

Paper 10

Local Food Ceoncept in Self Sufficient Producer in Malaysia

Noraniza, B. Y., ²Abdul Azis, B. A., ³Abdul Razak, B. A. R. and ⁴Andrian, D.

¹*School of Government, UUM College of Law, Government and International Studies Universiti Utara Malaysia, 06010 UUM Sintok, Kedah Darul Aman, Malaysia*

²*Jabatan Teknologi Makanan, Fakulti Sains Dan Teknologi Makanan, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia*

³*Jabatan Sains Kemasyarakatan dan Pembangunan, Fakulti Ekologi Manusia, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia*

⁴*Jabatan Sains Sosial, Fakulti Ekologi Manusia, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia*

Local food means food produced in the same province in which it's sold or food sold across provincial borders within 50 kilometres of the originating province or territory. There is no consistent definition of "local food". The purposes of this analysis includes (a) to distinguish between the defining attributes of local food concept and its irrelevant structure and (b) to determine its internal structure by breaking it into simpler elements. The Wilson concept analysis was employed for analysis. Result showed that local food concept differs from halal food concept. Halal food refers to hygiene and healthy foods accord with the teachings of the Quran and Sunnah of the Prophet, Ijma' (consensus) and Qiyas (deduction of analogy according to the Syafie or any one of the Hanafi, Maliki or Hanbali School of thought or fatwa approved by the relevant Islamic Authority). While, paddy in 1970-1980 met about 87% of the domestic need the result of government policy that emphasised higher food self-sufficiency by increasing yields. In paddy sector, Ninamaju Sdn Bhd is a rice producer started its operation since 1981 originated from and located at northern part of Malaysia or the rice bowl of Malaysia, Kedah. Involved in the production of high quality rice and processing using high-tech machines to meet the demands of daily food community.

Keywords: Local food, self sufficient, Malaysia and producer

Corresponding author
Email: noraniza@uum.edu.my

Introduction

Aims of the analysis includes (a) to distinguish between the defining attributes of local food concept and its irrelevant structure and (b) to determine local food concept internal structure by breaking it into simpler elements. Local food means food produced in the same province in which it's sold or food sold across provincial borders within 50 kilometres of the originating province or territory (Canadian definition of 'local' food greatly expanded, 2013). Studies on local food concept indicated that is no consistent and established definition of local food concept. Megicks, Memery and Angell (2012) adopted definition of local food sector in

terms of geographical distance and how it translates into specific buying and consumption outcomes. While, Autio, et al. (2013) focus on the cultural meanings of locally produced food among Finnish consumers. Result from Autio, et al. study showed that besides consumers valuing sustainable, healthy and tasty locally produced food, they perceived self-produced, self-processed items, including those they have gathered, hunted and fished themselves, as the most authentic local food.

Methods

Analysis involved thesis, journal article and other articles to isolating questions of local food concept which is include question about concept, finding right answers to the question of local food concept and determine elements which are essential or not essential to the core local food concept, model cases is an instance that is absolutely sure an example, contrary cases is an instance that is absolutely sure not an example, related cases is close to model case, borderline cases is whether a case fits as an example or not is not sure, invented cases is when concept are rare or are very familiar, social context that is related to culture, people and institution, step nine is underlying anxiety which is important insights about the concept, practical results which is implications to make difference in live and result in language which refers to one meaning that works most efficiently. These eleven steps are following the Wilson concept analysis used.

Results

Result showed that local food concept differs from halal food concept. Halal food refers to hygiene and healthy foods accord with the teachings of the Quran and Sunnah of the Prophet, Ijma' (consensus) and Qiyas (deduction of analogy according to the Syafie or any one of the Hanafi, Maliki or Hanbali School of thought or fatwa approved by the relevant Islamic Authority) (Hj. Ab. Rahman, et.al, 2011). While, paddy in 1970-1980 met about 87% of the domestic need the result of government policy that emphasised higher food self-sufficiency by increasing yields. In paddy sector, Ninamaju Sdn Bhd is a rice producer started its operation since 1981 originated from and located at northern part of Malaysia or the rice bowl of Malaysia, Kedah. Involved in the production of high quality rice and processing using high-tech machines to meet the demands of daily food community (NINAMAJU, 2010).

Discussion

Local foods means any food or food product that is grown, produced, or processed by individuals who sell directly to their patrons through farm-based sales or buying clubs, at farmers markets, roadside stands, fundraisers or at community social events. Result showed that local food concept differs from halal food concept.

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