

'MyFarm outlets can keep prices in check'



Siti Rahayu Zakaria

KUALA LUMPUR: Federation of Malaysian Consumers Association deputy president Siti Rahayu Zakaria is urging the government to set up more markets in rural areas to keep prices of chicken and other essential food items low.

Responding to reports that chicken prices were higher in rural areas, Siti Rahayu said the small number of poultry farms was the reason why consumers were forced to buy chicken at inflated prices.

"The authorities should create

more options (for consumers), such as by opening MyFarm outlets in rural areas.

"This will ensure consumers can buy chickens directly from farmers at lower prices. This also creates healthy competition among traders," she told the *New Straits Times* yesterday.

Siti Rahayu said chicken prices fluctuated due to festive seasons or the outbreak of disease.

"Take the last bird flu outbreak, for example. When consumers were

not buying chicken, their prices went down.

"So, why are they (traders) using the purported infectious bronchitis outbreak as an excuse to increase prices?"

She said the government could not fully control the prices of goods, and that it was the public's responsibility to exercise their rights as consumers.

"It is high time that consumers let suppliers know who controls the prices... it should be the consumers, not the suppliers."

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