

**MEDIA RELEASE (EMBARGOED TILL THURSDAY, 26 OCTOBER 2017, 1PM)**

**Federation unites Agro-Food Enterprises to accelerate industry transformation**

Singapore Agro-Food Enterprises Federation Limited (SAFEF) is an industry-led, not-for-profit organisation representing Agro-food Enterprises in Singapore.

2. Incorporated in October 2017, SAFEF aims to represent, advance, and promote the agro-food sector in Singapore for economic development and export. The Federation will work towards contributing to ensure Singapore food supply resilience and security.

3. SAFEF is formed by a few key members of Agri-Food & Veterinary Authority (AVA) Food Farming Industry Consultation Panel (ICP)<sup>[1]</sup>, to work with government agencies to implement suggestions and initiatives mooted at the ICP discussions.

4. *“The food farming industry recognised an urgent need to accelerate the transformation of the industry to address the future challenges and remain relevant in Singapore. The formation of SAFEF as the representative, pinnacle body for food farming, is strongly supported by farmers from the agro-food sectors consisting of livestock, food fish, and vegetable. SAFEF will also include Agro-Food related industries such as logistic enterprises, technology/ solution providers, research institutions and Institutes of Higher Learning (IHLs). To kick-start and lead our Federation, we have invited Mr George Huang, Emeritus President of Singapore Manufacturing Federation (SMF), to be Chairman of SAFEF,”* said Mr Frank Tan, Managing Director of Marine Life Aquaculture Pte Ltd, who is also the founding member of SAFEF.

5. SAFEF’s immediate priority is to address some of the challenges faced by the food farming industry, through these initiatives in the next 3 years:

- Set Standards and Guidelines
- Raising Productivity and Lowering Costs
- Capability Building and Manpower Development
- Promotion and Outreach of Local Produce

**Set Standards and Guidelines**

6. Good Agricultural Practice (GAP) is a voluntary scheme for local farms to adopt a set of

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<sup>[1]</sup> AVA formed the Farming Industry Consultation Panel (ICP) in January 2017 to provide inputs to government on strategies to transform and propel the food farming industry. The panel comprises progressive farmers representing various food farm types as well as academics who can help translate research in agricultural technology to practical implementation.

farming processes and management practices for the production of safe and quality farm produce using sustainable farming practices. AVA has introduced GAP for outdoor vegetable and coastal fish farming, as well as Singapore Quality Egg Scheme (SQES) for eggs. With the rising trend towards land-based food fish farming and indoor vegetable farming, there is a need for SAFEF to work with the relevant government agencies to develop new GAP for such farms.

#### **Raising Productivity and Lowering Costs**

7. SAFEF will work with the industry to identify and facilitate the setting up of shared facilities/ services and resources pooling. Leveraging on synergies amongst farmers, these facilities and services will enhance productivity, and reduce capital investment and operating cost. SAFEF will also explore aggregating demand to lower purchase cost.

#### **Capability Building and Manpower Development**

8. As farms transform to smart, urban farming, farms need to build-up their capabilities and competencies to adopt and develop new farming technology and systems. SAFEF will work with the industry, AVA and relevant government agencies to identify and facilitate overseas study trips to learn new farming technology and systems from countries with smart farming solutions and systems.

9. To speed up the adoption of new farming technology, SAFEF will work with the farmers to identify industry-wide projects and engage local and overseas experts and professionals to provide consultancy and hands-on assistance to implement these projects at the farms. SAFEF will also organise technology matchmaking sessions to facilitate knowledge sharing/ exchange and technology adoption as well as for progressive farmers to share best practices. To build our local workforce in smart, urban farming, SAFEF will work with AVA and Institutes of Higher Learning (IHLs) to provide training for the required knowledge and new skillsets. In addition, SAFEF will also match-make students with the farms for internship and job emplacement.

#### **Promotion and Outreach of Local Produce**

10. SAFEF will spearhead the branding and promotion of local produce by working closely with AVA. From 2018, SAFEF will work with AVA to organise activities to promote local produce such as bringing “Farmers’ Market” to various parts of Singapore.

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Singapore Agro-Food Enterprises Federation Limited (SAFEF)

**SAFEF**

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**Pledge Subscribers**

<b>Livestock farms</b>
Seng Choon Farm Pte Ltd*
N&N Agriculture Pte Ltd
Chi Agri Holding Pte Ltd
<b>Food fish farms</b>
Apollo Aquaculture Group Private Limited*
M/s Metropolitan Fishery Group Pte Ltd*
Rong-Yao Fisheries Pte Ltd*
Barramundi Asia Pte Ltd
Hong Hong Seafood Farming
<b>Vegetable farms</b>
Sustenir Agriculture (Singapore) Pte Ltd*
Yili Vegetation & Trading Pte Ltd*
Sky Greens Pte Ltd*
Farm 85 Trading
Panasonic Factory Solutions Asia Pacific
Netatech Pte Ltd
Pacific Agro Private Limited*
Bean Farm Pte Ltd*
Ser Poh Farming & Trading Ent Pte Ltd

*\* Represents ICP members*