



**SIARAN MEDIA**  
**JABATAN PERANCANGAN EKONOMI DAN STATISTIK**  
**KEMENTERIAN KEWANGAN DAN EKONOMI**

**Lawatan susulan mendapati Arahan Penetapan Harga Bermusim (Arahan PHB)  
dipatuhi sepenuhnya oleh peniaga daging di pasar**

Tarikh: 29 Jun 2021

1. Jabatan Persaingan dan Hal Ehwal Pengguna (JPHEP), Jabatan Perancangan Ekonomi dan Statistik (JPES) telah menjalankan lawatan susulan kepada para peniaga daging di Pasar Gadong pada 5 Jun 2021 lalu dan mendapati para peniaga mematuhi Arahan Penetapan Harga Bermusim (PHB) dan Peraturan Paparan Harga.
2. Semua peniaga daging kerbau dan lembu di Pasar Gadong didapati mematuhi Arahan PHB ke atas isi daging lembu dan kerbau yang ditetapkan pada harga maksimum \$13.00 sekilogram sehingga 11 Jun 2021. Pemeriksaan tersebut turut mendapati tanda harga dipaparkan dengan jelas dan teratur yang menunjukkan harga isi daging yang dikawal dan isi daging mengikut *portion cut* dan *premium cut*, bagi membantu pengguna membuat keputusan pembelian. JPHEP memuji akan kepatuhan yang ditunjukkan oleh para peniaga ke atas arahan Kerajaan ini.
3. Sebelum lawatan susulan ini dijalankan, peniaga-peniaga daging telah pernah diberi amaran bagi mematuhi Arahan PHB sebelum ini. Oleh yang demikian, para peniaga disarankan untuk terus mematuhi arahan Kerajaan dan sentiasa memastikan amalan perniagaan beretika dilaksanakan setiap masa, termasuk memaparkan tanda harga yang betul dan jelas bagi memastikan ketelusan harga ke arah menjaga kesejahteraan para pengguna.
4. Walau bagaimanapun, para peniaga adalah digalakkan untuk terus menawarkan harga kompetitif kepada pengguna. Manakala, bagi mendapatkan nilai pembelian terbaik, pengguna adalah disarankan untuk membuat perbandingan harga ke atas daging atau barangan makanan lain yang ditawarkan di pasar-pasar dan gedung perniagaan, dan seterusnya memanfaatkan fungsi perbandingan harga dan juga senarai harga barangan yang dipantau oleh Jabatan melalui PenggunaBijak dan juga laman sesawang rasmi JPES.
5. Orang ramai boleh berhubung terus dengan JPHEP jika terdapat sebarang isu berkaitan Arahan PHB melalui Talian Darussalam 123, aplikasi mudah alih PenggunaBijak atau melalui e-mel kepada [aduanpengguna@jpes.gov.bn](mailto:aduanpengguna@jpes.gov.bn).

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Jabatan Persaingan dan Hal Ehwal Pengguna  
Jabatan Perancangan Ekonomi dan Statistik  
Kementerian Kewangan dan Ekonomi



**PRESS RELEASE**  
**DEPARTMENT OF ECONOMIC PLANNING AND STATISTICS**  
**MINISTRY OF FINANCE AND ECONOMY**

**Follow-up visit finds full compliance  
to Seasonal Maximum Price (SMP) Directive by wet market meat vendors**

Date: 29 June 2021

1. The Department of Competition and Consumer Affairs (DCCA), Department of Economic Planning and Statistics (DEPS) conducted a follow-up visit to meat vendors in Pasar Gadong on 5 June 2021 and found full compliance to both the Seasonal Maximum Price (SMP) Directive and Price Display Regulation.
2. All buffalo and cattle meat vendors in Pasar Gadong were found to comply with the SMP Directive on beef and buffalo meat that was capped at \$13.00 per kilo until 11 June 2021. The inspection also found price labels that clearly and visibly displayed prices for price-controlled meats, as well as prices of premium and portion cuts, to allow consumers to make informed purchase decisions. The DCCA commends the vendors for following the government Directive.
3. Prior to the follow-up visit, all meat vendors had already been issued with warnings related to price display offences and for failing to adhere to the SMP Directive. Hence, they are advised to continuously comply with government directives and ensure ethical business practices are observed at all times, including by displaying valid prices clearly for price transparency towards safeguarding consumer interests.
4. However, all retailers are encouraged to continue to be competitive in their prices. Meanwhile, to find the most value for money, the public is encouraged to compare prices of meat and other food stuffs between wet markets and supermarkets, as well as to make use of the price comparison function and the price list of monitored items in the PenggunaBijak app and the DEPS official website.
5. The public may reach the DCCA related to issues or concerns on prices set under the SMP Directive through Talian Darussalam 123, the PenggunaBijak mobile app or via email at [consumercomplaint@jpes.gov.bn](mailto:consumercomplaint@jpes.gov.bn).

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Department of Competition and Consumer Affairs  
Department of Economic Planning and Statistics  
Ministry of Finance and Economy