

Dear SAFEF Member

We trust you are all keeping well during these unsettling times. Because of the COVID-19 situation, we have not been able to meet with you for several months, especially as we have not been allowed to work from the office until 2 June 2020. We are happy to say that we are now able to go back to the office, but only when it is necessary as we are still encouraged to work from home as far as possible.

But we assure you that we have been keeping busy behind the scenes, and this is an opportune time to give you an update on what the industry can expect in the near future.

1. SG FARMERS' MARKET



The SG Farmers' Markets that we have been organising saw us experiencing the pros and cons of various venues, and the lessons learnt have provided us with good guidelines when we source for future SG Farmers' Market venues. We are still keen to organise these events, and some of the venues are keen to have us back.

However, we are conscious of the safe distancing measures that the government has put in place because of COVID-19, and we need to be very mindful that we do not flout the rules while being considerate of what is best for our Members.

Be assured that we have not given up on the SG Farmers' Markets, but we await guidance on what is the most responsible way forward.

2. E-SG FARMERS' MARKET



While we are not able to organise the physical SG Farmers' Markets, we are pleased to advise that the online e-SG Farmers' Market that we are collaborating

with RedMart on has shown very significant increases in sales since we launched in January 2020.

We will continue with our marketing plans to encourage consumers to purchase Singapore grown fresh produce from e-SGFM on RedMart. Our original marketing campaign focused on driving sales, but since COVID-19 and the increase in sales, we have decided to re-construct our campaign to one that is not primarily sales driven, but is more informational / educational which will help to build advocacy, and which will be more beneficial for the long term.

In January, we started with 10 farmers on board the e-SG Farmers' Market platform, and now we have 20 of our Members selling their produce via e-SG Farmers' Market. We encourage more of you to jump on the bandwagon and have your produce available to consumers 24/7.

For more information on how you can be part of e-SGFM, please contact Ms Felicia Chan at telephone number 97728270 or email her at felicia@safef.org.sg.

3. NEW – BLOG PAGE ON SAFEF'S WEBSITE

We are very happy to announce that we have introduced a Blog Page on SAFEF's website to generate consumer awareness and interest in local farms and local produce, encourage consumers to support and buy local, drive sales to e-SGFM, and encourage advocacy among consumers.

This new blog page will go live week commencing 15 June 2020 with the following articles. As much as possible, we will include a call to action in the articles to lead readers to the e-SGFM page on RedMart. We also plan to use Facebook posts and ads to bring people to the articles and recipes on our blog page.

The first series of articles to be launched are:

- More Local Produce Are Now Available at e-SG Farmers' Market on RedMart!
- Singapore's Farmers: Going High-Tech to Boost Our Food Security
- How Farmer Alan Toh of Yili Farm is Contributing to Singapore's Food Security

We had earlier sent a questionnaire to all our Members who are on the e-SGFM platform, seeking inputs from them so that they could be featured on our blog page. Yili Farm was the first to respond to our questionnaire, hence they are the first to be featured. If you are interested to be featured on our blog page, please contact **Ms Felicia Chan at telephone number 97728270 or email her at felicia@safef.org.sg.**

4. SG FRESH PRODUCE LOGO



As you are aware, SFA has introduced a new SG Fresh Produce Logo which will replace the old Love Singapore Farmed Produce logo. While this logo will be launched in August with many of you carrying the logo on the packaging of your produce, a digital launch is scheduled for 15 June 2020. In collaboration with SFA, we will also be launching the new SG Fresh Produce logo on our website as well as on the e-SGFM page and also on SFA's and our social media platforms.

Readers of our digital channels will therefore be exposed to the new SG Fresh Produce logo and will look out for this when shopping for local produce. Thus we encourage you to include this SG Fresh Produce logo as much as possible on your packaging as more and more consumers in Singapore are now showing a preference for locally farmed produce.

5. WORKSHOPS

The last of our series of planned workshops up to 31 March 2020 was "Energy for Your Farm" to be held in collaboration with Sustainable Energy Association of Singapore (SEAS). This was originally proposed for February, then postponed to May, then postponed again indefinitely because of the COVID-19 safety measures.

As we anticipate that the precautionary measures introduced for COVID-19 will continue for the long-term, SAFEF will explore introducing webinars in place of physical seminars / workshops.

Many other organisations are also organising webinars, some of which would be of interest to the food and farming industry. We will share these with you wherever appropriate so that you can participate in the webinars that you are interested in.

If you think you may have concerns about accessing platforms such as Zoom for webinars and virtual meetings, please **Please Ms Felicia Chan at telephone number 97728270 or email her at felicia@safef.org.sg** if you would like us to facilitate guidance on how you can embrace these digital platforms and take advantage of the many opportunities for information gathering and sharing.

6. CLEAN & GREEN STANDARDS

SAFEF has been involved in a working group to develop a set of Clean & Green standards for the agriculture industry.

While the working group has gone quite far in developing the Clean & Green standards, a Focus Group from the Working Group has determined that a survey should be done

of Singapore's vegetable farmers to ascertain several things, amongst which will be:

- (a) What value do they see in the standards
- (b) What potential difficulties there might be for adoption
- (c) Ascertain performance standard levels

Do look out for an invitation to participate in this survey and we encourage you be part of this new initiative.

SAFEF continues to work with SFA to promote the interests of its Members. There are several other initiatives that are being worked on at the moment, and we will provide you with more updates in due course. We look forward to your continuing support and participation as we work together for the good of the industry.

With best regards, take care and stay safe.

SAFEF Secretariat