



LAPORAN LIPUTAN MEDIA

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DISEDIAKAN OLEH :

**CAWANGAN KOMUNIKASI KORPORAT
(MADA)**

KERATAN AKHBAR : THE STAR

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All smiles at direct-from-farm sale

Both farmers and consumers benefit from three-day Fama programme

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IT was a win-win situation for both consumers and farmers at the direct-from-the-farm sale by Federal Agriculture Marketing Agency (Fama).

The three-day event at Mydin Mall Bukit Mertajam, Penang, saw droves of people making a beeline for the fresh produce offered at reasonable prices.

Fama chairman Ishak Ismail said the prices of produce sold at the event were about 5% to 20% lower than the prices elsewhere, thus benefitting consumers.

Farmers also stand to gain better profits of between 30% and 50% as they need not go through wholesalers to sell their produce," he said at the recent launch of the event by state Agriculture, Agro-based Industry, Rural Development and Health Committee chairman Dr Afif Bahardin.

Ishak said that based on statistics till Oct 31 this year, 'direct-from-the-farm' programmes were held 342 times, drawing 557 farmers nationwide.

The farmers have netted a sales value of RM1.75mil so far this year.

"We are expecting the sales value to touch RM1.9mil by the end of this year," he added.

Ishak also urged the state government to provide new sites for Fama to carry out similar programmes to benefit more consumers and farmers in Penang.

He said the programme kicked off in Kuala Lumpur earlier in the year before moving to Penang and other states.

Also present were Fama director-general Dato' Ahmad Ishak and Penang Fama director Habibah Sulaiman.

Dr Afif thanked Fama for organising the programme in Penang, adding that the event at Mydin Mall Bukit Mertajam drew farmers and entrepreneurs from



(From left) Ishak, Ahmad, Habibah and Dr Afif showing the produce sold at the 'direct-from-the-farm' sale.

The prices of produce are lower, thus benefitting consumers. Farmers also gain better profits as they need not go through wholesalers.



Visitors taking part in a game to guess the weight of the fruits in the basket at the sale organised by Fama at Mydin Mall Bukit Mertajam.

Ishak Ismail
seven states including Penang.
The state welcomes and supports initiatives to increase productivity and products from the existing farms in Penang.
"We are in discussions with Fama to create a one-stop centre for farmers to market their products," he said.

Umum dalam masa terdekat

**Kementerian
tunggu masa
sesuai umum
nama Pengerusi
Mada**

ROSHILA MURNI ROSLI

JERLUN

Lantikan pengerusi Lembaga Kemajuan Pertanian Muda (Mada) yang baharu akan dibuat dalam masa terdekat.

Exco Pertanian dan Industri Asas Tani, Azman Nasrudin berkata, ketika ini Kementerian Pertanian dan Industri Asas Tani sudah mempunyai calon bagi mengisi kekosongan jawatan berkenaan.

Katanya, kementerian

mungkin sedang menunggu masa yang sesuai untuk membuat pengumuman berkenaan.

Katanya, sebagai Exco, beliau menerima siapa sahaja calon yang dikemukakan kementerian kelak.

"Saya nak komen lebih pun saya tak tahu siapa orangnya. Tetapi saya akan memberi sokongan penuh terhadap pelantikan berkenaan.

"Sebenarnya, siapa calonnya tak penting, yang penting kita nak buat kerja untuk rakyat," katanya selepas melancarkan Hari Bertemu Pelanggan Peringkat Mada di perkarangan Pertubuhan Peladang Kawasan Mada F-II di sini, semalam.

Menurutnya, walaupun jawatan pengerusi masih kosong sejak Mei lalu, namun Mada ketika ini masih menyediakan perkhidmatan



Wakil Wilayah III (kiri) menerima replika cek insentif projek estet padi daripada Azman (dua, kiri).

yang baik di bawah pentadbiran Pengurus Besarinya, Datuk Fouzi Ali.

"Tak ada pengerusi pun, kerja masih bagus juga, cuma bila ada pengerusi ni, mungkin dia (pengerusi) ada idea-idea baharu untuk memper-

kasakan petani dan peladang di kawasan Mada," katanya.

Sementara itu, Fouzi dalam ucapannya berharap agar orang ramai dapat mengambil peluang dengan sebaiknya melalui program yang dilancarkan, semalam.

"Penganjuran program seperti ini juga sangat efisien dalam menerima maklum balas segera daripada peladang dan orang ramai.

Hal ini supaya mereka tidak perlu lagi menggunakan saluran akhbar untuk mem-

info

- Jawatan berkenaan kosong sejak Mei lalu
- Kementerian sudah ada calon

buat aduan agar permasalahan yang dihadapi dapat diselesaikan dengan cepat dan efisien," katanya.

Tambahnya, program berkenaan turut dimeriahkan dengan penyertaan oleh 10 agensi lain di bawah Kementerian Pertanian dan Industri Asas Tani seperti jabatan pertanian, jabatan perikanan, Veterinar dan lain-lain lagi.

Dalam majlis berkenaan juga, Mada turut menyampaikannya Insentif Projek Estet Padi Musim 2/2018 kepada wakil peladang di seluruh kawasan Mada yang berjumlah RM16.89 juta.