

The Star : Any bread price rise should be 'reasonable'

Written by Administrator

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KUALA LUMPUR: If there is an increase in bread prices, it should be a reasonable one, said Deputy Domestic Trade and Consumer Affairs Minister Datuk S. Veerasingam.

This is for products that do not fall in the list of controlled items. Whatever increase in prices, the amount must be fair to all, he said when contacted yesterday.

Veerasingam was commenting on the price of bread, the staple breakfast of most Malaysians, which was likely to increase with the rising wheat flour prices.

Asked if the Government was willing to increase the price of the white sandwich bread, a controlled item, Veerasingam declined to comment on the issue now.

He said the relevant associations could meet the ministry to discuss the matter before any drastic action was taken.

It was reported that a 25kg sack of non-general purpose (non-GP) wheat flour, used to make bread, was priced at RM59.30, against RM33.60 in April.

Last month, it was fixed at RM44.30.

Non-GP wheat flour is not a controlled item but the price of white bread, which is made from this type of flour, is controlled.

Bakery Manufacturers Association president Mashood Wahab had said that the price of a loaf of white sandwich bread was sold at RM1.20 (small) and RM2 (big) by members of the association.

He had said that with the current price of wheat flour, the loaf should be sold at RM1.60 for the manufacturers to break even.