

Ensuring no foul play in chicken prices

By **YVONNE LIM** and **NICHOLAS CHENG**
newsdesk@thestar.com.my

KUALA LUMPUR: After 20 years of having the monopoly to fix the prices of broiler chicken, poultry farmers may see some competition following a review involving the entire supply chain of the industry.

The newly-formed Malaysian Competition Commission (MyCC) said it would look into the workings of the entire broiler supply chain and price movement from ex-farm level to retailers, to ensure fair competition among traders and reasonable pricing for the benefit of consumers.

"The review is based on public interest in chicken prices," said an MyCC spokesman.

The review, which started yesterday, ends on Aug 29.

The commission was set up in January to enforce the Competition Act 2010, which



Essential items and their prices will be listed under the scheme so retailers will not overcharge customers.

— TAN LIAN HOE

prohibits anti-competitive agreements and abuse of dominant position in the market.

In a related development, the Domestic Trade, Co-operatives and Consumerism Ministry has asked traders who had marked an increase in their pricing to justify their action, as required under the Price Control and Anti-Profitteering

Act 2010.

This is to deter traders from taking advantage of their dominance in a market and raising prices to increase profits, said the ministry's price unit senior assistant Low Swee Hon.

Meanwhile, Deputy Domestic Trade, Cooperative and Consumerism Minister Datuk Seri Tan Lian Hoe said the ministry would launch its price control scheme soon to regulate prices of essential goods.

"Essential items and their prices will be listed under the scheme so retailers will not overcharge customers," she told a press conference here.

Earlier, she launched the Competition Act public handbook.

Last year, 19 items were listed, including chicken meat, beef, buffalo meat, chicken eggs, tomatoes and red chillies.

Over 3,000 handbooks in English are to be distributed at MyCC offices.