

**22 January 2021**  
**For Immediate Release**

**SG FARMERS' MARKET GOES VIRTUAL**  
**Enjoy a Brand New Farmers' Market Experience!**

SG Farmers' Market goes virtual for the first time, and just in time for Chinese New Year (CNY)!

Given the growing popularity of the physical SG Farmers' Markets and the request from consumers for more of such events, the organiser - Singapore Agro-Food Enterprises Federation (SAFEF) - had originally planned to organise a series of SG Farmers' Markets in 2021 to continue its efforts to promote local produce, and encourage consumers to buy local because it is fresh, safe, reduces carbon footprint, and boosts Singapore's food security.

However, due to the outbreak of COVID-19 and the restrictions that are currently still in place for physical events, SAFEF has replaced the physical events with virtual events to be livestreamed and will be holding its very first Virtual SG Farmers' Markets, with the support of Singapore Food Agency (SFA), just in time for CNY!

Chairman of SAFEF, Mr George Huang said: "We've always known that our farmers are very resilient. I am very happy that they have embraced new modes of doing business not only to weather the disruptions brought about by COVID-19, but more importantly to continue meeting the demands of their customers."

Ms Cheong Lai Peng, Senior Director of SFA's Industry Development and Community Partnership division said, "Food security is an existential challenge for Singapore. Hence, we have been investing in local production as one of our key strategies to ensure and secure a supply of safe food for all. While the Government works with local farms to ramp up production, demand from consumers is equally important to sustain a healthy and vibrant agri-food ecosystem. The SG Farmers' Market (SGFM) is one such avenue where we promote consumer awareness of local farmers and their produce. With COVID-19 restrictions on physical events, consumers will welcome SAFEF's efforts to bring this popular event to them through a virtual format. We hope to see continued support from consumers in purchasing local produce at the virtual SGFM."

### **Objectives**

With Virtual SG Farmers' Market, SAFEF aims to:

- Turn the physical SG Farmers' Market events into virtual events to be livestreamed on SAFEF's Facebook, which has over 5,000 followers, as an alternative way to reach out to consumers while COVID-19 restrictions on physical events are still in place.

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- Provide a livestreaming platform for SAFEF's Members to promote their farms, good agricultural / aquaculture practices, quality assurances, food safety standards, local produce, unique selling points, etc, and sell their fresh local produce to increase consumer awareness and interest in Singapore food farms, and consumer demand for local produce.
- Provide a livestreaming platform for consumers to interact with the farmers, learn more about the participating food farms, buy local produce from the farms, and have the produce delivered to their doorsteps.
- Promote the participating food farms and their fresh local farm produce; educate consumers on the benefits of buying local produce; encourage consumers to buy and eat local; and reward consumers for supporting local to increase consumer demand, enable farmers to increase production, and contribute to Singapore's economic development, food supply resilience, and food security.

### **When & Where Will Virtual SG Farmers' Market Be Held**

Not one but two Virtual SG Farmers' Markets will be held just before CNY, live on SAFEF's Facebook Page at [www.facebook.com/SAFEF2017](http://www.facebook.com/SAFEF2017) on:

- Saturday, 30 January 2021 from 9am to 12.50pm (two weekends before CNY)
- Saturday, 6 February 2021 from 9am to 12.20pm (one weekend before CNY)

At these events, participating farms will be livestreamed at half-hourly intervals, and consumers will be able to order fresh local produce from the farms starting from 9am to one hour after each event ends, and have the produce delivered from the farms to their doorstep the next day.

### **What to Expect from Virtual SG Farmers' Market**

Here are eight reasons why consumers should tune in to Virtual SG Farmers' Market. This will be an excellent opportunity for consumers to:

1. Enjoy virtual farm tours of the participating farms from the comfort of their homes.
2. Meet the farmers virtually and learn more about Singapore farms, local produce, and why consumers should buy local.
3. Interact with the farmers and ask them questions during the Q&A segments to find out more about their farms and produce.
4. Enjoy the convenience of buying local produce online, and having the produce delivered from the farms to their doorstep.
5. Take advantage of the attractive deals and promotions from the farms to stock up for CNY with the freshest locally harvested seafood, vegetables and more.
6. Enjoy free delivery with minimum spend of \$50 per check-out.
7. Stand to win branded kitchen appliances from the lucky draws.
8. Enjoy cooking demonstrations featuring local produce and learn new recipes for CNY.



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What Consumers Stand to Win from the Lucky Draws\*:

- 30 January 2021 - Mistral Electric Grill with Hot Pot (3 Winners)
- 6 February 2021- Mayer Electric Oven (3 Winners)

How to Win:

- Every \$10 spent in a single transaction (can be from multiple farms) will entitle consumers to 1 lucky draw chance to win.
- The more they spend at each event, the more chances they will receive, and the better their chances of winning!

\*Terms & Conditions apply.

### **Which Farms Will Be Participating in Virtual SG Farmers' Market**

Participating farms will include a mix of Singapore's very own fish and vegetable farms:

- ACE - Fish Market (Fish Farm)
- Apollo Marine Seafood (Fish Farm)
- BLUCURRENT (Fish Farm)
- Just Produce (Vegetable Farm)
- Kok Fah Technology Farm (Vegetable Farm)
- LSSI by Long Star (Fish Farm)
- OPAL (Fish Farm)
- The Fish Farmer (Fish Farm)
- Yummy Sprouts (Vegetable Farm)

### **What is the Programme**

<b>Time</b>	<b>30 January 2021</b>	<b>6 February 2021</b>
9.00am – 9.20am	LSSI Long Star	BLUCURRENT
9.30am – 9.50am	The Fish Farmer	Kok Fah Technology Farm
10.00am – 10.20am	ACE – Fish Market	OPAL
10.30am – 10.50am	Cooking Demonstration	Cooking Demonstration
11.00am – 11.20am	Kok Fah Technology Farm	Apollo Marine Seafood
11.30am – 11.50am	Apollo Marine Seafood	Just Produce
12.00pm – 12.20pm	BLUCURRENT	Yummy Sprouts
12.30pm – 12.50pm	Just Produce	

### **How to Order Local Produce at Virtual SG Farmers' Market**

Ordering fresh and nutritious local produce from Virtual SG Farmers' Market is easy!



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On each event day, consumers just need to tune in to the livestreams, click on the link to Dine Inn - the Customer Ordering & Payment Platform for Virtual SG Farmers' Market – and they will see every item available for sale from the participating farms. Order the items they want from the different farms, choose the delivery time at check-out, and make one single payment with their credit or debit cards before the last order cut-off time (one hour after each event ends).

Their orders will be delivered to them the next day within 60 minutes of their chosen delivery time, in cooler bags with ice packs to keep their produce fresh.

A \$6 delivery fee per location applies for each check-out. However, delivery will be free if they spend \$50 or more in a single transaction.

For more information on Virtual SG Farmers' Market, consumers can visit [www.safef.org.sg/blog](http://www.safef.org.sg/blog) or Like & Follow SAFEF on Facebook at [www.facebook.com/SAFEF2017](http://www.facebook.com/SAFEF2017).

### **About SG Farmers' Market**

The inaugural SG Farmers' Market was organised by the former Agri-Food & Veterinary Authority of Singapore (AVA) in 2017 to promote local produce and encourage consumers to buy local.

Since the incorporation of Singapore Agro-Food Enterprises Federation Limited (SAFEF), SAFEF began collaborating with the former AVA to organise the SG Farmers' Market. The events received positive consumer feedback.

In 2019, the former AVA, now known as Singapore Food Agency (SFA), handed over the organisation of SG Farmers' Market to SAFEF. Since then, SAFEF has successfully organised a series of SG Farmers' Markets with SFA's support. The SG Farmers' Market has thrived since its inception and gained a steady following among consumers in Singapore's heartlands.

### **About Singapore Agro-Food Enterprises Federation Limited**

Singapore Agro-Food Enterprises Federation Limited (SAFEF) SAFEF is a not-for-profit organisation that comprises farms from the food fish, livestock and vegetable sectors, as well as industry associates. It represents the agro-food industry in Singapore, and aims to promote local produce and advance the industry by providing its Trade Members (SFA-licensed food farms) and Associate Members (industry associates) with opportunities to develop their business, explore new opportunities, build capabilities and relationships, and stay productive and progressive, to contribute to Singapore's economy and food security.

For more information on SAFEF, please visit [www.safef.org.sg](http://www.safef.org.sg) or contact [secretariat@safef.org.sg](mailto:secretariat@safef.org.sg).