



A Pahang Domestic Trade and Consumer Affairs Ministry enforcement officer checking a roadside durian stall in Jerantut recently. PIC BY ROSELAN AB MALEK

Durian trader issued RM1,000 compound for not having price tag

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A ROADSIDE durian trader in Kampung Batu Balai, Jerantut, became the first individual in the state to be imposed with a RM1,000 compound for failing to display a price tag.

Pahang Domestic Trade and Consumer Affairs Ministry enforcement chief Ahmad Fitri Ali said they had to act against the trader for failing to comply with government regulations.

He said all traders selling any product, irrespective of whether they are fruits, cakes or daily necessities, had to abide by the rules, especially regarding the display of price tags.

He said whether business activities were conducted at sidewalks or designated premises, the price tags of products must be displayed for consumers to see.

"During the current durian season, ministry enforcement personnel will continue

to conduct inspections at all locations selling the 'King of Fruits'.

"Apart from here, numerous traders were also selling durians by the roadside in Jerantut, Raub, Lipis, Bentong, Temerloh and Rompin.

"Encouraging demand from consumers has seen good sales by traders."

He said it was learnt that the kampung durian variety and the cloned version were not sold at the same price in all districts in the state. The kampung variety is sold for between RM8 to RM15 per kilogramme, while the cloned variety was sold for between RM17 to RM50 per kg.

Fitri said his personnel would advise durian traders not to sell the fruit at exorbitant rates.

The cloned durian varieties of Musang King, D24, IOI and Kunyit are going for top prices.

He said durian traders failing to display price tags may be subject to action under Order 3(1), Price Control Order (Price Indication by Retailer) 1993, which is liable to a compound of RM1,000.