



KERATAN AKHBAR DAN MEDIA ONLINE UNTUK MAKLUMAN :

**Y.B. MENTERI
Y.B. TIMBALAN MENTERI
Y.BHG. KSU
Y.BHG. TKSU (PDN)
Y.BHG. TKSU (PUP)
SETIAUSAHA AKHBAR**

4 MEI 2021 (SELASA)



KERATAN AKHBAR DAN MEDIA ONLINE (KPDNHEP)

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23,293 premis peruncit, 425 pemborong diperiksa

**KPDNHEP
kutip kompaun
RM24,700 hasil
penguatkuasaan
SHMMP 2021**

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Kuala Berang: Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) memeriksa 23,293 premis peruncit dan 425 premis pemborong di seluruh negara sejak penguatkuasaan Skim Harga Maksimum Musim Perayaan (SHMMP) 2021 bermula 21 April lalu.

Timbalan Menteri Perdagangan Dalam Negeri dan Hal Ehwal Pengguna, Datuk Rosol Wahid, berkata dalam gerakan pemeriksaan sehingga semalam

itu, bayaran kompaun bernilai keseluruhan RM24,700 turut dikutip daripada pemborong dan peruncit yang gagal mematuhi peraturan ditetapkan.

"Antara kesalahan dikesan adalah gagal menggunakan tanda harga khas, tiada tanda harga dan menjual barangan melebihi harga maksimum."

"Selain kompaun, KPDNHEP juga melakukan sitaan atas kegagalan mematuhi SHMMP yang bernilai RM17,909.01," katanya kepada media pada program iftar Ramadan peringkat Dewan Undangan Negeri (DUN) Telemong dan Kuala Berang di kediamannya di Ajil, kelmarin.

Rosol yang juga Ahli Parlimen Hulu Terengganu berkata, seramai tujuh pemborong dikesan melakukan kesalahan menjual barangan melebihi harga maksimum dan dua kesalahan gagal menggunakan tanda harga khas.

Selain itu, katanya, seramai 40 peruncit dikesan melakukan ke-

Antara kesalahan dikesan adalah gagal guna tanda harga khas, tiada tanda harga dan jual barangan melebihi harga maksimum

Rosol Wahid,
Timbalan Menteri
Perdagangan Dalam
Negeri dan Hal
Ehwal Pengguna



salahan menjual harga barangan melebihi harga maksimum dan 42 lagi dikenakan tindakan atas kesalahan gagal menggunakan tanda harga khas.

SHMMP 2021 berkuat kuasa 21 April lalu hingga 20 Mei depan, iaitu selama 22 hari sebelum perayaan, pada hari perayaan dan

tujuh hari selepas hari perayaan. Ia dilaksanakan mengikut Akta Kawalan Harga dan Antipencatutan 2011.

Kategori barangan harga terkawal dalam skim berkenaan terdiri daripada ayam, telur ayam, daging dan hasil laut, berjumlah keseluruhan 12 jenis barangan.

Bagi kesalahan menjual barangan harga terkawal melebihi harga maksimum, individu boleh didenda mahkamah hingga RM100,000 atau penjara hingga tiga tahun atau kedua-duanya atau dikompaun hingga RM50,000, manakala syarikat boleh didenda hingga RM500,000 atau dikompaun hingga RM250,000.

Kesalahan gagal meletakkan tanda harga berwarna merah jambu bagi barangan harga terkawal, boleh dikenakan hukuman denda oleh mahkamah sehingga RM10,000 atau dikompaun sehingga RM5,000 bagi individu, manakala syarikat boleh didenda sehingga RM20,000 atau dikompaun sehingga RM10,000.

CHICKEN PRICES

PRICE CONTROLS NOT EFFICIENT

IN response to the rise in chicken prices, the government has implemented price controls to regulate the maximum purchase price, with the maximum price of poultry meat capped at RM790 per kg at the retail level.

Failure to adhere to these regulations will result in charges of profiteering and a fine of up to RM100,000, and a possible jail sentence of up to three years.

Despite price controls, history tells us that these measures are effective only in the immediate short term and will produce inefficiency in the medium and long terms.

A prolonged period of price control will disrupt the efficiency of the supply chain, where price signals fail to encourage production at the producer level, thus keeping supply non-commensurate with market demand.

Moreover, it acts as a signal for producers to cut production if the cost per chicken is higher than its allowed selling price.

In addition, this control gives incentive to delay shipments and the hoarding of supplies until after these measures are lifted, resulting in shortages in the near term.

Making matters worse, once supplies are used up, there is always the possibility of a black market forming.

Even more problematic, price controls leave honest wholesalers with smaller margins, resulting in lower market coverage and a reluctance to supply retailers.

According to wholesalers, due to the higher costs faced in procuring broiler chickens, some endure a loss of RM1 for every chicken sold, forcing them to either limit their selling or renegotiate trading terms with



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poultry farmers.

Therefore, instead of a strict single-price control, authorities could opt for a regulated profit margin for each player in the supply chain.

This would allow price mechanisms to function as intended and allow market players to remain profitable.

As it may not be possible to inspect all players, a secure complaint hotline may be established where investigations can be performed as needed.

In addition, authorities should limit the hoarding of poultry supply to the market by invoking section 21 of the Price Control and Anti-Profiteering Act

2011, requesting documents and statistics relating to the supply and storage of goods to ensure that supplies are not restricted without valid reason.

In the long term, efforts should be made to produce a bi-weekly list of prices in urban and rural areas that detail the highest, lowest, average and median prices of such goods in the supply chain, from the farmer to the retailer.

Moreover, a long-term plan should include a ministerial audit into the poultry industry, including qualitative interviews with farmer, wholesaler and retailer groups to determine the extent of anti-competitive behaviour in the industry, while taking action against unscrupulous market players and promoting market competition.

Lastly, at the federal level, the government should ensure an adequate supply of livestock feed.

In this regard, a government allocated fund could be established to subsidise farmers in times of high international price inflation.

This fund should be tapped only during times of distress amid sharp increases in international prices and not be abused to stockpile animal feed in anticipation of higher resale prices.

While price controls are necessary in the immediate term, they are nonetheless powerless to stop inefficiencies from occurring, being only a temporary solution to a larger problem.

Ultimately, the role of the government is to balance the needs of the market and consumers, ensuring that no one is left behind.

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 Senarai Harga Barang Keperluan	• Ayam RM5.99	• Telur Gred A RM10.00	• Gula Pasir RM1.99	• Cili Merah RM6.50
	• Daging Lembu Tempatan RM33.99	• Ikan Kembung RM8.90	• Bawang Besar Holland RM2.90	• Kubis Bulat Tempatan RM2.00
	• Daging Lembu Import RM24.00	• Minyak Masak RM5.90	• Bawang Putih RM4.99	• Tepung Gandum RM2.09

*Harga (RM/kg) Sumber: KPDNHEP