksport SBW ke China, DVS telah mengakreditasi dan memberi pentauliahkan pensijilan Veterinary Health Mark (VHM) kepada 30 loji pemprosesan dan persijilan Good Veterinary Hygiene Practice (GVHP) kepada 44 loji pemprosesan.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/1/2022	MALAYSIA INTERNET.MY	ONLINE	

## Lazada Malaysia to Accelerate Digitalisation of Agricultural Sector and Farmers



In response to challenges faced by the local agricultural sector, Lazada Malaysia is teaming up with the Federal Agricultural Marketing Authority (FAMA) to digitalise local farmers through the 'Onboarding of Agrofood Products on eCommerce Platform' program. With support from Malaysia Digital Economy Corporation (MDEC), the pioneer initiative will see hundreds of local farmers kickstart

their digital journey on Lazada's eCommerce platform in an effort to support the agricultural sector in the country.

The program, which is part of MDEC's Belanjawan 2021 E-commerce Initiative umbrella, aims to accelerate the digitalisation of farms and agro-based merchants and enterprises to spur the growth of the category in the digital economy. In partnership with Lazada, FAMA will connect their network of farmers to the eCommerce platform, and newly onboarded agricultural entrepreneurs on the platform will not only have access to Lazada University, which will provide assistance in setting up their digital stores, but they will also have access to a variety of digital tools to operate and improve their online selling capabilities.

In the meantime, Malaysians are able to take advantage of a variety of consumer benefits such as Free Shipping and discount vouchers worth up to RM15 with a minimum spend of RM60, as part of Lazada's ongoing effort to encourage them to support and shop 'local' online.

According to a survey by the Malaysian Agricultural Research and Development Institute (MARDI), 91% of local farmers faced difficulties in selling agricultural products in the early stages of the Movement Control Orders (MCO) last year. Lazada were among the first companies in Malaysia to address the issue in March 2020 by onboarding farmers and agro-based merchants who were deeply impacted by the lockdowns and pandemic such as Cameron Farmers, Selangor State Prawn Farmers and more through its Pakej Kedai Pintar stimulus package. Since then, Lazada has been proactively facilitating the digitalisation of agricultural entrepreneurs to not only connect food producers to a wider customer base, but to ensure Malaysians have continuous access to fresh produce to meet their daily needs.

"Digitalisation of this sector is crucial to ensure small businesses and traders in the agricultural industry are able to have long-term sustainability in an era where consumers looking to minimise physical contact and shopping online for groceries and essentials have become mainstream. Through this partnership, we hope to help agricultural clusters digitalise and move their produce online with the help of Lazada. Lazada offers a direct channel to sell farmers' crops online and straight to consumers' tables for a better price, while consumers can purchase them more efficiently and at competitive price points – it's a win-win for consumers and agricultural producers alike," said Magnus Ekbohm, Chief Executive Officer of Lazada Malaysia.

“The pandemic has radically shifted the paradigm of servitisation and digitalisation of the economy. This collaboration between Lazada, FAMA and MDEC resonates with our mission as well as that of the Belanjawan 2021 Go-eCommerce and PEMULIH initiatives which seek to empower agri-entrepreneurs to leverage on digital platforms and technologies to further enhance their market reach and performance and in the process, increase consumer confidence in our local produce. Effective collaborations will enable better innovations and MDEC looks forward to more public-private collaborations,” said Aiza Azreen Ahmad, Chief Digital Business Officer, MDEC.

“Through this collaboration among FAMA, Lazada and MDEC, FAMA has set a sales target of RM1.5 million which will benefit 121 FAMA registered entrepreneurs, involving around 600 stock-keeping units. The programme will then be extended to the over 50,705 entrepreneurs in FAMA’s network. Additionally, FAMA is further facilitating the digitalisation of entrepreneurs to increase their income through online platforms which is in line with the Industry Revolution 4.0 (IR 4.0),” said Dato’ Haji Mohamad Mustahapa Bin Awang, Deputy Director General (Development) FAMA.

This campaign, which is as an extension of Lazada’s Pintar Niaga stimulus package, will provide farmers with full access to Lazada’s suite of technology and innovative digital tools, seller training and education through Lazada University, marketing campaigns to assist them in connecting with and expanding their customer outreach, and differentiate themselves on the eCommerce platform. Additional benefits provided to drive traffic to their online stores include:

- **RM12 off shipping fee** with min. spend of RM40
- **RM5 off orders** with min. spend of RM30
- **RM15 off orders** with min. spend of RM60
- **RM300 ad credits** (for farmers onboarded before 1<sup>st</sup> Sept)
- **RM150 ad credits** (for farmers onboarded from 1<sup>st</sup> Sept onwards)

Earlier this year in July, Lazada partnered with Ministry of Finance (MOF) and MDEC to launch the Belanjawan 2021 Go-eCommerce Onboarding and Shop Malaysia Online Campaign to support local SMEs and products which runs until 31<sup>st</sup> December 2021. Agro-based sellers taking the digital leap through the ‘Onboarding of Agrofood Products on eCommerce Platform’ program will also be entitled to offerings from the ‘Shop Malaysia Online’ campaign including discount vouchers of RM10 off minimum spend of RM100, Crazy Flash Sale and Daily Free Shipping.

Lazada Malaysia said it is committed to enabling the digitalisation of the local SME community and will continue to do so. Since the rollout of its first stimulus package ‘Pakej Kedai Pintar’ in April last year, Lazada has assisted hundreds of thousands of local SMEs sell online and supported their economic recovery through customized benefits and initiatives. This has resulted in a 300% increase in the number of new sellers who have onboarded, with a sales growth uplift that has more than doubled.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
15/1/2022	ASTRO AWANI	ONLINE	

## Siasat projek perintis padi pulut di Langkawi



*Yaakob menunjukkan tanah sawah padi pulut yang kering kontang. -Foto Sinar Harian*

**LANGKAWI:** Peserta projek perintis penanaman padi pulut di Langkawi melahirkan kebimbangan apabila hasil pendapatan mereka merosot akibat pelbagai masalah dihadapi.

Ahmad Nayan, 54, berkata, antara masalah berkenaan adalah kelewatan memulakan kerja-kerja penanaman dan bekalan air tidak mencukupi.

Menurutnya, keadaan itu menyebabkan hasil pendapatannya merosot sehingga 70 peratus pada musim menuai.

“Jika tidak berlaku masalah seperti itu, kami mampu peroleh RM1,600/relong seperti pesawah yang menanam padi biasa, tetapi malangnya kami yang tanam padi pulut di sini hanya dapat lebih kurang RM200/relong sahaja,” katanya di sini pada Khamis.

Ahmad juga bimbang masa depan pesawah padi pulut semakin malap memandangkan untuk mendapatkan hasil tuaian mengambil masa sekitar enam bulan berbanding padi biasa hanya empat bulan.

Sementara itu, Yaakob Saad, 74, berharap tindakan segera diambil oleh pihak berwajib bagi mengatasi masalah yang mereka hadapi.

“Kebanyakan peserta terlibat adalah pesawah miskin yang menyewa tanah sebanyak RM300 serelong tetapi hasil yang kami peroleh amat menyedihkan,” jelasnya yang mengusahakan tanaman padi pulut seluas tujuh relong.

Kasa Morad, 56, turut tidak berpuas hati dengan tahap kejayaan projek perintis ini dan meminta pihak pengurusan membayar pampasan kepada pesawah terlibat bagi meringankan beban ditanggung.

Dalam pada itu, Presiden Persatuan Pengguna Pulau Pinang (CAP), Mohideen Abdul Kader menggesa Kementerian Pertanian dan Industri Makanan (MAFI) segera menyiasat projek perintis yang dilancarkan pada 2019 itu susulan menimbulkan pelbagai masalah kepada pesawah.

“Projek yang diuruskan Pertubuhan Peladang Kawasan (PPK) itu mempunyai 400 peserta yang mengusahakan penanaman padi pulut seluas kira-kira 2,000 relong sejak tiga musim lalu.

“Dalam tinjauan CAP, pesawah yang terlibat menyatakan masalah itu berpunca daripada kelemahan dan ketidaksempurnaan pengurusan projek tersebut menyebabkan mereka mengalami kemerosotan hasil pendapatan dan kerugian besar,” katanya dalam kenyataan akhbar di sini pada Khamis.

Menurut kenyataan CAP, pihaknya mendapati kawasan sawah yang ditanam padi pulut kering kontang dan sebahagian besar pokok padi telah mati akibat ketiadaan bekalan air, manakala saluran dipenuhi semak kerana tidak dibersihkan.

“CAP simpati dengan pesawah ini dan berharap siasatan serta tindakan segera dilakukan oleh MAFI, Jabatan Pertanian dan agensi berkaitan bagi memastikan keadaan itu tidak berlarutan. Mereka perlu pastikan kehidupan pesawah terbabit lebih terjamin,” katanya.

Katanya, diharap pesawah yang terjejas sumber pendapatan diberikan pampasan setimpal selain mahu MAFI mendedahkan hasil siasatan dan tindakan yang diambil bagi menanganinya.

15 JAN, 2022

## Soaring food prices are temporary

The Star, Malaysia

Page 1 of 2

MANOKARAN  
MOTTAIN

## My point

# Soaring food prices are temporary

**Prices of fresh produce such as green vegetables have reportedly surged more than 200% while some staples, including chicken and eggs, are also expensive.**

RECENTLY, the issue of global food inflation has received considerable attention from the media, economists and general public.

Despite the implications on development policy, millions of the low and middle-class population are grappling with the increasing prices of goods and this eventually threatens the consumer spending and increases the cost of living.

## Recent developments

Global food prices rose 28% in 2021 to their highest level in a decade, mainly attributing to a myriad of factors such as supply chain bottlenecks, soaring commodity prices, the global energy crunch and pandemic-induced labour shortages.

There is little room for optimism about a return to a more stable market conditions given high input costs, ongoing pandemic as well as uncertainties lingering the climate conditions.

The imported inflation in Malaysia has also been dominating the headlines in recent weeks.

Prices of fresh produce such as green vegetables have reportedly surged more than 200% while some staples, including chicken and eggs, are also expensive.

With the pandemic induced disruptions already in place, the spillover effects from the international price transmission has further exacerbated the cost of inputs, and thereafter causing a rise in food prices.

Prime Minister Datuk Seri Ismail Sabri Yaakob said that the increased price of essential goods was not caused by traders, but instead due to costs accumulated at various levels of the supply chain before goods reached the traders.

Despite several measures, the food prices are still soaring. This is, in fact, reflected in the food consumer price index (CPI) which rose 3.1% year-on-year during November, causing the overall headline inflation to soar above 3.0% year-on-year.

Food items which saw the highest price jump were meat, vegeta-

bles as well as oils and fats. As food prices were already rising pre-Covid-19, the current situation had further intensified the trend.

This will likely result in food prices to contribute the most to the overall increase in the headline inflation in the near term.

## Weak ringgit

The weakening of the ringgit against the US dollar is another issue that could cast a profound impact especially on the stability of food items.

According to a study by Bank Negara, the direct impact of exchange rate changes on consumer prices is often not pervasive and limited to selected items. However, it tends to have a lag effect.

As such, future consumer prices will be based on stock being bought at the current rate. Hence, if the current weakness sustains, the rise in food prices will persist and this could be worsen if supply constraints remain in place.

In December 2021, the global food prices declined from near a record high, offering some relief to consumers and governments facing a wave of inflationary pressures.

Still, soaring food costs are unlikely to stabilise for a while yet. Nevertheless, we can expect the overall food inflationary pressure to be transitory and normalise within three to six months.

This is on the account of anticipated improvement in global supply chain and easing constraints in delivery channels from trading partners.

## Strategies to curb high food inflation

Although Malaysia's inflation

rate is reported to be relatively lower compared to other countries, it is associated with the welfare of the society and economic development. In view that higher inflation rate caused a negative effect on the nation, it is crucial for policy makers to design appropriate policies to curb inflation.

Most importantly, the strategy to control the country's inflation must be implemented on a long-term basis, especially for food items.

Research shows that both global food commodity prices and real effective exchange rate are proven to be major determinants of food prices in Malaysia.

Given the current scenario, both are likely to be more unpredictable in the foreseen future, hence understanding the dynamics of these shocks on domestic food retail price is important for future macroeconomic policy design.

Despite the imported inflation, we often fail to examine the domestic market structure that may cause food price hikes.

There may be few market operators who control supplies and influence the prices for wholesale and retail markets; yet they may be not perceptible to the public.

At this junction, it is important for public agencies such as the Federal Agriculture Marketing Authority to intervene and facilitate importation of food items at least until prices are returned to normal level. Such intervention could eventually reduce the increasing price, especially imported food.

Providing subsidies across the supply chain is another viable option that government can consider to combat the food inflation. For instance, time-limited subsidy for intermediate inputs and grants to cover logistic costs.

Increase in global commodities will usually increase the cost of production by the producer which is then passed on to consumers, except that the impact will more or less be cushioned by such price control and subsidy programmes implemented by the government.

Technology should be taken seriously in combatting the rising food prices. The government is expected to increase the technology dissemination, especially of those related to environmental sustainability, climate change, crop yields and mechanisation.

In the long term, the higher adoption of technology could gradually reduce the dependence on costly inputs, labour and chemicals and consequently stimulate food supply and increase domestic food production.

In conjunction with that, smart farming approaches should be expedited across all subsectors in the agriculture sector including crops.

Effective dissemination of information pertaining to modern technologies can be one of the important factors to increase application of smart farming.

Moreover, it will be encouraging to see the government investing in a market information system for accurate and timely data of crop production, trade and prices.

This will send right price signals from consumers to the supply chain, improve bargaining power and reduce business risk and response time.

Most importantly, farmers should also be encouraged to on-board e-commerce programmes that also reduces the reliance on middlemen in the agribusiness supply chain.

To address the common asymmetric market power situation

between farmers and middlemen, farmer cooperatives may be the best solution for the small farmers.

Under the umbrella of cooperatives, small farmers can gather strength through a bigger voice to bargain with big time dealers or millers.

Middlemen cannot be eliminated at once, but the supply chain can be shortened through integrated cooperatives among the small farmers for higher income and sustainability.

If chances are grabbed wisely, this could be even the perfect time to bring in more youngsters into modern farming as little attention has been devoted to agriculture in the past few decades.

Given that the labour market is at the early stage of recovery, turning them into modern farmers through smart farming will likely provide us the opportunity to overcome supply shortages, unemployment issues as well as provide income gains.

At this front, the government may assist by introducing a dedicated smart farming fund to support the young entrepreneurs.

The role of Food Banks in Malaysia has been always effective in lightening the impact of the rising cost of living on the populace and increasing the efficiency of food supply chain.

While food banks have an important role in providing immediate solutions to severe food deprivation, they are limited in their capacity to improve overall food security outcomes due to limited provisions of nutrient-dense foods in insufficient amounts, especially from dairy, vegetables and fruits.

As such, high social responsibility commitment and voluntary spirit in the private sector and NGOs to together help the government in tackling the issues is much needed.

So far, this does not have a large financial implication to the government.

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The Star, Malaysia

Page 2 of 2

### SUMMARIES

My point RECENTLY, the issue of global food inflation has received considerable attention from the media, economists and general public. Despite the implications on development policy, millions of the low and middle-class population are grappling with the increasing prices of goods and this eventually threatens the consumer spending and increases the cost of living.