



15 JUL, 2022

## Malaysia Family Selling Direct From the Farms programme offers savings

Borneo Post (KK), Malaysia

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The JTDLKM programme at one of the locations in Sabah.

## Malaysia Family Selling Direct From the Farms programme offers savings

**KOTA KINABALU:** The Malaysia Family Selling Direct From the Farms (JTDLKM) programme implemented at several districts in Sabah has succeeded in providing space for consumers to purchase daily necessities.

According to a statement issued by the organiser, Sabah Federal Agricultural Marketing Authority (FAMA) on Thursday, the programme also provides consumers with savings of at least five to 10 percent of the local market price on selected products.

Among the JTDLKM locations are Pasar Tani and Tamu in Sandakan, Ranau, Kinabatangan, Keningau, Tawau, Papar and here.

A total of 200 participants or traders have joined JTDLKM.

"The programme held in Sabah involves seven locations for one to two times a week according to the set location. It is also implemented in Labuan.

"Through this programme,

we have also targeted sales revenue of RM500,000 until next August," said the statement.

JTDLKM is in line with the recommendation of Prime Minister Datuk Seri Ismail Sabri Yaakob to revive the concept of Jihad Against the Middlemen which aims to shorten the agro-food marketing chain to give the best prices to consumers.

It is a collaboration of three agencies under Ministry of Agriculture and Food Industries (MAFI) namely FAMA, Farmers Organization Board (LPP), Malaysian Fisheries Development Authority (LKIM), National Farmers Organisation (NAFAS) and National Fishermen's Association (NEKMAT).

Selected commodities on offer are chicken, fish, vegetables, fruits, meat and groceries.

FAMA is also promoting the Malaysia Agriculture, Horticulture and Agro-tourism

Expo 2022 (MAHA 2022) which will be held on Aug 4 to 14 at the Malaysia Agriculture Expo Park (MAEPS) in Serdang.

The theme of this year's MAHA 2022, 'Food Security for the Future', coincides with the challenges facing the country and globally at this time.

MAFI also targets sales revenue of more than RM250 million with 100,000 visits every day.

FAMA is directly involved in organizing MAHA 2022 at several clusters namely Food Empire which will serve Malaysia Family food, Castle of Fruit will promote the fruit of the event which is Artocarpus Family such as Cempedak, Nangka, Nangchem and Sukun as well as Agrotrade cluster, Food Truck Fiesta.

This indirectly provides an opportunity for almost 174 entrepreneurs to participate in business opportunities provided by FAMA in conjunction with MAHA 2022.



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### SUMMARIES

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