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Tracking system for frozen durian export

KUALA LUMPUR: A new tracking system to ensure consumers buy authentic frozen durian from Malaysia is ready to be tested in the overseas market.

With this system, unscrupulous fruits sellers would find it difficult to cheat customers about the origin of the frozen durian just to hike the price.

The MiTrace Traceability System, jointly developed by Department of Agriculture, Mimos Berhad, Federal Agricultural Marketing Authority (Fama) and the Malaysian Durian Exporters Association, enables consumers to scan using their smart phones, the quick response code which will be on the package.

They will then know the origin of the

fruit, expiry date, production date, exporting and importing companies.

Department of Agriculture director-general Datuk Ahmad Zakaria Mohamad Sidek said the durian was picked for this system as it is already a premium product overseas, especially in China.

"In 2012, the frozen durian sales in China was RM1.6 million compared to RM1.1 million in 2011," said Ahmad Zakaria, at the launch of 'Live Export of Malaysia Frozen Durian with MiTrace Traceability System' here yesterday.

He added that there are plans to apply this system to other potentially value-added export fruits such as rambutan, jackfruit and pineapple.