

'Serunding' makers' beef with price hike

TUMPAT: Hundreds of *serunding daging* (beef floss) entrepreneurs in the district are unhappy with the price of local and imported beef, which have soared since the beginning of the fasting month.

They said the higher price affected their income despite greater demand for the delicacy.

Entrepreneur Harun Hassan, 66, of Kampung Laut here said local beef was sold for between RM16 and RM18 per kilogramme, but has now jumped up to RM22 per kg.

"A 20kg box of imported beef is now RM247 compared with RM220 before Ramadan," he said at his shop in Kampung Laut.

Harun, who uses more than 150kg of beef per day to produce *serunding*, said the new price was a burden to sellers who offer their products at the same price.

Having been in the *serunding* business for more than 20 years, Harun urged the Domestic Trade, Cooperatives and Consumerism Ministry to take action.

Kelantan Domestic Trade, Cooperatives

and Consumerism Office acting director Wan Suhaimi Wan Sulaiman said they could not immediately act as local and imported beef were not listed as fully controlled items.

He said the ministry only declared beef a controlled item during certain periods, such as festive seasons.

"However, we will monitor prices so that action can be taken to protect consumers.

"Increased prices of raw materials not only affect traders, but burdens consumers."

Bernama

NST 1/8