

17 controlled items in Sabah for Christmas

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George launching the SHMMP 2019 yesterday.

KOTA KINABALU: The Domestic Trade and Consumer Affairs Ministry (KPDNHEP) Sabah officially launched the State-level Christmas Celebration Season Maximum Price Scheme (SHMMP) 2019 at the Everrise in Imago here, Monday, involving 17 types of products.

Anyone found selling a price-controlled goods beyond the maximum price can be charged in court and fined up to RM100,000 or jailed up to three years or both or compounded up to RM50,000, for individual, while the company can be fined up to RM500,000 or compounded up to RM250,000.

As for failing to put the required pink price tag for the price-controlled goods, the individual can be charged in court and fined up to RM10,000 or compounded up to RM5,000, and the company can be fined up to RM20,000 or compounded up to RM10,000.

It is part of the nationwide SHMMP 2019, effective Dec 23 until 31, involving altogether 19 types of products, which is more than last year's 16. New in the list are red chillies, imported round cabbage (Indonesia and China excluding Beijing cabbage) and imported potatoes (China).

Those categories as price-controlled products in the list are chicken, eggs, vegetables, goat meat and pork.

The SHMMP 2019 product list includes live chicken, chicken standard (slaughtered and cleaned with legs, heads, liver, gall bladder and other parts), chicken super (slaughtered and cleaned without legs, hearts, liver and gall bladder), imported turkey, chicken wings (maximum price in Sabah, Sarawak and Labuan only), imported goat meat with bones or imported lamb with bones;

A-grade chicken eggs (weight between 65gm and 69.9gm a piece), B-grade chicken eggs (weight between 60gm and 64.9gm a piece), C-grade chicken eggs (weight between 55gm and 59.9gm a piece), imported potatoes (China), imported round cabbage (Indonesia and China not including Beijing cabbage), red chillies, tomatoes, green capsicum;

Live pigs (controlled at the farm only), pork (belly) (maximum price in Sabah, Sarawak and Labuan only), pork (meat and fat) (maximum price in Sabah, Sarawak and Labuan only), old chicken live (maximum price in Sarawak only), local goat meat with bones (maximum price in Peninsular only).

KPDNHEP Sabah Director, George Abas, said the maximum prices for producers, wholesale and retail are set according to suitability so that the price control enforcement can be more effective to ensure reasonable prices that benefit both consumers and business operators.

Therefore, the maximum price for live chicken and chicken eggs were set at the production level (farm), he said, adding the producer, wholesaler and retailer maximum prices were set at 91 districts in the peninsular, 32 districts in Sarawak and 27 districts in Sabah and one district in Labuan.

He said the maximum prices for producers, wholesalers and retailers were set based on price information obtained from the price monitoring done in all districts throughout the country throughout last year and from January to December this year.

It is based on the price collection set weekly by KPDNHEP, views from various relevant government agencies like the Agriculture Department, Veterinary Services Department and the Federal Agriculture Marketing Authority (Fama) and discussion with the producers, importers, suppliers and wholesalers of the products.

The prices of goods at every state is set according to suitability of current market prices and taking into account of price changes factor, especially for imported goods which are influenced by prices in the country of origin, currency exchange rates and the breeders' increase in utility cost.

Abas said KPDNHEP can take action against those traders found intentionally increasing prices without acceptable excuses with the intention to make more profit under the Price Control and Anti-Profiteering Act.

Apart from that, he said a notice under Section 21 of the Act can be issued and enforced strictly to get explanation from any parties found increasing the prices drastically.

"Up to 200 KPDNHEP Sabah officers and staff will be working to monitor and enforce the SHMMP 2019 throughout Sabah during this festivity," he said, adding the Ministry will carry out the price monitoring with the collaboration of various other relevant parties.

He advised consumers to forward any relevant complaint to KPDNHEP through portal: e-aduan@kpdnhep.gov.my; call centre: 1800 886 800; email: e-aduan@kpdnhep.gov.my; smartphone app Ez ADU; enforcement command centre (ECC): 03-8882 6245/6088; Malaysia Government Call Centre (MYGCC): 03-8000 8000; via WhatsApp: 019-279 4317; or directly report at any of the 73 KPDNHEP offices throughout the country.

For Sabah, Abas said the KPDNHEP operations room in Kota Kinabalu can be contacted at 088-484368, while in Sandakan at 089-668107; Tawau (089-776690); Tuaran (088-787822); Kudat (088-615311); Keningau (087-338400); Lahad Datu (089-886090); Semporna (089-782866); and Beaufort (087-222240).