



SAFEF

SINGAPORE AGRO-FOOD ENTERPRISES
FEDERATION LIMITED

SAFEF e-Newsletter Edition 1 / 2019 September

Singapore Agro-Food Enterprises Federation (SAFEF) is proud to bring you the very 1st edition of our e-newsletter! This is aimed at keeping you updated on our activities so that you can determine how you can be more active in participating and contributing to our community.

SAFEF is privileged to have the support of many people of standing from diverse backgrounds:

Patron : SMS for Trade and Industry Dr Koh Poh Koon
Governing Council : Mr Philip Lee, recently retired Partner of KPMG
SAC Loy Chye Meng, Commander TRACOM and Dpy Chief Executive Home Team Academy
Mr Seah Seng Choon, Advisor, Consumers Association of Singapore
Mr Desmond Tan, Chief Executive Director of Peoples' Association
Mr Tan Tee Jim, Senior Partner and Senior Counsel, Lee & Lee

EVENTS



SAFEF carried on the momentum set by then AVA to bring local farm produce to the consumer through a series of Farmers' Markets.

These Farmers' Markets were held at various venues across Singapore, from the Singapore Turf Club to shopping malls to the community clubs to the central financial district.

There was something for everyone at these events. Not only could consumers buy the freshest local produce, there were also games, lucky draws, cooking demonstrations and workshops where participants could learn about local produce and how to grow their own vegetable gardens at home.



Our latest SG Farmers' Market was brought back by popular demand to the Hillion Mall MRT Plaza on 17 & 18 August 2019, this time fully organized by SAFEF and supported by Singapore Food Agency (SFA).



Not only did SG Farmers' Market feature local fresh produce in all its shapes and forms as well as processed food and drinks using these produce, but cooked food incorporating local produce was also sold at the event at Hillion Mall.



They stayed till the very end of the event on each day. What were they all waiting for?! Consumers had to make purchases at the stalls to participate in lucky draws with very attractive prizes.



SG Farmers' Market @ Hillion Mall was visited by not 1, not 2, but 3 VIPs !!

For a small fee, SAFEF Subscribers can be part of these festivities, reaching out to consumers with your produce. Contact us to find out more!

Our next SG Farmers' Market will be held at Bishan Community Club on 28 & 29 September 2019 as SAFEF brings the event right into the heartlands.

20 SAFEF Subscribers will be participating at this edition of the SG Farmers' Market, bringing locally grown fresh produce to the doorsteps of our heartlanders at Bishan and its vicinity.

Workshops and Seminars

One of SAFEF's objectives is to help Singapore's agro-food industry to progress and upgrade itself. We have already conducted a couple of workshops to draw farmers' attention to the importance of registering their brands with the Intellectual Property Office of Singapore and the availability of financial assistance from the government to help them embark on technological and productivity gains.



Our latest Branding Workshop was held on 30 July 2019 as a lead up to the SG Farmers' Market @ Hillion Mall to help Subscribers put their thinking cap on as to how they can brand their produce to attract their target market.

With inputs from our Subscribers, SAFEF will continue to organise talks and workshops that will be beneficial to our industry.

MEWR Celebrates Mid-Autumn Festival with Singapore Farmers

The Mid-Autumn Festival is traditionally a time for friends and family to gather together to celebrate a good harvest.

It was therefore very appropriate that on 10 September 2019, just 3 days before the Mid-Autumn Festival, SAFEF and the farmers in Singapore were able to come together to celebrate this year's Mooncake Festival. It was also a privilege, and an honour, to have both Minister Masagos Zulkifli and Senior Minister of State Dr Amy Khor of the Ministry of the Environment and Water Resources join us in the festivities over an informal seafood dinner.



Working with the government authorities

We heard you. We understand and empathise with you as you struggle with the many regulatory requirements that you need to comply with in order to get your farms up and running.

As the voice of the industry and your advocate, we have been engaging with the various government authorities to help you mitigate these issues.

These solutions will take time to develop as they involve policy changes that cut across different government agencies. Nonetheless, we assure you that we are making headway, and will keep you posted on our efforts.

SUBSCRIBERSHIP

Our Subscribership has increased from 15 at our inception to the current 66.

Ordinary Subscribers:

23 from the food fish sector,
29 from the food vegetables sector,
7 from the livestock sector

Associate Subscribers:

7 Associate Subscribers comprising Institutions of Higher Learning as well as Providers of Products and Services.

We at SAFEF are very excited about what's happening now and in the future, as our industry evolves in a very dynamic manner. Join us to grow this community and let's all be part of this transformation.