

THE ROLE OF LEGISLATION AND THE IMPACT OF
FOOD SAFETY THAT INFLUENCE FOOD
MANUFACTURERS IN KLANG VALLEY

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BY

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DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
- (4) The word count of this research report is

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CHAPTER 1 RESEARCH OVERVIEW**Error! Bookmark not defined.**

1.1 Introduction**Error! Bookmark not defined.**

1.2 Research Background 2-3

1.3 Problem Statement..... 4-6

1.4 Research Objective 7

1.4.1 General Objective 7

1.4.2 Specific Objective..... 7

1.5 Research Question 8

1.6 Significance of the Study..... 9

1.7 Chapter Layout 10

1.7.1 Chapter 1..... 10

1.7.2 Chapter 2..... 10

1.7.3 Chapter 3..... 10

1.7.4 Chapter 4..... 11

1.7.5 Chapter 5..... 11

1.8 Conclusion..... 11

CHAPTER 2 LITERATURE REVIEW**Error! Bookmark not defined.**

2.1 Introduction**Error! Bookmark not defined.**

2.2 Review of Literature**Error! Bookmark not defined.**

2.2.1 Food Safety under Legislation and Cases**Error! Bookmark not defined.**-15

2.2.2 Role of Legislation 16-17

2.2.3 Agencies Involved in Enforcing Food Safety**Error! Bookmark not defined.**

2.2.4 Ways on Improving Food Safety**Error! Bookmark not defined.**

CHAPTER 3	METHODOLOGY	23
3.0	Introduction	23
3.1	Research Design	23-24
3.1.1	Historical Approach.....	24
3.1.2	Historical of Food Safety Law.....	25
3.2	Data Collection Methods	26
3.2.1	Primary Data	26-27
3.2.2	Secondary Data.....	Error! Bookmark not defined.
3.3	Sampling Design	28
3.3.1	Target Population.....	28
3.3.2	Sampling Location.....	Error! Bookmark not defined.
3.3.3	Sampling Elements	28
3.3.4	Sampling Technique	28
3.3.5	Sampling Size	28
3.4	Research Instrument	29
3.5	Data Processing	29
3.5.1	Data Checking	29
3.5.2	Data Editing	30
3.5.3	Data Transcribing	30
3.5.4	Data Analysis.....	30
3.6	Conclusion.....	30

CHAPTER 4	DATA ANALYSIS	32
4.0	Introduction	32
4.1	Data Analysis.....	32-50
CHAPTER 5	DISCUSSION, CONCLUSION AND IMPLICATIONS	52
5.0	Introduction	52
5.1	Summary of Data Analysis.....	52
5.1.1	Food Safety Cases.....	52-53
5.1.2	View of Food Manufacturers in Klang Valley	54
5.2	Discussion of the Study	55-56
5.3	Implication of the Study	Error! Bookmark not defined.
5.4	Limitations of the study.....	58
5.5	Recommendation for Future Research	59
5.6	Conclusion.....	60
References.....		61-69
Appendices.....		70-93

CHAPTER 1: RESEARCH OVERVIEW

1.1 INTRODUCTION

In this era of globalization, Malaysia is facing rapid economy changes being a developing country. Majority of families in Malaysia are having dual-career parents. The times they spend at home are lesser compare to the time they spend in their working places.

The statistic given by World Bank Data (2016), Malaysia has a 31.7 million population. This figure had increased slightly from 30.3 million populations in 2016. This growth rate of population shows the demand for products, services, food and beverages. According to The Star (2014), more than half of population are having their meals outside, which are 64.1% Malaysian. Hence, after examining this statistic given we can gage on how many Malaysians choose their food products and are aware of the ingredients of food and beverage they consume daily. (*Kindly refer to Appendix C*)

The beginning of this chapter will entail the research background which indicates the research main points to attract the interest of viewers or readers. This is followed by our problem statement, research objective and research questions. In addition, the significance of this study and our chapter layout is also included in this chapter. The last part of this chapter consists of our conclusion in regards to our research.

1.2 Research Background

In this research background, researchers will explain the overview of our Final Year Project and the Purpose of Research to enable readers have a better understanding on this research.

Nowadays, food safety issues are becoming viral as more and more news are occurring nationwide. The number of food manufactures and food retailers involved in food safety issue are increasing rapidly.

Today's generation spend majority of their time at work and hence they have a busy lifestyle compared to the previous generation. Busy lifestyles leads them to not spending much time at home. According to a study conducted by Taylor's University (2007), almost every one of two of Malaysian meal is eaten out. Outside food contains high calories, high sugar and salt. Continuing to consume outside food without sufficient physical exercise will reduce human body metabolism and increase the risk of diabetes and obesity.

Statistics by the World Health Organization (2010), indicate that Malaysia was one of the countries which has high adult obesity rate and was ranked at number six among Asia country.

In addition, there is a rise on unsafe food in this nation. Food safety issues become a growing concern in Malaysia. A lot of consumers did not read the ingredients of food at packaging and this trend is becoming growingly serious when consumers have no idea what they might consume. According to BBC News (2011), there is only 9% of consumers will read the food nutrients label before choosing the products, 43% of consumers will look at the free gift of the products, if they found out the free items are attractive, they will choose the products, the remaining percentage of the consumers will look at the price and packaging of the products instead of the content and food ingredients.

Furthermore, a video on the production of fake Milo product had gone viral at social media on March 13, 2015 in Negeri Sembilan. Government officials have arrested 6 workers and found fake Milo products and equipment worth RM250, 000. This cases that occurred have influenced the consumer purchase intention, therefore Nestle Malaysia had made a statement on social media and reminded the public and their customer to be alert about the fake Milo powder. Nestle Malaysia had also made a statement about how to differentiate the original and fake Milo powder, in order to ensure customers buy genuine Milo powder. After 2 years and 2 months, action had been taken under the Trade Descriptions Act 2011. This case was prosecuted at the Intellectual Property Sessions Court in Seremban and they were fined of RM60,000 or 12 months jails (Bernama, 2017).

Recently, the case of fake baby milk powder once again drew the attention of citizens. Citizen start to worry whether the food they purchased is safe for consumption. The fake baby milk powder, Enfagrow A+ was first founded in Johor state (Edward, 2017). After few months of investigation, Ministry of Health and Ministry of Domestic Trade, Cooperatives, and Consumerism only made a few statements on how to differentiate the genuine milk powder and the fake milk powder (World of Buzz, 2017). Until today, they can't even track the suspect behind these entire scenarios and the punishment given to them still remains unknown.

1.3 Problem Statement

Nowadays, food industry keep on changing and entry barriers for food industry is relatively low compared to other industries (Lombardo, 2015). When the food industry become more competitive, each food manufacturers and retailers will start to rack their brain to produce a pretty outlook of the food to attract consumers. However, the safety on the ingredients of the food product are not taken into account.

Food safety issue are starting to become increasingly important in our economic platform. Food safety gridlock, is a social issue faced by almost every country especially China namely after scandal of milk powder in year 2008. Until today, buying milk powder for infants is still a scary thing in China, there are 52% of parents that rather spend more money in purchasing remarkable foreign milk powder brands instead of their home brand (Huang, 2017). These parents were losing their confidents in their local brand and start switching to foreign milk powder like New Zealand. China implements the death penalty to producer of hazardous food product. It is to be notified that following China's milk scandal, those food producers in China if they do not obey the rule and regulation, they can have chances to face death penalty (Jiang, 2011)

For Malaysia, the issue of fake rice also become viral when a video released on social media, YouTube claiming the rice is fake and made of plastic. The investigation was first carried out on 'Cap Rambutan'. But, the result of investigation found out the company is using genuine rice (Bernama, 2017). Although, Health Director-General Datuk Dr Noor Hisham Abdullah made a statement after few days saying that all those plastic rice didn't manage export to our nation (Fong, 2017). But, public were sent in a flurry of panic. Therefore, strict regulation on food safety should be imposed to local food manufacturer and as well as foreign food producers.

Undoubtedly, not only plastic rice create a situation of wary amongst consumers. Egg are also facing this kind of situation, when irresponsible food producers produce egg out of plastic instead of using hens to lay the egg we consume daily. But, luckily the Ministry of Health announced the fake eggs are unfounded in Malaysia (Ong, 2014). “The plastic eggs so far are only found in China and Thailand and Malaysia is still under control and regulated by the government, but if anyone found a suspect who is producing fake eggs, he or she may lodge report to Ministry of Health online.” Health Director-General Datuk Dr Noor Hisham Abdullah mentioned these in his statement.

In addition, researchers want research on what kind of forces that influencing food manufacturers on food safety. Citizens are the assets of the nation, their health status are our main concern; only people with in good health conditions are able to lead Malaysia to better future and increase productivity.

On the other hand, one of the most frequent food consumed by citizen are instant noodles. Instant noodles are very convenient to citizens who have busy lifestyles. Researchers can say the preparation time of instant noodles is zero and ready to consume by adding hot water. The total serving time only takes about 3 minutes. However, the well-know instant noodle brand were found banned in Delhi, India June 4, 2015 (Ved, 2015). In India, Ministry of Health claimed that Maggi noodles contained excessive lead and pesticides, and the word of MSG was not labelled on the maggi food product. After this incident, the Maggi noodles were removed from the shelves of retailer store and taken away from school canteens (Lakshmi, 2015). Once again, the Health Ministry assured the Maggi Instant Noodles in this nation are safe for consumption and the case is in India is not something our public need to worry about this issue. (Koris, 2017).

Another incident reported was the Malaysia frozen shrimps and prawn that was banned as it contained antibiotics such as Nitrofurans and Chloramphenicol in US shipment and these frozen shrimp were banned by United States Food and Drug Administration (FDA). The US FDA, tested 138 samples from prawn among Peninsular Malaysia and West Malaysia. The result showed, out of one hundred and thirty eight samples, there are 32% having both banned antibiotics Nitrofurans and Chloramphenicol (The Straits Time, 2016). After that, Consumer Association of Penang (2016) asserted that Malaysia has the highest percentage in US FDA Import Refusals for excessive usage of antibiotics when compared to China and also Vietnam in which these two country only used less than 20 percent.

1.4 Research Objective

In this part, the purpose of this research is to solve problem statement as stated above. The general objective will then develop into specific objective, which are two categories of objectives.

1.4.1 General Objective

The main general objective of this research is to study the role of legislation and the impact of food safety that influence food manufacturers in Klang valley.

1.4.2 Specific Objective

The objectives of this research are stated as following:

1. To determine what is food safety under legislations and cases.
2. To identify the relevant protection under the law those govern food safety.
3. To identify the agencies involved in enforcing food safety.
4. To suggest ways on improving food safety in Malaysia.

1.5 Research Questions

In this study, there are 4 research questions have been developed as follow:

1. What is food safety in accordance to the legislations and cases?
2. What are the relevant protections under the law that govern food safety in Malaysia?
3. What are the agencies involved in enforcing food safety?
4. What can be done to improve food safety in Malaysia?

1.6 Significance of the Study

In this significance of study we will briefly explain the essentials and the contribution of this study to numerous parties. Thus, researchers want to study the role of legislation and the impact of food safety that influence food manufacturers in Klang valley.

As lifestyle of citizens become busy and time they stay at home become less, they choose to purchase outside food. Food safety has become an important social issues that should be an addressed concern by everyone in this nation. For the past few years, food safety issue keep on increasing and has given citizens an alert pertaining food safety issues. Under Maslow's hierarchy of needs, food is under physiological need which are basic need for human being. Hence, food is an essential item for human beings to stay alive. However, there lurks some greedy food manufacturers who just want money and neglect the importance of human health. These irresponsible food manufactures even imitate fake infant powder formulas. Citizens are the nation main cornerstone that can bring Malaysia to a better tomorrow.

Moreover, Ministry of Health (MOH) plays an important role in determining the ingredients of food products to ensure that it is safe for consumption. They also need to give guidance to both food manufacturers and consumers on choosing safe food products. Under MOH, there is a Food and Quality Division, they are responsible in testing the food if the public lodges a report to MOH. Inside this division, food handling guidelines are underlined. This guidelines can give food manufacturers clear guidance in handling food like food preparation and food storing.

For the above mentioned reasons, researchers hope this study can be used as reference and perimeter for relevant food manufactures and government departments to develop a more systematic food safety policy that is able to protect the citizens and to improve these enforcement agencies, so that food safety issues can be addressed efficiently.

1.7 Chapter Layout

There are 5 chapters throughout the whole research project. Each chapter has connection to the following chapters until the end of the chapter. Below are the synopsis of each chapter:

1.7.1 Chapter One: Research Objective

Chapter one is the beginning section which give viewers a brief picture of the overview of the whole research project. This section also included research questions to be answered. The significance of the study are also being clarified in this particular chapter.

1.7.2 Chapter Two: Literature Review

This chapter contains of reviews and researches done by past researches in journals and articles which are related to this study. Researchers will built a theoretical basis for the study by using relevant journals and articles to support findings. This chapter also works as a basis for researchers to build up good conceptual and theoretical system in further investigation.

1.7.3 Chapter Three: Research Methodology

In chapter three it refers to description of methodology which is explained by way of research done in term of research design, ways in collecting data or sampling design, research instruments, scale of measurement. Moreover, both data processing and data analysis methods also are included in chapter three.

1.7.4 Chapter Four: Data Analysis

Chapter four are mainly referring to data analysing for pattern of the results or outcomes which are related to research questions in chapter one. All data collected from respondents will be examined and interpreted though an arrangement of descriptive analysis, scale of measurement and also inferential analysis.

1.7.5 Chapter Five: Discussion, Conclusion and Implication

This chapter consists of the summary of findings and reports by various agencies and the entire research project. This part also including the discussion of major finding to validate researchers on the research objectives in previous chapters with supporting of statistical reports. This study can provide recommendation and provide further research.

1.8 Conclusion

To sum it up, in this chapter researchers provided a brief introduction regarding background of food safety issue in this nation and importance of the study. Moreover, this chapter also discussed about problem statement, research questions. The following chapter, researchers will illustrate clearly the researcher's study by using past journal or relevant researches done by previous researchers.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

Literature review regarding past journals will be done in this chapter. All the relevant secondary data such as journals, published reports and so on have been studied and analysed by researchers in order to support the research being conducted. The majority past journal or studies were online sources obtained from databases. The final part in this chapter is the conclusion that summarizes the main idea of chapter two.

2.2 Review of Literature

In this chapter, researchers will evaluate the role of legislation and the impact of food safety that influences food manufacturers in Klang Valley. Researchers will begin the searching from what is food safety under legislations and cases.

2.2.1 Food Safety under Legislation and Cases.

According to Australia Institute of Food Safety (2017), they defined food safety begin in preparing, managing and keeping the food to minimize the chances of people getting sick and bacteria or virus infection. For Robson (2013), he defined food safety as wide term that begin with how the food is grow from soil, what are the fertilizer used to plant the fruits or vegetable. The harvest process and logistic process also take place in food safety. Once the inbound logistic carry out, the food safety doesn't stop there. Follow to next phrase, the methods used by food handlers either is hygienic or unclean also take place in food safety.

For the past years, Malaysia has many food safety issues, all these food safety issues bring a shock to public. Undoubtable, food safety issues have occurred in secondary schools on March, 2014. The report stated there were 158 students in Sekolah Menengah Dato Syed Ahmad, Kuala Nerang were having food poisoning. Some were admitted to hospital. The cause of food poisoning was thought to be contaminated with Salmonella from improperly preserved chicken(Coveny, 2014).

Moving to the next case, U.S. Food and Drug Administration (FDA) has found out the seafood like frozen prawn and shrimp imported from Malaysia has overdose of antibiotics and hence holding the seafood import from Malaysia. The agency of FDA later found out the samples taken from Peninsular Malaysia between 1 October, 2014 and 30 September, 2015, 32 percent of the sample contains unsafe level of antibiotics (Kearns, 2016).

On the other hand, Milo, well known chocolate drink consumed by majority Malaysian as daily breakfast drink was also counterfeited by irresponsible retailers. The packagings of fake Milo products are almost identical as the genuine Milo products. Thus, consumers will find it difficult when differencing original and counterfeit products. On 13 March 2015, Department of Domestic Trade and Consumerism Ministry has raided a retailer in Mantin and seized fake milo packets which were worth around RM250, 000. All these fake products contain high level of white sugar instead of malt sugar used in original Milo. Therefore, in avoiding buying fake Milo, consumers urged by government agency to purchase their groceries in reputable retailer (Avineshwaran, 2015)

For Malaysia, the issue of fake rice also become viral when a video released on social media, Youtube claiming the rice is fake and made of plastic. The investigation was first carried out on 'Cap Rambutan'. But, the result of investigation found out the company is using genuine rice (Bernama, 2017). Although, Health Director-General Datuk Dr Noor Hisham Abdullah make a statement after few days saying that all those plastic rice didn't manage export to our nation (Fong, 2017). But, public were sent in a flurry of panic. Therefore, a strict regulation on food security should be imposed to local food manufacturer and as well as foreign food producers.

Ah Koh Enterprise S/B was found selling 3 packs of prunes with contained of sweetener without cyclamate, banned by FDA because increase rate of getting cancer and this is a breach of the Food Act 1983, section 13(1)(e) and lliability of prison term that not exceeding five years. (Kuching High Court, 2000)

A food factory that is manufacturing 'belacan' in Bukit Mertajam, Penang found fly and rats in their 'belacan'. Their factory was also found in to be very and a disgusting condition. The Inspection Officers had taken away their raw materials worth RM50, 984. The location of food factory is far from people saturated area and located near rural area. They owner will be charged under Food Act 1983, Section 13, and a compound of not more than RM100,000 and jail term of less 10 years or executions both in same time (NCCC, 2007).

In addition, false labelling also happen in Malaysia, under the operation of ‘Ops Shu’ officers from Ministry of Health in which they found out that there are 73 products in well-known hypermarket in Kuala Lumpur do not comply the food labelling standard. The nutrients they label on food label is not reasonable and for those not expert in the area will easily confused them. For instance, low fat in yogurt drink do not means they have no calories and sugar (Kosmo, 2009)

2.2.2 Role of Legislation

Food Safety policies help food manufacturers produce safe food products that comply with food security legislation and quality. There was an amendment to Food Act 1985 to have higher penalties to those caught selling harmful substances in food products. If a person being judged in court and he might be fined up to RM100,000 for the jail not more than 10 years or both penalty in once. Before this the penalty was a doubt and unclear and only had jail terms of not more than five years, the monetary penalties was not included before the amendment (Leoi, 2000).

Starting from the year of 2011, Underwriters Laboratories (UL) who are an alpha in safety science industry has announced a new programme to promote food safety in global platforms to address the essential of food safety. They first start with various training courses. UL has given sufficient information and guidelines to food handlers to ensure the food produced meet requirements (Hirschmugl and Hull, 2011) .

The largest population in Malaysian are the Malayas and they are Muslims professing the religion of Islam, the food they consume must be halal certificated under JAKIM. Thus, for foreign manufacturers are strictly required to conform with the domestic food standard (Mitchell,2003). But, different nations are having different practices in handling food. Therefore in journal of Buzby et al. (2003) it is said all these discrepancy across nations may lead to better improvement in producing better food quality.

The other country may learn advantages from another country. But, they also forgot to observe that all these rules and regulations might increase fixed cost to food producers such as uniform of employees and so on.

In addition, Malaysia food standard is governed by *Food Act 1983*. *Section 2* of the Food Act 1983 regarding the interpretation, all party must use the approval ingredients in advertise their products. *Section 12*: Conviction published in newspaper, the name of factory can published in newspaper after the court judgement. *Section 14*: False labelling, the food label must be in correct font size and standard require, the font size required at least 2 point lettering. *Section 15*: Food Quality not as Expected, this refer to food sellers use to say they sell organic products but in fact the products they sell only normal products. *Section 16*: False labelling the label of food products label in purpose of cheating customers like false label the weight of food products. Under this act, the term of 'food' is defined as any kind of solid of liquid form for the using of human consumptions. Inside this act, the language of food label must be in either English or Bahasa Melayu (International Law Book Service, 2014)

Food Regulation 1985: Under this act, imported food must label the country of origin on the food label. For food obtained through modern biotechnology, the food producers must get the approval from Ministry of Health in order to sale those food. In case the ingredients consist of genetic modified, the word 'genetic modified' must be included on food labels and the font displayed must not less than 10 points lettering. *Section 397*: For matter forbidden on food label, fine of not exceeding RM5,000 will be impose or prison of not exceeding two years (Kementerian Kesihatan Malaysia, 2018).

Food Hygiene Regulation 2009: This purpose of this section is provides an platform to relevant department to control the safety and hygiene of the food sold in this nation to protect health of citizen. The equipment used in cooking and food preparation also need to be always in clean situation. Food premise must be in satisfaction condition to maintain the hygiene of food(Kementerian Kesihatan Malaysia,2018).

2.2.3 Agencies Involved in Enforcing Food Safety

In order to maintain the quality of food, there are various departments in Malaysia who are responsible for food safety.

The first and foremost is the *Royal Malaysian Customs Department* ("*Customs*") they roles begin when the imported food reach Malaysia, they will first check the label of the food. But, they checked on a random basis as fresh food like vegetable and fruits can't last long and need to consume within short period compared to dry food like cereal and flour (Royal Malaysian Customs Department, 2018).

In addition, *Food Safety Information System of Malaysia* ("*FOSIM*") will act as database for exporters and inside this system, for food producers who import food from foreign country, there are additional requirements standards need to be fulfilled. In their website, all the rules and regulations are listed clearly and without ambiguity. For example, Halal food have extra procedures when handling food. They also have 13 lab nationwide, the skilful and experienced lab officer will play their roles to analysis food content and activities. For Klang Valley, they have 2 labs located in Klang, Selangor and Sungai Buloh, Selangor. On the other hand, this agency will do the products classification and also food labelling. The food label in Malaysia must in English or Bahasa Malaysia. If the related matter is a food safety matter, they will ensure the issue is send to World Trade Organization(WTO). They also provided WTO technical support in maintain the food quality standard. In order to handle the health issue of Malaysians, they will do sampling and test the imported food at entry point.

Hence, the imported food is under the control of Malaysia government. This particular government agency also play a very vital role in consumer research. In their official portal, they will announced the news regarding the food issues like recently is 'Skippy' peanut butter imported from United State it was found that peanut butter accidentally contain 'metal' in their ingredients.

Therefore, at this point they will ensure the citizen have sufficient and latest information regarding food safety news (Ministry of Health, 2018).

Moreover, *Ministry of Agriculture and Agro-Based Industry Malaysia ("MAQIS")* are the specialist in examining the quality of dairy products and raw meat. They will checked the country of origin of that products to comply with food requirements. They will check the e-permit of imported products. Once the E-permit is being approved, the validity only last for 30 days and only can extended to 60 days. Once they found out products cannot meet the requirements at entry point, they will enforce those food under quarantine (Ministry of Agriculture and Agro- Based Industry, 2018).

Global Food Safety Initiative (GFSI) also one of the initiative involved in enforcing food safety. This institution provides food safety management and this private institution is global leading in food safety industry. They expertise in logistic and deliver safe food products to consumer worldwide. They also act as a middleman to gather food expertise, law enforcement, government, international organisations from all over the world to join their network to share information to improve the food safety for all nations (Global Food Safety Initiative, 2018).

On the other hand, Malaysia also has a report centre to solve consumer issues regarding food security. This department is called *National Consumer Complaints Centre (NCCC)*. They will help consumers to solve refund claim once the products bought is not in good condition. The products price cannot exceeding RM25,000. Once they received complaints from consumers, they will first investigate the issue and evaluating depends to different situations. It normally takes up to 2 weeks, if it is a situation they cannot handle, they will pass the case to Tribunal for Consumers claim as tribunal has full authority in kind of matter.

If consumers found foreign substance inside their food, they will send the substance to Ministry of Health for further investigation and carry out lab test. All these process are essential to protect the evidence. Once they found out the food is harmful to human health, they will bring this case to court (National Consumer Complaints Centre, 2017).

Consumers Association of Penang (CAP) also one of the agencies involved. This association is non-profit organization which aim to help consumers in choosing right products. Recently, the associations found out a lots of food snacks from foreign country especially China, Thailand, Vietnam and Korea do not comply with the Food Regulations Part IV (Labelling) 1985, the label of the food products do not use English as medium. Some of the products even do not have address or contact number of food producer, the ingredients use in the products also not stated clearly on the products. This association has done a lot of research, education activity to guide consumers to know their consumers right (Consumers Association of Penang, 2018).

Food and Quality Division (FSQD), under the Ministry of Health is a department will list down the infected food products on their website. They have a STAR rating system to rate food agencies. This agency also play a role to monitor food premise (Ministry of Health, 2018).

Lastly, *ISO 22000* is quality management to address food safety management. Food safety hazard may occur on any point of food process chain. Hence, *ISO 22000* help both food producers and consumers to determine the quality of the food. For organization who was awarded *ISO 22000*, their food products were processed under many requirements. They need to adopt all those requirements to maintain their *ISO* certificate. Each year, *ISO* auditors will visit the company to check the process, machine and labour used in food manufacturing process(*ISO*, 2018).

2.2.4 Ways on Improving.. Food Safety

According to Ashok (2015), Malaysian have very strong demand in food but they do not concern about food safety. For the food to be safe for consumption, food producers has its own role and also responsibility. They need to ensure their employees were well trained before handling the food. In Asok's journal, he studied when he interviewed food producers, food produces said sometimes it might happen of conflict when they prepare the food according to regulations, the foods are in good condition. But, the mistake might take place during transportation or human fault in retail store. It was unfair to them and consumers need education to differentiate either factory or retail stores should take responsibility and not only pointing finger to the factory.

On the other hand, a research done in studying the food security level among food manufacturers in Kuala Lumpur state. The researcher found out among these 121 samples, half of them have moderate level of knowledge to reduce food poisoning risk. Only small portion of the samples have excellent attitude and practice in handling food. According to these food manufacturers, their boss or superior do have a long list of rules and regulation. But, these bosses don't really understand the situation inside the food factory. For example, some of the food factory did not install the air conditioner in their food factory. The room temperature inside the room is very high until the employees cannot bear with high temperature. Hence, these employees took off their uniform instead of wearing uniform and gloves in handling food (Azman & Sharfie, 2015).

In addition, according to Leong et al. (2014), food manufactures think they have done their well responsibility to care the health of citizen. These portion of food manufacturers have a belief, the food is consumed to human body, so the food produced must be safe to use and good to health. If the food manufacturers dare to consume the food they manufacture, they are considered responsible. Some of food manufacturers are aware of unsafe ingredients of their food products and try to avoid their family taking the food. They know the ingredients might no be hazardous to the human body in short term of period but in long run the food might increase the chances of cancer.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Research methodology can be defined as a systematic way and organizing process used for data gathering and data analysis for the objective of conducting a research. In this chapter, researchers are going to identify and explain the process and ways in collecting relevant information needs for the research project. There are various parts discussed under this chapter which include data collection methods, data processing, data analysis and also a conclusion will be formed in this section in order for readers to have better understanding and evaluating the outcome of the research.

The objective of this research project is to figure out the role of legislation and the impact of food safety that influence food manufacturers in Klang Valley. Thus, researchers have used the interview technique to gather useful information. Researchers communicate and conduct interviews with relevant respondents through face to face interaction. (The Business Communication, 2016)

3.1 Research Design

Research design refers to a framework that enable researchers to seek answers to research questions. According to Zikmund, Babin, Carr & Griffin (2013), research design can be defined as a structured plan used to obtain required data and way of data analysis. Moreover, in order to maximize the validity of the data, research play a very important role in ‘planning and structuring’ (Mouton, 1996). Overall, research designs involve methods used to gather data and tools used to analysis data.

Research design consists of qualitative research and also quantitative research. Quantitative research refer to formal and systematic ways to obtain numerical data information about the study. This method will begin with statement of problem and followed by hypothesis forming which includes literature review and analysis of quantitative data (Burn & Groove, 2005).

In this study, qualitative research will be used in determining the role of legislation and the impact of food safety that influence food manufacturers in Klang Valley. According to Paterson (1978), qualitative research are more on searching and interpretation of feelings and experiences and thoughts of participants in order to explore the cause, effect and the meaning. For this method, researchers will conducts one to one interview from expects in food safety industry and also food manufacturers within Klang Valley. Researchers will prepare questions before interviewing the respondents. After the interviewing session, researchers will then transcript the interview to word document for data analysis.

3.1.1 Historical Approach

On the other hand, researchers are also using the historical approach in this research project. According to Busha et al. (1980), historical approach includes 4 steps. Steps of historical approach as follow:

1. To identify and identified the problems of historical knowledge.
2. Collecting information and news regarding the topic of research.
3. Showed authentic and original information or source of findings.
4. Forming a conclusion.

3.1.2 Historical of Food Safety Law

According to Griffiths (2014), the history of food safety law first takes part in Europe and United State. After that, other countries start to take the lesson and formulate their own law and act. The first written document evident regarding food safety can back to 6000 BC. In this time of period, the plants were enough for people to avoid starving issue and the protections were not important. The food can be taken from river or under the ground and consume without any seasoning.

In Britain, the first food law began in 1266 and Malaysia is using English Law. The first food law is used to govern price and weight of food but majority are bread and beer. They use scales and to measure the weight of items. However, this law is only to protect the seller instead of buyer and the guidelines seem only happen in urban city rather than rural area.

During 19th century, Frederick Accum from Germany published a book regarding food and culinary poisons. This book later affects the food law in British. Industry Revolution let a lots of teenagers move to big cities from small town, they start to rely on food sellers and they start to buy food from factory instead of consuming home grown food.

Starting from 20th century, British emphasize on dairy products and start to have The Milk and Dairies Act 1914. This act protects citizens in getting safe milk and other dairy products. The occurrence of World War 2 has reduced the food production and this cause food price increase extremely and government started to control and emphasize food labelling and here they start to formulate a Defence (Sale of Food) Regulations 1943. If the food contain vitamins or mineral by scientific evidence then is must be included on food labels to help soldier to gain strength and vitality.

The climax happen when they introduced Food Act 1984 and after few years, they have made some changes and have Food Act 1990 by providing food safety and consumer protection.

3.2 Data Collection Method

Data collection method is very essential for research project. The data collected must be able to answer the research objective and evaluate the outcome. Data collection is a process of gathering data and measuring information from respondents to answer research objective and draw up a conclusion for research project. In this section, two type of data being collected which are primary data and also secondary data. Primary data refer to researchers first hand data like face to face interview conducted by researcher. Secondary data in this section refer to historical data that have been collected for some objectives. Secondary data can be online journal, newspaper article, unpublished journal or online database like Wiley Online Library and Emerald e-journal.

3.2.1 Primary Data

Primary data can refer as original source of information obtained by researchers for the first time, the previously are remain as unknown for the purpose of specific research project (Sekaran & Bougie, 2012). Primary data are those information obtained first hand to help researchers answer research objective for the research study. The tools of primary data collection can be interview sessions and observation.

In this research project, researchers will carry out face-to-face interview with various food safety experts from different background. Different interviews session has been conducted to collect complete information.

Moreover, researchers had conducted interview sessions with academic staff from public universities which they had done deep research regarding food research. They are able to give a much more complete area of food safety and how to increase awareness of public regarding food safety. Researchers also interviewed food manufacturers to see their awareness in food safety and how they practice food safety in their manufacturing factory. All these data is very important to form researchers conclusion.

After each interview session, researchers will transcript interview session to word documents for further use.

3.2.2 Secondary Data

Secondary data refers to the researchers used data that is collected by previous researchers through journal, newspaper article, magazines for previous study or other objectives. If compared to primary data, the time needed to collect secondary data was relatively shorter. However, information gathered in secondary data is not up to date and incomplete due to the previous study may have been done many years ago. After so many years, the environment and political have huge changes and lead to irrelevant of data collected (Wiid & Diggines, 2010).

Therefore in this research project, secondary data is gathered through reading of printed materials like magazine and newspaper regarding food safety issues. Online platform like UTAR online library (OPAC), WILEY online library, Google Scholars and Emerald e-Journal also used by researchers to obtain more comprehensive information. Besides, researcher have gathered information from different government portal like Ministry of Health (MOH) and so on are also another way to study this research.

3.3 Sampling Design

3.3.1 Target Population

According to McLoed (2014), it is very difficult for researchers to study every human in the earth, hence target population refer to a population that have certain interest or characteristics that researchers were interested in further study. In order to have suitable respondents in interview questions, researchers did some research background about the respondents. Researchers had done the face to face interview with law lecturers from Universiti Kebangsaan Malaysia (UKM). Researchers will focus on lecturers who have related experiences.

3.3.2 Sampling Location

The research only take place within Klang Valley due to time constrain. The data are being collected in public university like UKM and UTAR. The food manufacturers also selected within Klang Valley.

3.3.3 Sampling Elements

This research only allowed respondents with related background who are food manufactures and law lecturers to conduct the interviews. This is because this group of people are having experience and able are to give unambiguous feedback.

3.3.4 Sampling Technique

According to Saunders, Lewis & Thornbill (2009), selecting the sample from the population circle refer to sampling technique. Researchers using one to one interviews by acquiring the feedback from respondents. Face to face interviews allowed researchers to know the result in real time and having interaction with respondents.

3.3.5 Sampling Size

The sampling size of this research was about 7 respondents by using qualitative research.

3.4 Research Instrument

In order to collect the feedback from respondents, researchers designed a set of interview question for the interview session. Before beginning of interview session, researchers will let the respondents look through the questions. The interview questions attached at end of this chapter.

During interview session, researchers will first ask permission from respondents to record down important point on notebook and recording the whole interview session by using smartphone. The whole interview session may take up to one hour.

3.5 Data Processing

There are several steps needed to be taken before beginning of data analysis. This is to enable the data collected to be precise and error free. According to Harris(2013), data processing refer to an activities to process the collected data into useful information. The activities includes adapt the dialogue from the transcript during the interview session. In this research project, the data processing activities including the checking the data, transcribing the data and also editing the data.

3.5.1 Data Checking

First and foremost, the researchers will check the interview questions for the interview question. In order to avoid misunderstanding of the phrase used, researchers use simple word during interview session. Therefore, with the help from supervisor, grammar and spelling was double-confirmed to reduce any error.

3.5.2 Data Editing

Data editing can be done manually or using a computer. In this research project, researchers use the manual method to edit the data. The purpose of data editing is to maintain the quality of data collected, the activities that took part in this section were to identify and review the uneven and inconsistent data collected from respondents (Statistic Canada, 2018). However, in this research project all the respondents understand the interview questions and are able to give their opinion unambiguously.

3.5.3 Data Transcribing

All feedback and opinion from respondents were collected and coded into written document for further study. After the interview session, the written notes were transcribed to a written document by using Microsoft Office Word.

3.5.4 Data Analysis

After the interview session, researchers will transcribe feedback and opinions from respondents into written document by using Microsoft Word.

3.6 Conclusion

To sum it up, chapter three showed the research design, data collection methods, sampling design, sampling elements, sampling technique, research instruments and also data processing. Moreover, this chapter also have linkage to chapter four and both chapters are inter-related. For the following chapter, researchers will start to discuss the data analysis and wrap up with research conclusion in chapter five which is the final chapter of this research project.

Interview Questions

- 1) In your opinion, is the current Food Act 1983 effective for managing food safety and food quality in Malaysia ?
- 2) In your opinion, how will you regard the food safety standard in Malaysia?
- 3) Can you give any suggestion to the government agency to improve the food safety level in Malaysia?
- 4) In your opinion, are food law cases adequately enforced in the courts?
- 5) Can you relate to us why are there very few food law cases brought to court as opposed to European countries?
- 6) In your opinion, what roles can the food manufactures play to increase the food quality and food safety?
- 8) In your opinion, are unsafe food slowly killing consumers due to unsafe substances and can they be considered mass murders. Should Malaysia be more stricter like countries such as China whereby the death penalty is given to food cases that result in death?
- 9) What can be done to increase the awareness of food safety amongst food manufacturers? Who should take this responsibility?
- 10) In your opinion, are food law cases given adequate sanctions? Are compounds a good means in curbing food crimes in Malaysia?
- 11) What role does the court play in enforcing food laws in Malaysia?
- 12) Should the court play a more vital role by naming and shaming the list of irresponsible food manufacturers by ensuring the Health Ministry discloses the list of irresponsible manufacturers in the newspapers by means of an announcement?
- 13) Do you think government did a good job in handling food safety cases?

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, researchers will show and explain the analysed data. Researchers had several respondents for the interview sessions. This chapter, researchers will describe and transform the data into a form that enable readers to have better understanding.

4.1 Data Analysis

In this part, the interview from 5 respondents was recorded down and transcribed into written documents. The first respondent was Miss Winnie Er Pek Hoon, law lecturer from Faculty of Accountancy and Management, UTAR, in later part of research project; researchers will record this respondent as Respondents 1. For the second respondent is Miss Janet Lee Sim Kuen, law lecturer from Faculty of Accountancy and Management, UTAR, in later part of research project, this respondent is Respondent 2. The details of remaining 3 respondents as below:

Respondent 3: Assoc. Prof. Dr. Salawati Mat Basir, law lecturer from UKM, she specialised in International Law, International Development Law, Migration and Refugees Law, Space Law.

Respondent 4: Mr Tan Beng Hui, owner of biscuit and bakery factory.

Respondent 5: Mr Lee Boon Huat, owner of noodles manufacture factory.

Both respondent 4 and 5 are food producers in Klang but both of them want their factory name to remain anonymous, so that they able to provide unambiguous feedback and opinion. (*Kindly refer to Appendix B for full interview session.*)

1) In your opinion, is the current food act effective for managing the food safety and maintain food quality?

- Respondent 1: Yes, quite effective. So far, our country have the Food Act and Food Regulation. We also have ISO 22000 for food safety management system where this is a requirement for every food organizations.
- Respondent 2: No, I can't relate the food safety as newspapers has a lots of reporting cases regarding unhygienic food, there is some cases take place in schools and students were affected and discharge to hospital. If the food act is effective, there won't be so many people enter to ward.
- Respondent 3: In reality, we do have Food Act and Food Legislation but don't specific. This is what ASEAN country lack of it.
- Respondent 4: These laws so call as guideline to food manufacturers but who know how many food manufactures really follow the rules. I saw some of my friends go beyond the law by giving 'duit kopi'. But, undoubtedly, we have law better than country that do not have this kind of law, at least people can get protection under the law.
- Respondent 5: Yes, food producers in Malaysia must comply the law, all of us need to comply this law such as Standard operation of procedure and ISO.

2) *In your opinion, what is the food safety standard in Malaysia*
(For respondent 1 and 2 only)

Respondent 1: Most of the food producers only complying the minimum requirements instead of having the perfect hygiene condition. Malaysia not like the oversea country like Singapore and Japan. Especially in Japan the ways of Japanese handling the food is very much more different and we can look at the supermarket of both nations. The vegetables and fruits are more hygiene compared to Malaysia the wet market and ‘mamak’ have cockroach and rat. The hawker centre in Malaysia also very dirty but they still have loyalty customers and there is a joke among these food lovers ‘the dirtier the food, the tasty the food’.

Respondent 2 : For current situation is quite low as many food poisoning cases happened, some of them happened in school.

2) In your opinion, how will you regard the food safety standard in Malaysia? (For respondent 3-5)

- Respondent 3 : Is very subjective. We have the law but the people do not obey the law. For example, the children sweet and junk food like cheezy ring we used to eat when we were young. After we eat, our finger all become orange, this is due to it contain overdue of food colouring. In Malaysia the cosmetic also full with poison, not the say about food. In addition, the 'jeruk' sold in 'kedai runcit' near village area were home made at home, they use unknown preservative and food colouring. After they done, they pack nicely and sold in grocery shop. The ingredients of 'jeruk' and food manufacturers details is not labelled on the 'jeruk'.
- Respondent 4 : Still satisfied, at least government still concerned about people healthy and do same campaign, especially when I found out the one glass of Nestle Omega plus contain around 2 teaspoon of sugar. It really shock me because when I purchase during Stay Fit Fair, the sale persons used to tell me two glass per day can reduce my cholesterol level but turn out it contain so much of sugar.
- Respondent 5 : Satisfaction only, I can see a lot of food restaurants in B or C grade. This means they only meet certain requirements only.

3) Sir/ Madam, can you give any suggestion to government agency to improve the food security level in Malaysia?

Respondent 1 : The most important part is the education and enforcements for those food producers on how to handle food properly as many food producers only meet minimum requirements. They should bear the responsibility of food safety. For customers especially housewife, they also be educated as some of them might squeezing the fruits and vegetable in supermarkets but they will put it back after doing so. For supermarkets, they need to have regular cleaning every hour to ensure the hygiene of their raw food.

Respondent 2 : The first thing I can think of is education. But in this need cooperation from all sectors. The food manufacturers need to be educated, consumers themselves also need to have relevant knowledge and bring the awareness.

Respondent 3 : The main issues are lack of enforcement and human power not enough. The government should increase the awareness of people. For example, the consumer association of Penang (CAP), their chairperson really concern about safety of citizen. He always come out in front of media to tell consumers what kind of products now is unsafe but only himself one person is not enough to raise awareness among 30 millions of Malaysia populations. Moreover, the economy condition now is not good.

Respondent 4 : They should start education from very beginning level like primary school. Teachers can teach students during moral class but I know some of Chinese primary school will scarified their moral class and 'Pendidikan Jasmina Kesihatan' for more important subject. If the education start from young level, these young people will start look at food label or something else. This action also can influence family around the young people.

Respondent 5 : Every restaurants or food factory must appoint external officers to check the standard of the shop and factory. This external officers must be one independent association with no relation with government departments, so that this association able to make the right decision.

*4) In your opinion, are food law cases adequately enforced
in the courts?*

- Respondent 1: The role of courts quite limited. Majority of cases are giving compound and both parties settled outside the court. I didn't see the court's role here. DBKL and DBPJ had launched a system for consumers to report cases, consumers can snap shot the unhygienic food to enforcement office or hotline in real time. After the report, enforcement officers will come to the shop for investigation.
- Respondent 2: Yes and no for this question. Yes, the court will address the situation based on number of cases. For no, there are many cases had settled outside before they go to court. When both parties settled outside, court will not have a chance to play their role.
- Respondent 3: Yes, recently the case of coffee 3 in 1 enforced in court
- Respondent 4: Firstly, I do not know government caught how many irresponsible food manufacturers and from this area, how many of them really bring into court. From what I understand, these parties love to settle outside the court. The last step and if these parties have no choice, only they will bring the case to court. But, it really took very long period.
- Respondent 5: No

5) In your opinion why there are very few food law cases brought to court as opposed to European countries?

- Respondent 1: The cases in Malaysia were settled before they come to court. Both parties choose to settle outside the courts. Previously, one bakery found having dead rat inside their bread, but they only closed for one weeks for deep cleaning. Malaysia not like European Country where the negotiation is not allowed in EU countries.
- Respondent 2: Maybe there is corruption happen as many Asian countries only emphasize on personal interest like making money or profit.
- Respondent 3: Lacking of man power is the main issues. As mentioned previously, the 'jeruk' was made at home and distribute and sold in groceries sold. But, if happened of food pollution cases, Malaysia practised common law whereby sufficient of evidence is needed for judgement in court. But, if lacking of evidence, court will released them. For European countries, some of them not using common law. Hence, it is easy for them to judge in court.
- Respondent 4: We really cannot compare with European countries, they have higher technology advancement compare to us. Higher technology in food and beverage industry will have lesser mistake. If they food producers still want produce harmful food, it really becomes serious case. For Malaysia, our people love to settle under table.
- Respondent 5: Malaysia is a country whereby money can settle everything. The corruption level is high and most of the time, these people get fine or compound only. So, they will settle before it really come to court.

6) *What is the food safety standard in Malaysia? (For respondent 1 and 2)*

Respondent 1: It totally depends on food producers. For instance, the fast food industry has high standard of food safety.

Respondent 2: The food safety standard is very low as I can't see any in Malaysia.

7) *In your opinion, what roles can the food manufactures play to increase the food quality and food safety?*

Respondent 1 : They should have a quality control department to check their food quality. The ISO and food safety QC must be practised regularly and ISO can become a benchmarking for them. The food packing also important. The good packaging not for pleasure but for healthy purpose.

Respondent 2 : Food manufacturer are boned by law and regulations. They must know their responsibility in handling food. In China, there is irresponsible food producers manufacture fake milk powders and this showed they do not comply the law. But luckily in Malaysia so far we don't have this issue.

Respondent 3 : We have food regulations and guidelines. Food is consumed to our body, if long term unsafe food will lead to children having food allergic.

Respondent 4 : You cannot say only we should play the role. Although we produced the food based on guideline but sometimes accidents may occur. I already try my best in producing best quality food. I products biscuit and bakery for more than 22 years, my family and myself dare to eat foods produced in my factory unlike some food producers do not take or consumer the food they produce because they know ingredients inside their food is not good.

Respondent 5 : Give training to their employees and make sure employees follow guidelines. Hire qualified employees with related experiences. If employees obey the rule and regulations, food manufactures can fire their employees if the same employees repeat same mistake. The name of employees should enter into blacklist and distribute among food manufacturers. Moreover, food manufacturers should cooperate among themselves; they should work together and help a meeting once a month. During the meeting, the person in charge can update the recent news regarding food cases like the winter melon from Malaysia is polluted. Then all of us will more alert if we need to buy winter melon. We can share information among us.

8) In your opinion, are unsafe food slowly killing consumers due to unsafe substances and can they be considered mass murders. Should Malaysia be more stricter like countries such as China whereby the death penalty is given to food cases that result in death?

Respondent 1: Actually food manufactures what are ingredients inside the food but due to lack of monitoring, the food might pollute. Under Section 302, this did not consider mass murder and practising death penalty is too extreme for our country. Law enforcement should shut down the shop and stop them for operating is best way to curb irresponsible food producers. Once they stop operating, they will lose profit.

Respondent 2: Yes, it should be as the food producers selling food items they have legal duty to ensure the food is safe for consumption. They know the ingredients of food and need to held responsibilities.

Respondent 3: Up to death penalty may not necessary but still depend on seriousness of the case. For example, the fake milk powder giving to baby. If the milk powder bring death to baby or hurt the baby. It can considers as murder too if the case is too serious.

Respondent 4: I can say considered as mass murders but Malaysia is democratic country. If Malaysia really imposed death penalty, we seem like move backward to dinosaur generation, just like the 'hudud' should not impose to Malaysia. If really want to punish them, prison, compound, community service and shut their shop down are more efficient.

Respondent 5: Yes, these businessmen do not have business ethic and only want to making money and without looking at citizen health. When consumer purchase your products, it mean they fully trust your products is safe for consumption but it turnout the food product may lead them death. Among these consumers, some of them may be police officer, doctor, you know one doctor can save up to thousands of lives.

9) What can be done to increase the awareness of food security among millennials? Who should take this responsible? (Only for respondent 1 and 2)

Respondent 1: These millennials actually aware of this issues, so they also should create awareness among their family and friends. For example, giving guidance to older generation on their family by telling them how to store food properly. This older generation might ignore the expired date printed on food packaging. Previously, one lecturer from University Technology of Petronas told me she bring her students to Selayang market to give free consultation to the seller and fisherman regarding the proper to package their food. These seller might lack of knowledge.

Respondent 2: Not to say only government but everyone in society should take this responsible. We should have enough law enforcement and bring awareness regarding hygiene issue, the mothers should have knowledge to take care of their home environment.

10) What can be done to increase the awareness of food safety amongst food manufacturers? Who should take this responsibility? (Only for respondent 3-5)

Respondent 3 : All members in this society have the responsible especially legislation. They can help the Consumer Association of Penang (CAP) to raise awareness, they can first start with awareness campaign in supermarket to teach the customers what is do and don't. The manufacturers also play role in this, they should not only think of making money but to people and human right is very important.

Respondent 4 : Actually all of us know we must ensure the food produced is safe for consumption. We have guidelines in our factory, in order to ensure all employees follow the rules, government also play role, they should enforce all factory install CCTV in their factory. Once all food producers install CCTV, government can traced back and monitor the cleanliness of factory.

Respondent 5 : Government should always update information such as source of ingredients and although China able provide cheaper materials but some of them cannot reach requirements and unclean during the making process.

11) In your opinion, are food law cases given adequate sanctions? Are compounds a good means in curbing food crimes in Malaysia?

Respondent 1: It look like the compound are not adequate. They are willing to pay compound but they still repeat same mistake. Instead of compound, law enforcement can shut down their shop for one month and one week jail. The stricter the law, then they will be more aware.

Respondent 2: No, the sanctions only 'hang on the wall'. The compound is useless, they do not afraid of paying compound.

Respondent 3: Depend on seriousness of the cases. If situation of economy downturn, human right become not so important. People only want buying cheap food. But, if economy become well, people will start emphasize in food quality.

Respondent 4: Compound is good but these people are rich, they able and afford to pay the find. The most important issue is how to let food manufacturers afraid of food crime. For me, from the view of business, if happen of food crime I afraid is my factory reputation and can I continue operating and will my customers continue supporting me.

Respondent 5: Yes, compound is sort of warning to irresponsible manufacturers. This can reduce their company profit, when reduce company profit, the shareholders of the company will angry about it, shareholders will start monitor the food manufacturers and managed the factory. Shareholders have the right to kick the manager or CEO out the board.

*12) What role does the court
play in enforcing food laws in
Malaysia?*

- Respondent 1: They interpret the food law clearly and justify the judgement. They should give the maximum penalty so that food seller able to know their own responsible.
- Respondent 2: They court do not play any role. They have doctrine and restriction; they just follow the regulations under parliament.
- Respondent 3: Bring justice but some cases fail to bring to court due to lacking of evidences. Court needs sufficient evidence to punish manufacturer.
- Respondent 4: Court work on behalf government, they work as shield protection of our citizen. Court is where justice belong to food producers may innocent in food crime.
- Respondent 5: Less, normally cases are compound and settle outside the court.

13) Should the court play a more vital role by naming and shaming the list of irresponsible food manufacturers by ensuring the Health Ministry discloses the list of irresponsible manufacturers in the newspapers by means of an announcement?

- Respondent 1: Is not their role as court and Ministry of Health have separation of power. Court role only solving of dispute. Naming and shaming is not effective as Malaysia have thick face manufacturers, once their name is disclosed, they can just walk away and enter other market. Moreover, they also can engage PR company do damage control.
- Respondent 2: Instead of court playing the role, the government especially the Ministry of Health (MOH) should play more vital role in ‘naming and shaming’ those food manufacturers once the cases completed by the court. Before completion of the cases, the defender might be innocent. But, after the court conviction, the newspaper should disclose the restaurants’ name, just like in India when the health government found out ‘maggi mee’ contain some plastic substance, they quickly come out with an announcement to pull back the instant noodles from retail shelf. This is what should be practiced in Malaysia.
- Respondent 3: No, if advertise on newspaper government need to pay extra money to newspaper company. Although, government do not announcement on newspaper, but they do listed on website of Ministry of Health. But consumers do not pay attention to it and low awareness. Normally, people only notice viral news like listed on Facebook.

But, the fake milo cases already long in industry, it only viral on social media. Therefore, government should give more public announcement to let public alert.

Respondent 4: I do not know is court or which government departments should announce the irresponsible food manufacturers but the government should listed on TV or even official page on Facebook or WhatsApp. This two apps are having the most users, even uncle like me also play on Facebook, government can make statement on social media, so that citizen realised the food products are unsafe. If government published on newspaper, I believe youngsters are not likely read newspaper, only people have this age reading newspaper.

Respondent 5: Yes, more people will alert the products and boycott the products. Factory will start concern and do innovation in their products to gain back confidents from their customers.

14) In your opinion, for current stage, is there any relevant and effective food law to govern food safety in Malaysia? (only for respondent 1 and 2)

Respondent 1 : Yes, we do have the Food Act 1983 and Food Regulation 1985. ISO 22000 also existed for food producers.

Respondent 2 : None of I can think of.

15) Do you think government did a good job in handling food safety cases?

Respondent 1: In satisfactory level so far, they should has fast action to handle the incident. They also need create facility for whistle-blowing for real time report.

Respondent 2: Yes, they have relevant department to take action once they receive report from customers. They shut down the restaurant and food factory which do not meet the requirements, this is good to consumers.

Respondent 3: Now is 50%, 50%, in the middle stage. Normally, the fake food products were found in traditional medicine shop, just like preciously the Enfagrow fake milk powder case. The packaging of products almost same. After the counterfeit of Enfagrow milk powder, Enfagrow send their company representative to various hypermarket like Aeon, Tesco to teach customers how to differentiate the genuine milk powder.

Respondent 4: Still have space for improvement, I believe citizens now able to complain to government if the food is unclean. In Klang Valley, there a huge number of foreign worker, government should ambushed 'street stall' and 'mamak' to check their working permit and make sure these workers have 'Typhoid' injection.

Respondent 5: Still lacking of enforcement, although some of big company cannot meet the requirement, but government still give them pass, because this big company pay huge number of tax to government annually. Once, they step out from Malaysia, many people will loss job.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

In this chapter, summary and major findings in the previous chapters will be discussed in this part. The topics included implication of the study, limitations, recommendations and also to draw a conclusion.

5.1 Summary of Data Analysis

5.1.1 Food Safety Cases

In Malaysia, the food is a big concern by food lovers. The most recent food safety issue was a drug element was found in sachets of 3 in 1 durian white coffee in Penang. After consuming the instant coffee, the person was discharge to hospital. There were at least five victims in this accident.

The following was the issues of fake rice, rice imported from Thailand turnout made from plastic. The video of the plastic rice going viral on social media. Rice is main food in this nation. Malaysia citizen consume at least one meal of rice daily. However, if the plastic rice consumed to human body, in the long run people might get different kind of diseases including cancer.

On the other hand, Milo is chocolate milk drink by Nestle. This chocolate drink is among one of the famous breakfast drink in Malaysia. Malaysian love to take one cup of Milo in the morning, the proto malt inside the Milo can let the consumers gain energy for further activities. But, the irresponsible businessmen start to counterfeit the Milo product and sold it at retail shop. The first incident was found in Mantin, Negeri Sembilan. The outlook of the Milo packaging is look like the original Milo. It is very difficult for consumers to differentiate among two Milo. Hence, Consumer Association of Penang urged their customers to purchase Milo producers in more remarkable shopping platform like Tesco or Aeon.

Lastly, although many food products were found do not meet the requirements by health organization but the products are safe said safe for consumption. This can be seen in the scenario of maggi instant noodles in India. India government call back the instant noodles from retail store and school canteen. The instant noodle contain excessive of lead which may lead to cancer.

From those food cases, respondents understand the food safety gridlock is a serious issue in Malaysia. Food is a need for every human being. Every human being has their human right in obtaining the safe food. All these food cases is to give the readers awareness about the food safety issue in this nation. Sometimes, although readers might not see this news on social media and newspaper but this issue really happening and awareness the among citizens is relatively low.

5.1.2 The View of Food Manufacturers in Klang Valley

When there is a food, the members of society will first accused the irresponsible food manufactures. Undoubtedly, majority of food cases were due to irresponsible food manufacturers, for some food manufacturers they argue they have played their role in producing safe food but the error may occur during the transportation process and also retail storing method. For example, the bread and cake should be store in place without direct sunlight but the groceries shop owner might place at shelf outside their shop. The location of the shelf although do not have direct sunlight but the hot temperature of Malaysia may increase the process of bread become mouldy even though the date haven't reach expiry date.

5.2 Discussions of the Study

Throughout the end of the study, researchers found out majority of the weak enforcement issue of food safety issue are due to lack of man power and law enforcement. According to Malaysia Online (2017), Malaysia current prime minister Datuk Seri Najib Razak said he needs cooperation from Non-government Organization (NGO) in developing Malaysia. Therefore, from what researchers can see from current situation, Ministry of Health (MOH) had listed the name of unsafe food products and cosmetic products on their Food and Quality website. In order to increase the awareness among public what kind of products are unsafe or being polluted during manufacture process, NGO can help government organize talk and campaign at different areas. This is due to NGO has more man power or volunteer like retired uncle and aunty, these uncle and aunty majority were retired person and they would like to give back to society and community. They can be a medium to help people especially people in rural area. Both NGO and government departments can work and have collaborative meeting together. During the meeting, government officers can update the recent food safety news to NGO members and for NGO members they can give feedback they collected from public to government officers. Lastly, the most vital part will be government officers should follow up with NGO members from time to time.

On the other hand, the term of ‘naming and shaming’ do not work effectively on food manufacturers. Researchers found out food manufacturers are not afraid of their name being listed online. Even though their names are listed online, Malaysian citizen are forgetful, after some period citizen still continue purchasing their products as long as the company has good public relation department to help company build positive image after the incidents. Hence, by looking at these issues, mobile apps should be created by government department, mobile apps can reach target audience easily and widely compare to traditional media tools like radio and television.

Mobile apps are free of charge; users can install the apps on their smartphone. If happen of any breaking news regarding food safety issue or which products had unsafe ingredients, users can get first hand notifications on their mobile apps.

In addition, the campaign organised by government department like ‘Reduce Sugar Intake Campaign’ and ‘Campaign Anti Dengue’ are not successful to increase awareness among citizens. Although government officers use various way and marketing tools in beginning stage to attract intention of public like free talks, workshop and free health screening service provided to citizens however the campaigns are consistent, people start to loss confident of those campaigns. Normally, this kind of campaign in the early stages has many attractive activities like banner printing, free gift distribution and seminar but after certain time government departments might stop the campaign, so it suggested that follow up campaign of the same nature are carried out periodically every year.

5.3 Implications of the Study

The core objective of this research project is to identify the role of legislation and the impact of food safety that influence food manufacturers in Klang Valley. Based on the result of research project, there are many cases in regards to food safety issue. However, the awareness among citizen is still low. Citizen they lack of knowledge in food handling.

Based on this research, researchers found out the National Consumer Complaints Centre (NCCC) is a medium between the law enforcement department and court. Once, they received complaint from consumers, the law enforcement department will be informed and they will investigate the shop and if they found out the shop do not comply the rule and regulation, they then impose a fine or directly pass the case to court. The court is a place where justice belong is administered, court will examine the case based on merits note if the shop owner did not comply which section of the law and how much compound or jail term are to be given to them.

Moreover, researchers also learned that from the view of manufacturers, they have a different view point. From the past researchers, manufacturers play vital role in ensuring the food quality and food safety. But in today's world, the consumers itself should also need to have adequate knowledge regarding the food safety. Food manufactures said they do comply the law and regulation, but the thing that happen are accidental or they get framed by their competitors because they sales are better than competitors.

On the other hand, based on this research, government is one of the parties that can get benefit from this research. For example, this research project can become a useful references tool for government in city planning. When government investigate an hygiene food premise, they can announce it on mobile apps. Therefore, consumers can get the real time information and let their family and friend notice about it. Circulating news by using mobile is most useful as majority of Malaysian own a smartphone. Therefore, government should create a real time app for Malaysia citizen.

5.4 Limitation of the Study

In this research project, researchers found out some of the limitations while we conducting our research. Hence, researchers want to recorded down in this part in order to call attention for future researcher to acknowledge and gain more information from this study.

First and foremost, the objective of the study was only having 4 main objectives which are the cases, the value of legislation amongst food manufacturers in Klang Valley and also the relevance namely the Food Act 1983. However, there many have other objective can included. The scope of research only limited in Klang Valley, future researchers can expend it to nationwide as researchers believe some of the states like Kelantan, Terengganu have lower standard of living. Their food safety level will be lower compared to Klang Valley. But, due to monetary shortage and time constraint, researchers only have 21 weeks to complete this research project.

Another limitation was that there are very limited source of journal, articles and online database. It was difficult for researchers to gain access to some of useful journal. Some of the journals only allow the viewer to preview their abstract and the body and main contents of the journal is being locked. They need to pay money to gain premium access and the fees is calculated in USD. Hence, researchers lose opportunity to read these journals and article.

Moreover, when researcher called the certain departments to gain approval for having interview session with their officer, researchers found out their officers will pass the call to another department. Then, the departments will forward a reason as all of their staffs are busy and pass the call again to another department. Hence, researchers feel frustrated when passing the call to another departments, researchers need to repeat to them the title of research and details of research.

5.5 Recommendation for Future Research

Firstly, researchers hope the future researchers can expand the scope to nationwide and be made specifically for each state. In the future, it can gain a more complete information on food safety issues.

On the other hand, researchers hope the future researchers spend more time to search for journal, article and news regarding food safety from different perspective like government, society, consumers and food manufacturers. More journal review allows future researchers to gain more points and more objective in seeing thing.

Thirdly, wide range of survey method should be conducted in future survey. In future survey, researchers can start to use observation method to gain data. They also can use questionnaire distributed to society to see the awareness level of food safety. Online survey can be conducted to gain more respondents. Besides, the number of respondents should be increased to higher amount in order to obtain more specific, accurate and reliable data.

Lastly, due to time constraint, there are only few respondents in this research. For future researchers, they can find respondents from different background like education, business associations.

5.6 Conclusion

To sum it up, throughout the whole research project, researchers can conclude that the objectives of the research have been achieved. In order to bring Malaysia to have better tomorrow, all of the member of society should work together to increase awareness of food safety and improve the food quality.

Besides that, the limitations of the study in this chapter, researchers have given the recommendation on how to solve limitations in this chapter. Therefore, this research project can act as guideline for all parties to improve the food safety in Malaysia. Lastly, researcher hope viewers enjoy reading this piece of material as researchers enjoyed conducting the study

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Appendix A- Interview Question

- 1) In your opinion, is the current Food Act 1983 effective for managing food safety and food quality in Malaysia ?
- 2) In your opinion, how will you regard the food safety standard in Malaysia?
- 3) Can you give any suggestion to the government agency to improve the food safety level in Malaysia?
- 4) In your opinion, are food law cases adequately enforced in the courts?
- 5) Can you relate to us why are there very few food law cases brought to court as opposed to European countries?
- 6) In your opinion, what roles can the food manufactures play to increase the food quality and food safety?
- 8) In your opinion, are unsafe food slowly killing consumers due to unsafe substances and can they be considered mass murders. Should Malaysia be more stricter like countries such as China whereby the death penalty is given to food cases that result in death?
- 9) What can be done to increase the awareness of food safety amongst food manufacturers? Who should take this responsibility?
- 10) In your opinion, are food law cases given adequate sanctions? Are compounds a good means in curbing food crimes in Malaysia?
- 11) What role does the court play in enforcing food laws in Malaysia?
- 12) Should the court play a more vital role by naming and shaming the list of irresponsible food manufacturers by ensuring the Health Ministry discloses the list of irresponsible manufacturers in the newspapers by means of an announcement ?
- 13) Do you think government did a good job in handling food safety cases?

Appendix B- Interviews Sessions

Interview with Miss Winnie Er Pek Hoon

Date	:	16/3/2018 (11am)
Vanue	:	UTAR Sg Long KA730

Researchers: In your opinion, is the current food act effective for managing the food safety and maintain food quality?

Respondent : Yes, quite effective. So far, our country have the Food Act and Food Regulation. We also have ISO 22000 for food safety management system where this is a requirement for every food organizations.

Researchers: In your opinion, what is the food safety standard in Malaysia?

Respondent : Most of the food producers only complying the minimum requirements instead of having the perfect hygiene condition. Malaysia not like the oversea country like Singapore and Japan. Especially in Japan the ways of Japanese handling the food is very much more different and we can look at the supermarket of both nations. The vegetables and fruits are more hygiene compared to Malaysia the wet market and 'mamak' have cockroach and rat. The hawker centre in Malaysia also very dirty but they still have loyalty customers and there is a joke among these food lovers 'the dirtier the food, the tasty the food'.

Researchers: Sir/ Madam, can you give any suggestion to government agency to improve the food security level in Malaysia?

Respondent : The most important part is the education and enforcements for those food producers on how to handle food properly as many food producers only meet minimum requirements. They should bear the responsibility of food safety. For customers especially housewife, they also be educated as some of them might squeezing the fruits and vegetable in supermarkets but they will put it back after doing so. For supermarkets, they need to have regular cleaning every hour to ensure the hygiene of their raw food.

Researchers: In your opinion, are food law cases adequately enforced in the courts?

Respondent : The role of courts quite limited. Majority of cases are giving compound and both parties settled outside the court. I didn't see the court's role here. DBKL and DBPJ had launched a system for consumers to report cases, consumers can snap shot the unhygienic food to enforcement office or hotline in real time. After the report, enforcement officers will come to the shop for investigation.

Researchers: In your opinion why are there very few food law cases brought to court as opposed to European countries?

Respondent : The cases in Malaysia were settled before they come to court. Both parties choose to settle outside the courts. Previously, one bakery found having dead rat inside their bread, but they only closed for one weeks for deep cleaning. Malaysia not like European Country where the negotiation is not allowed in EU countries.

Researchers: What is the food safety standard in Malaysia?

Respondent : It totally depends on food producers. For instance, the fast food industry has high standard of food safety.

Researchers: In your opinion, what are the role played by those food manufactures to increase the food quality and food safety?

Respondent : They should have a quality control department to check their food quality. The ISO and food safety QC must be practised regularly and ISO can become a benchmarking for them. The food packing also important. The good packaging not for pleasure but for healthy purpose.

Researchers: In your opinion, are unsafe food slowly killing consumers due to unsafe substances and can they be considered mass murder . Should Malaysia be more stricter like countries such as China whereby the death penalty is given to food cases that result in death?

Respondent : Actually food manufactures what are ingredients inside the food but due to lack of monitoring, the food might pollute. Under Section 302, this did not consider mass murder and practising death penalty is too extreme for our country. Law enforcement should shut down the shop and stop them for operating is best way to curb irresponsible food producers. Once they stop operating, they will lose profit.

Researchers: What can be done to increase the awareness of food security among millennials? Who should take this responsible?

Respondent : These millennials actually aware of this issues, so they also should create awareness among their family and friends. For example, giving guidance to older generation on their family by telling them how to store food properly. This older generation might ignore the expired date printed on food packaging. Previously, one lecturer from University Technology of Petronas told me she bring her students to Selayang market to give free consultation to the seller and fisherman regarding the proper to package their food.

Researchers: In your opinion, are food law cases given adequate sanctions?
Are compounds a good means in curbing food crimes in
Malaysia?

Respondent : It look like the compound are not adequate. They are willing to
pay compound but they still repeat same mistake. Instead of
compound, law enforcement can shut down their shop for one
month and one week jail. The stricter the law, then they will
be more aware.

Researchers: What role does the court play in enforcing food laws in
Malaysia?

Respondent : They interpret the food law clearly and justify the judgement.
They should give the maximum penalty so that food seller able
to know their own responsible.

Researchers: Should the court play a more vital role by naming and shaming
the list of irresponsible food manufacturers by ensuring the
Health Ministry discloses the list of irresponsible
manufacturers in the newspapers by means of an
announcement?

Respondent : Is not their role as court and Ministry of Health have separation
of power. Court role only solving of dispute. Naming and
shaming is not effective as Malaysia have thick face
manufacturers, once their name is disclosed, they can just walk
away and enter other market. Moreover, they also can engage
PR company do damage control.

Researchers: Do you think government did a good job in handling food
safety cases?

Respondent : In satisfactory level so far, they should has fast action to handle
the incident. They also need create facility for whistle-blowing
for real time report.

Researchers: In your opinion, for current stage, is there any relevant and effective food law to govern food safety in Malaysia?

Respondent : Yes, we do have the Food Act 1983 and Food Regulation 1985. ISO 22000 also existed for food producers.

Interview with Miss Janet Lee Sim Kuen

Date	:	19/3/2018 (2.30pm)
Vanue	:	UTAR Sg Long KA717

Researchers: In your opinion, is the current food act effective for managing the food safety and maintain food quality ?

Respondents: No, I can't relate the food safety as newspapers has a lots of reporting cases regarding unhygienic food, there is some cases take place in schools and students were affected and discharge to hospital. If the food act is effective, there won't be so many people enter to ward.

Researchers: In your opinion, what is the food safety standard in Malaysia?

Respondents: For current situation is quite low as many food poisoning cases happened, some of them happened in school.

Researchers: Sir/ Madam, can you give any suggestion to government agency to improve the food security level in Malaysia?

Respondents: The first thing I can think of is education. But in this need cooperation from all sectors. The food manufacturers need to be educated, consumers themselves also need to have relevant knowledge and bring the awareness.

Researchers: In your opinion, are food law cases adequately enforced in the courts?

Respondents: Yes and no for this question. Yes, the court will address the situation based on number of cases. For no, there are many cases had settled outside before they go to court. When both parties settled outside, court will not have a chance to play their role.

Researchers: In your opinion why are there very few food law cases brought to court as opposed to European countries?

Respondents: Maybe there is corruption happen as many Asian countries only emphasize on personal interest like making money or profit.

Researchers: What is the food safety standard in Malaysia?

Respondents: The food safety standard is very low as I can't see any in Malaysia.

Researchers: In your opinion, what are the role play by those food manufactures to increase the food quality and food safety?

Respondents: Food manufacturer are boned by law and regulations. They must know their responsibility in handling food. In China, there is irresponsible food producers manufacture fake milk powders and this showed they do not comply the law. But luckily in Malaysia so far we don't have this issue.

Researchers: In your opinion, are unsafe food slowly killing consumers due to unsafe substances and can they be considered mass murders. Should Malaysia be more stricter like countries such as China whereby the death penalty is given to food cases that result in death?

Respondents: Yes, it should be as the food producers selling food items they have legal duty to ensure the food is safe for consumption. They know the ingredients of food and need to held responsibilities.

Researchers: What can be done to increase the awareness of food security among millennials? Who should take this responsible?

Respondents: Not to say only government but everyone in society should take this responsible. We should have enough law enforcement and bring awareness regarding hygiene issue, the mothers should have knowledge to take care of their home environment.

Researchers: In your opinion, are food law cases given adequate sanctions?

Are compounds a good means in curbing food crimes in
Malaysia?

Respondents: No, the sanctions only 'hang on the wall'. The compound is
useless, they do not afraid of paying compound.

Researchers: What role does the court play in enforcing food laws in
Malaysia?

Respondents: They court do not play any role. They have doctrine and
restriction; they just follow the regulations under parliament.

Researchers: Should the court play a more vital role by naming and shaming
the list of irresponsible food manufacturers by ensuring the
Health Ministry discloses the list of irresponsible
manufacturers in the newspapers by means of an
announcement?

Respondents: Instead of court playing the role, the government especially the
Ministry of Health (MOH) should play more vital role in
'naming and shaming' those food manufacturers once the
cases completed by the court. Before completion of the cases,
the defender might be innocent. But, after the court conviction,
the newspaper should disclose the restaurants' name, just like
in India when the health government found out 'maggi mee'
contain some plastic substance, they quickly come out with an
announcement to pull back the instant noodles from retail
shelf. This is what should be practiced in Malaysia.

Researchers: Do you think government did a good job in handling food
safety cases?

Respondents: Yes, they have relevant department to take action once they
receive report from customers. They shut down the restaurant
and food factory which do not meet the requirements, this is
good to consumers.

Researchers: In your opinion, for current stage, is there any relevant and effective food law to govern food safety in Malaysia?

Respondents: None of I can think of.

Interview with Assoc. Prof. Dr. Salawati Mat Basir

Date	:	23/3/2018 (2.30pm)
Vanue	:	UKM (Faculty of Law)

Researchers: In your opinion, is the current Food Act 1983 effective for managing food safety and food quality in Malaysia?

Respondents : In reality, we do have Food Act and Food Legislation but don't specific. This is what ASEAN country lack of it.

Researchers : In your opinion, how will you regard the food safety standard in Malaysia?

Respondents : Is very subjective. We have the law but the people do not obey the law. For example, the children sweet and junk food like cheezy ring we used to eat when we were young. After we eat, our finger all become orange, this is due to it contain overdue of food colouring. In Malaysia the cosmetic also full with poison, not the say about food. In addition, the 'jeruk' sold in 'kedai runcit' near village area were home made at home, they use unknown preservative and food colouring. After they done, they pack nicely and sold in grocery shop. The ingredients of 'jeruk' and food manufacturers details is not labelled on the 'jeruk'.

Researchers : Can you give any suggestion to the government agency to improve the food safety level in Malaysia?

Respondents : The main issues are lack of enforcement and human power not enough. The government should increase the awareness of people. For example, the consumer association of Penang (CAP), their chairperson really concern about safety of citizen. He always come out in front of media to tell

consumers what kind of products now is unsafe but only himself one person is not enough to raise awareness among 30 millions of Malaysia populations. Moreover, the economy condition now is not good.

The purchasing power of citizens decrease, citizens only able to buy cheap food. But, when economy increase people are having more money in buying, only for that time people will start look at safety products and taking good care of their health. Otherwise, people only need food to get rid of hungry.

Researchers : In your opinion, are food law cases adequately enforced in the courts?

Respondents : Yes, recently the case of coffee 3 in 1 enforced in court

Researchers : Can you relate to us why are there very few food law cases brought to court as opposed to European countries?

Respondents: Lacking of man power is the main issues. As mentioned previously, the 'jeruk' was made at home and distribute and sold in groceries sold. But, if happened of food pollution cases, Malaysia practised common law whereby sufficient of evidence is needed for judgement in court. But, if lacking of evidence, court will released them. For European countries, some of them not using common law. Hence, it is easy for them to judge in court.

Researchers : In your opinion, what roles can the food manufactures play to increase the food quality and food safety?

Respondents: We have food regulations and guidelines. Food is consumed to our body, if long term unsafe food will lead to children having food allergic.

Researchers : In your opinion, are unsafe food slowly killing consumers due to unsafe substances and can they be considered mass murders. Should Malaysia be more stricter like countries such as China whereby the death penalty is given to food cases that result in death?

Respondents: Up to death penalty may not necessary but still depend on seriousness of the case. For example, the fake milk powder giving to baby. If the milk powder bring death to baby or hurt the baby. It can considers as murder too if the case is too serious.

Researchers : What can be done to increase the awareness of food safety amongst food manufacturers? Who should take this responsibility?

Respondents: All members in this society have the responsible especially legislation. They can help the Consumer Association of Penang (CAP) to raise awareness, they can first start with awareness campaign in supermarket to teach the customers what is do and don't. The manufacturers also play role in this, they should not only think of making money but to people and human right is very important.

Researchers : In your opinion, are food law cases given adequate sanctions? Are compounds a good means in curbing food crimes in Malaysia?

Respondents: Depend on seriousness of the cases. If situation of economy downturn, human right become not so important. People only want buying cheap food. But, if economy become well, people will start emphasize in food quality.

- Researchers : What role does the court play in enforcing food laws in Malaysia?
- Respondents: Bring justice but some cases fail to bring to court due to lacking of evidences. Court needs sufficient evidence to punish manufacturer.
- Researchers : Should the court play a more vital role by naming and shaming the list of irresponsible food manufacturers by ensuring the Health Ministry discloses the list of irresponsible manufacturers in the newspapers by means of an announcement?
- Respondents: No, if advertise on newspaper government need to pay extra money to newspaper company. Although, government do not announcement on newspaper, but they do listed on website of Ministry of Health. But consumers do not pay attention to it and low awareness. Normally, people only notice viral news like listed on facebook. But, the fake milo cases already long in industry, it only viral on social media. Therefore, government should give more public announcement to let public alert.
- Researchers: Do you think government did a good job in handling food safety cases?
- Respondent : Now is 50%, 50%, in the middle stage. Normally, the fake food products were found in traditional medicine shop, just like preciously the Enfagrow fake milk powder case. The packaging of products almost same. After the counterfeit of Enfagrow milk powder, Enfagrow send their company representative to various hypermarket like Aeon, Tesco to teach customers how to differentiate the genuine milk powder.

Interview with Mr Tan Beng Hui

Date :	25/3/2018 (11am)
Vanue :	Bukit Raja, Klang

Researchers : In your opinion, is the current Food Act 1983 effective for managing food safety and food quality in Malaysia?

Respondent : These laws so call as guideline to food manufacturers but who know how many food manufactures really follow the rules. I saw some of my friends go beyond the law by giving ‘duit kopi’. But, undoubtedly, we have law better than country that do not have this kind of law, at least people can get protection under the law.

Researchers : In your opinion, how will you regard the food safety standard in Malaysia?

Respondent : Still satisfied, at least government still concerned about people healthy and do same campaign, especially when I found out the one glass of Nestle Omega plus contain around 2 teaspoon of sugar. It really shock me because when I purchase during Stay Fit Fair, the sale persons used to tell me two glass per day can reduce my cholesterol level but turn out it contain so much of sugar.

Researchers : Can you give any suggestion to the government agency to improve the food safety level in Malaysia?

Respondent : They should start education from very beginning level like primary school. Teachers can teach students during moral class but I know some of Chinese primary school will scarified their moral class and ‘Pendidikan Jasmina Kesihatan’ for more important subject.

If the education start from young level, these young people will start look at food label or something else. This action also can influence family around the young people.

Researchers : In your opinion, are food law cases adequately enforced in the courts?

Respondent : Firstly, I do not know government caught how many irresponsible food manufacturers and from this area, how many of them really bring into court. From what I understand, these parties love to settle outside the court. The last step and if these parties have no choice, only they will bring the case to court. But, it really took very long period.

Researchers : Can you relate to us why are there very few food law cases brought to court as opposed to European countries?

Respondent : We really cannot compare with European countries, they have higher technology advancement compare to us. Higher technology in food and beverage industry will have lesser mistake. If they food producers still want produce harmful food, it really becomes serious case. For Malaysia, our people love to settle under table.

Researchers : In your opinion, what roles can the food manufactures play to increase the food quality and food safety?

Respondent : You cannot say only we should play the role. Although we produced the food based on guideline but sometimes accidents may occur. I already try my best in producing best quality food. I products biscuit and bakery for more than 22 years, my family and myself dare to eat foods produced in my factory unlike some food producers do not take or consumer the food they produce because they know ingredients inside their food is not good.

Researchers: In your opinion, are unsafe food slowly killing consumers due to unsafe substances and can they be considered mass murders. Should Malaysia be more stricter like countries such as China whereby the death penalty is given to food cases that result in death?

Respondent : I can say considered as mass murders but Malaysia is democratic country. If Malaysia really imposed death penalty, we seem like move backward to dinosaur generation, just like the 'hudud' should not impose to Malaysia. If really want to punish them, prison, compound, community service and shut their shop down are more efficient.

Researchers: What can be done to increase the awareness of food safety amongst food manufacturers? Who should take this responsibility?

Respondent : Actually all of us know we must ensure the food produced is safe for consumption. We have guidelines in our factory, in order to ensure all employees follow the rules, government also play role, they should enforce all factory install CCTV in their factory. Once all food producers install CCTV, government can traced back and monitor the cleanliness of factory.

Researchers: In your opinion, are food law cases given adequate sanctions? Are compounds a good means in curbing food crimes in Malaysia?

Respondent : Compound is good but these people are rich, they able and afford to pay the find. The most important issue is how to let food manufacturers afraid of food crime. For me, from the view of business, if happen of food crime I afraid is my factory reputation and can I continue operating and will my customers continue supporting me.

- Researchers: What role does the court play in enforcing food laws in Malaysia?
- Respondent : Court work on behalf government, they work as shield protection of our citizen. Court is where justice belong to, food producers may innocent in food crime.
- Researchers: Should the court play a more vital role by naming and shaming the list of irresponsible food manufacturers by ensuring the Health Ministry discloses the list of irresponsible manufacturers in the newspapers by means of an announcement?
- Respondent : I do not know is court or which government departments should announce the irresponsible food manufacturers but the government should listed on TV or even official page on Facebook or WhatsApp. This two apps are having the most users, even uncle like me also play on Facebook, government can make statement on social media, so that citizen realised the food products are unsafe. If government published on newspaper, I believe youngsters are not likely read newspaper, only people have this age reading newspaper.
- Researchers: Do you think government did a good job in handling food safety cases?
- Respondent : Still have space for improvement, I believe citizens now able to complain to government if the food is unclean. In Klang Valley, there a huge number of foreign worker, government should ambushed 'street stall' and 'mamak' to check their working permit and make sure these workers have 'Typhoid' injection.

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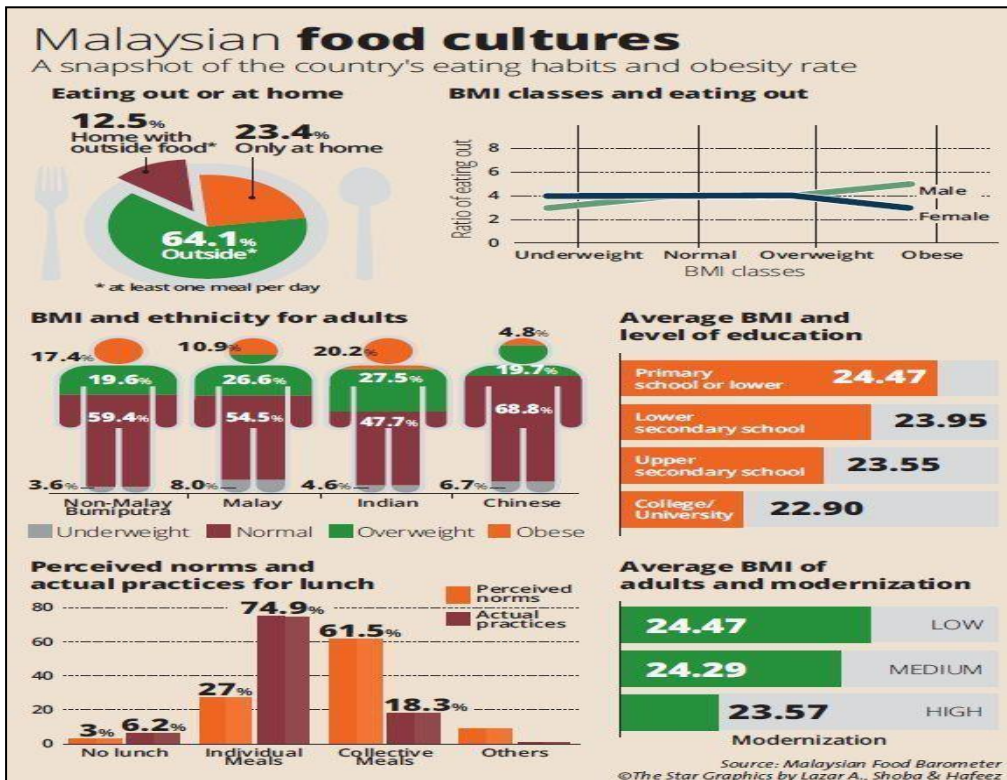
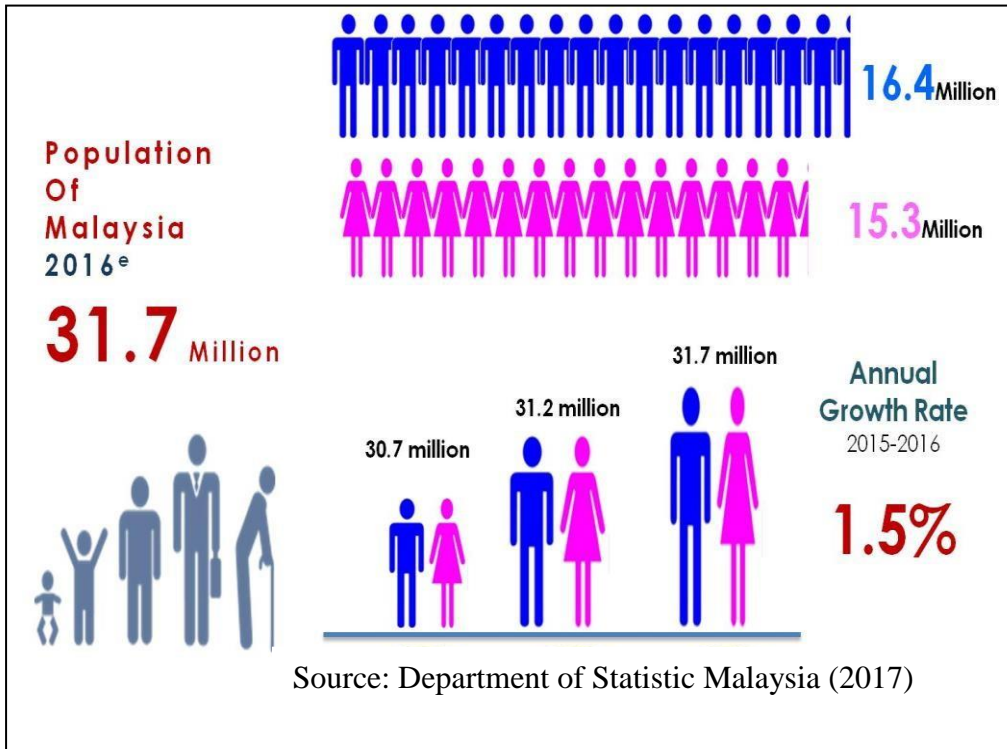
announcement?

Respondent : I do not know is court or which government departments should announce the irresponsible food manufacturers but the government should listed on TV or even official page on Facebook or WhatsApp. This two apps are having the most users, even uncle like me also play on Facebook, government can make statement on social media, so that citizen realised the food products are unsafe. If government published on newspaper, I believe youngsters are not likely read newspaper, only people have this age reading newspaper.

Researchers: Do you think government did a good job in handling food safety cases?

Respondent : Still have space for improvement, I believe citizens now able to complain to government if the food is unclean. In Klang Valley, there a huge number of foreign worker, government should ambushed 'street stall' and 'mamak' to check their working permit and make sure these workers have 'Typhoid' injection.

Appendix C- Malaysia's Current Population



Source: The Star (2014)

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