

NEWS RELEASE

MyCC MONITORS CHICKEN INDUSTRY

KUALA LUMPUR, 2 NOVEMBER 2023 – The Malaysia Competition Commission (MyCC) reaffirms our commitment to the active monitoring of chicken industry activities in response to the recent government decision to discontinue subsidies and price controls on chicken effective from 1 November 2023. This period of transition will reflect a shift of chicken price from a fixed ceiling price of RM9.40 per kg to a market driven pricing structure.

As of now, we see that the competition in this market is currently showing positive signs. MyCC observes that the supply of chicken shows no disruption and price of chicken on the first two days of this transition period varies between RM6.49 per kg to RM11.00 per kg. We also would like to state that so far, we have not received any complaints by anyone until today.

However, while we acknowledge the existence of competition in the market, we will continue to closely monitor the market for any signs of anti-competitive behaviour. The lift of subsidies and the removal of ceiling prices should not be taken advantage of. Much like the investigation conducted by MyCC last year involving the chicken feed millers, we will act without fear or favour should the market shows any indication of distortion of competition by any players in any level of the supply chain.

MyCC wishes to highlight that we are working closely with the Ministry of Domestic Trade and Cost of Living (KPDN) and the Ministry of Agriculture and Food Security (KPKM). They are ready to provide us with the access to those crucial data that will allow us to detect and respond to any signs of market distortion in particular cartel activities in the market.

MyCC understands the importance of chicken serving as one of the main sources of protein for consumers in Malaysia. We remain dedicated to ensure the existence of competition in the market for the best interests of consumers. MyCC welcomes any complaint or sharing of any information in relation to relevant issues from the consumers

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and enterprises and they may do so via our website at www.mycc.gov.my or any other ways that are convenient to them.

**Iskandar Ismail
Chief Executive Officer**

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For media enquiries, please contact:

Communications and Advocacy Division

Mobile: +6019 215 2273

Email: cad@mycc.gov.my

About the Malaysia Competition Commission (MyCC)

Established in June 2011, MyCC is an independent body responsible for enforcing the Competition Act 2010, which was implemented to create healthy competition which would, in turn, stimulate productivity and innovation, thus creating wider choices of products for consumers with better quality and reasonable prices.

The Act applies to all commercial activities undertaken within and outside of Malaysia that affect competition in the Malaysian market. It provides a regulatory framework including powers to investigate, adjudicate and impose penalties on the perpetrators of the competition laws.

MyCC celebrated its 12th year anniversary on 1 April 2023 and announced the launch of its rebranding and redesigned logo to elevate its corporate identity. The Logo embodies the culture and colours of the organisation as well as its strengths and work values. The symbol of the butterfly is globally known to represent endurance, change, hope and life. This new look also shows simplicity at its finest, signifying the changes and maturity of MyCC itself.

For more information on the Act and MyCC activities, log on to www.mycc.gov.my