



07 OCT, 2020

FAMA takes a shine to Agro bazaar online

International Business Review, Malaysia

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The Federal Agricultural Marketing Authority (FAMA)'s online marketing platform Agrobazaar Online is making its way to becoming a permanent asset after what was meant to be temporary during the COVID-19 Movement Control Order.

According to Deputy Minister of Agriculture and Food Industry YB Datuk Seri Ahmad Hamzah, as of April 30, the platform recorded sales amounting to RM1.8 million, of which RM693,000 were contributed by fresh produce segment while the rest came from agriculture-based products.

He expressed hope that more farmers would adopt the platform to market their products going forward. To date, there are 321 AKRs and 115 ABRs operating nationwide, to provide fresh produce and perishable goods to consumers.



Agrobazaar Online involves 530 entrepreneurs and it has received some 440,000 visitors as well as conducted 51,800 deliveries across the nation.



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SUMMARIES

The Federal Agricultural Marketing Authority (FAMA)'s online marketing platform Agrobazaar Online is making its way to becoming a permanent asset after what was meant to be temporary during the COVID-19 Movement Control Order. According to Deputy Minister of Agriculture and Food Industry YB Datuk Seri Ahmad Hamzah, as of April 30, the platform recorded sales amounting to RM1.