



Citizens' Workgroup on
Increasing Demand for

LOCAL PRODUCE

**Six citizen proposals to enhance
Singapore's food security**

A report by the Citizens' Workgroup
on Increasing Demand for Local
Produce





FOREWORD

In the midst of the COVID-19 pandemic, 50 participants from diverse backgrounds came together to work with the Ministry of Sustainability and the Environment (MSE) and Singapore Food Agency (SFA) to think of ways to spur demand for local produce, so as to enhance Singapore's food security and to create a more vibrant and sustainable agri-ecosystem.

In the span of over four months and six sessions, the Workgroup came up with six proposals to increase demand for local produce in Singapore with the aim to contribute to Singapore's "30 by 30" goal of producing 30% of our nutritional needs locally by 2030. With most of the sessions conducted virtually due to COVID-19 regulations, the Workgroup heard from subject-matter experts online, brainstormed ideas virtually, and even went on a virtual walkthrough of one of our local vegetable farms. Under safe management measures, the Workgroup members finally met in person for the last two sessions to prototype and present their final ideas.

This report features the six proposals and key learnings to date.

A SNAPSHOT OF THE CW JOURNEY

- 18 JULY 2020

Start of the digital Citizens' Workgroup sessions with SMS's welcome message.



- 5 SEPTEMBER 2020

Project groups finalised and top 3 ideas from each group shared on FB for public comments

Most voted idea for each GWG group

GROUP 1

HOW MIGHT WE...

BOOST PARENTS' Confidence in **QUALITY** of **LOCAL PRODUCE?**



IDEA 2 tell their stories OPPORTUNITY TO TEACH ADD **TRANSPARENCY** REASSURING

I KNOW WHERE MY FOOD COMES FROM!



FARMERS ARE THE HEROES OF OUR food security

FARM VISITS SCHOOL CANTEN CAMPAIGN DOCUMENTARY

GROUP 4

HOW MIGHT WE...

"SHOW OFF"

FRESH QUALITY OF LOCAL PRODUCE & **REDUCE BARRIERS** TO **BUY + IDENTIFY?**

IDEA 3 **ACCESS TO PRODUCE** HOW ELSE CAN CUSTOMERS SHOP?



GROUP 2

HOW MIGHT WE...

NARRATE OUR SINGAPORE PRODUCE STORY FITTING OUR **lifestyle & culture?**

IDEA 2 **IN-BUILT** from **YOUNG**

YOUNGER Generation WITH **parents**



AT HOME IN SCHOOL OUTDOORS **DINNER TABLE HOME-ECONS FARM VISITS**

GROUP 5

HOW MIGHT WE...

HELP Businesses **SOURCE LOCAL PRODUCE?**



GROUP 3

HOW MIGHT WE...

ENGAGE aunties & uncles TO PROMOTE **LOCAL?**

IDEA 1 **DEMARCAT** LOCAL PRODUCE FROM IDENTICAL LOOKING PRODUCE



GROUP 6

HOW MIGHT WE...

help **LOCAL PRODUCERS** **TELL STORIES & sell online?**



- 10 OCTOBER 2020

Groups met face to face for the first time to prototype their ideas.



- 24 OCTOBER 2020

Final presentation broadcasted on FB Live



GROUPS

The Citizens' Workgroup Proposals

- 01** PAGE 7- LOVESGMUMS MEAL
- 02** PAGE 12 - INSTACHEF SMART MEAL BOX
- 03** PAGE 15 - INCREASE AWARENESS & VISIBILITY OF LOCAL PRODUCE @ WET MARKETS
- 04** PAGE 21 - "SNIP & GO" HARVEST YOUR OWN PRODUCE
- 05** PAGE 24 - CENTRALIZED NEUTRAL PLATFORM
- 06** PAGE 28 - SG FRESH MOBILE APP

To Boost Parents' Confidence in Quality of Local Produce

TEAM MEMBERS

Ruan Lim Whei Lei
Huang DiXuan
Yusnizan Bte Md Taib
Jane Toh Siok Hwa
Brianna Poh Pei Jun
Nurin Hasha Binte Jubir

LOVE
SGMUMS
MEAL

GROUP 1

The Problem

Currently, there are limited resources to properly educate local new mothers on nutritional requirements in the local context. Not all hospitals in Singapore highlight nutritional best practices to their maternity patients, such as in the meals that are served to the new mums during their stay.

The LoveSGMums Meal

The concept of **LoveSGMums Meal** seeks to bring about awareness of the availability, freshness and nutrition of home-grown produce. This campaign provides all new mothers their locally-sourced first meal after delivery. The meal will comprise mostly locally-grown and harvested produce, curated by dieticians to include the right nutrition mothers need for recuperation and breastfeeding. Renowned local chefs will be invited to design the dishes, ensuring the meal's quality and taste. Alongside the meal, collaterals that provide information on the nutritional benefits, the merits of local farms ,and retail options for local produce will be provided.

Key Benefits

- 1. Targeting the Key Decision-Makers for Households** - Mums are usually the nutritional planners and key decision makers when buying groceries for the family. Collaborating with hospitals at this important juncture brings early awareness and credibility to the consumption of local produce.
- 2. Early Adoption to Full Adoption** - From awareness of nutritious Singapore produce during their maternity hospital stay to early adoption, there are different nutritional requirements as the family grows, and especially at each stage of the child's growth. Our platform could develop to target initial adopters with content at different stages of a child's growing milestones.
- 3. Focused Awareness** - This idea immediately gives focus and direct attention to local produce – reaching new mums directly to introduce to them what local produce has to offer – freshness and nutrient-rich.
- 4. Directing to Purchasing Channels** - By introducing information on local producers, parents would be provided leads on where to obtain trusted fresh nutritious produce, saving them time and effort on research. Offering deals would also lead them to try something new, coupled with some savings, adding to the celebratory mood of the happy occasion.
- 5. Tasting for Themselves** - Trying is the first step to conversion. The introduction through a hospital meal allows mothers the chance to taste local produce, which is an effective conversion motivator in addition to viewing visual information from the provided brochure.

Implementation



The Pilot

LOVESGMUMS MEAL

Initiate a pilot for this meal programme by first proposing to several private hospitals to secure interests from all stakeholders. One of our priority considerations would be with Thomson Medical's maternity wards since they are already serving local fish farm Kuhlbarra's products. Other producers and partners will also be brought into the programme for its pilot.

Marketing Collateral (LoveSGMums Meal Brochure)

The ***LoveSGMums Meal*** brochure details information about the produce used to create the meal. Information included will be:

1. The farm's information and benefits of the local produce used in the recipe.
2. Educational information to new mothers about the nutrition provided in their maternity meals
3. Why specific ingredients were chosen, revealing the health benefits of such ingredients in contributing to their recuperation and well-being.
4. Exclusive discount, promotions, and deals in collaboration with various local farms and retailers to initiate purchasing opportunities that will eventually lead to conversion.
5. Feature of a chef or restaurant and how the meal was designed by our experts.

Congratulations on the birth of your child. We would like to welcome you with this special **first meal** at the start of your wonderful journey of motherhood.

kühlbarra®
Authentic. Fresh. Premium.
FRESH BARRAMUNDI

Fish is rich in protein and low in saturated fat, containing many essential nutrients that aid in the development of your child's nervous system, brain, and eyes. The barramundi we served is sourced freshly from Kühlbarra, one of our local producers. It is rich in collagen and contains five times more Omega-3 than regular fish like tilapia, sea bass and grouper, aiding muscle recovery and great for boosting your supply of breastmilk.

The fish is grown large around 4 kg and recalled in pre-cut meal sized fillets sold fresh never frozen.

Kühlbarra's barramundi fishlings imported from Australia are also carefully bred to ensure almost no mercury content compared to wild fish, free of antibiotics and growth hormones. The fish you eat are all 100% traceable making it not just a nutritious but also safe source of protein for both you and your child.

WWW.KUHLBARRA.COM

LOCALLY HARVESTED

Baked Barramundi Fillet

Fish Collagen Broth

LOVINGLY GROWN

Bok Choy & Nai Bai

Stir-fry Garlic & Mushrooms

LOVE SGMUM'S MEAL

Golden Oyster Mushrooms

Oyster mushrooms contain the vitamin B components (thiamine (B1), riboflavin (B2), Niacin (B3) and Pantoic Acid (B5)) that help in promoting healthy skin, digestion and nerve formation. They are also a good source of Vitamin D, which helps in regulating the great absorption of calcium into the body to form strong bones and teeth in growing babies.

Kin Yan is a 100% organic farm, free from pesticides, chemical and artificial fertilizers. They strongly believe in growing good foods that are great for everyone.

The fish, mushrooms and vegetables you see in front of you were all grown and harvested in Singapore by our very own local farmers. Delicious, sustainably grown and arrives to you quickly, packed with nutrients, these are also pesticide and hormone free. Love SG Mum's meals are carefully created by our nutritionists to ensure your first meal as a new mother is not just safe, it'll provide adequate nutrition for your recovery and milk production.

FOLDED BROCHURE

BROCHURE INTRODUCES THE MEAL, NUTRITION AWARENESS AND ALSO VENDORS TO PROVIDE INFORMATION ABOUT THEIR PRODUCE. QR SCANNING TO DIRECT TO VENDOR'S WEBSITE.

COUPON	PROMO CODE	%
COUPON	PROMO CODE	%
COUPON	PROMO CODE	%
COUPON	PROMO CODE	%
COUPON	PROMO CODE	%

COUPONS
for your buying pleasure!

COUPONS FOR SALES FUNNELING

LOVE

SGMUM'S MEAL

LOVE SGMUM'S MEAL LOGO

POSTPARTUM NUTRITION

For nine months, the food you ate nourished both you and your baby. But after giving birth, your diet is just as important. It helps your body recover and gives you the energy you need to care for your little one. The number one focus of any postpartum diet should be to get the right amount of calories through a balance diet of carbohydrates, proteins and fat. Your baby will take calories and nutrients from you, so making sure you need adequate nutrition if you are breastfeeding.

Protein is important for your recovery and for the growth and repair of your cells. Your baby also needs protein for cell growth and immune function. Beans, seafood, lean meats, egg and soy products are all protein rich sources.

Foods rich in Omega-3 fatty acids and Docosahexaenoic acid (DHA) are also useful for women who have given birth, particularly those who are breastfeeding their babies. These include certain fish such as salmon and the locally-produced barramundi you have just tried.

Nutrients such as iron and calcium are just as essential. And that's where we step in. Hydralife! Drinking enough water everyday is important for lactating mothers, and will also help avoid fatigue that could be caused by dehydration.

INTRODUCTION TO IMPORTANCE OF POSTPARTUM NUTRITION

JOE CHAN has been the Executive Chef of Singapore's leading restaurant for over 20 years. He is a passionate chef and a food lover. He is currently the Executive Chef of the newly opened Kin Yan Farm-to-table restaurant in Singapore. He is proud to be part of the team that has created the Love Sgum's Meal.

"This dish was designed to give mums a good start to recovery, with uncompromising taste and quality. The produce was given to work on in the project, hardly to make even any impression on what Singapore farms have to offer. It has been a very rewarding experience."

Chef Joe Chan
Executive Chef, Kin Yan Group

COLLABORATION WITH CELEBRITY CHEF AND THE DESIGN AND CONCEPT OF THE MEAL.

LOCAL PRODUCE FROM **HARVESTSG**

www.harvestsg.com

GET YOUR FREE MUM'S GIFT PACK IF YOU SIGN UP AT HARVESTSG. SCAN QR NOW!

Getting your hands on fresh, locally farmed produce has never been easier!

Whether you're looking for some golden pulses to bake this weekend or a glistering red pepper to roast tonight, most of our quality ingredients can be found in major supermarkets island-wide. Unlike imports, you can enjoy the best produce from the source, by buying directly from our farmers.

So if you want to lower your carbon footprint and support our local farmers, head down to these places to buy local produce.

DIRECT TO HARVESTSG TO COLLECT FAMILY DATA (NEWBORN DATE) FOR MILESTONE TARGETING

TASTING THE FRESHNESS OF HOME

Did you know that Singapore already produces delicious fish, vegetables, and eggs right here on this tiny red dot? That's right, most ingredients in this meal you are having were grown locally by our very own farmers.

Locally farmed food is closer to home, which is not only fresher, it has a lower carbon footprint. This is if it grows on our soil, but if produce travels a shorter distance to reach you, better preserving the precious nutrients within which makes food fresh!

We believe mums like yourself deserve the best and safest nutrition, courtesy of our local Singapore food safety policies.

The next time you're at the supermarket or shopping for groceries online, keep your eyes peeled for the SG Fresh Produce logo, which will help you identify eggs, fish and vegetables that's proudly sourced in Singapore.

Grown in Singapore, for Singapore.

INTRODUCTION TO SG LOCAL PRODUCE AND ALSO BUY LOCAL MARK

Other Feedback and Suggestions

To explore and work towards:

- Creating meal kits
- Have a presence in baby fairs
- Collaborate with caterers

Conclusion

The **LoveSGMums Meal** satisfies a multi-prong, mid-term strategy to increase demand for local produce. It does this by direct physical introduction, with the ability to communicate and influence at the right and most crucial time. A continuous campaign targeted at each milestone of a mother's pregnancy and post-pregnancy and sales funnelling would aid in encouraging long term conversion of families' to purchasing local produce. The **LoveSGMums Meal** is only just a beginning. Our team hopes to build on the **LoveSGMums Meal** campaign to grow its influence in the social media scape by becoming the online authority in maternal and family nutrition.

Bringing Fresh Local Produce and Food Culture to Our Busy Lifestyles

TEAM MEMBERS

Allison Nam Hui May
Mohamed Sulaiman Azeezur Rahman
Eric Choon Yen Kwee
Mohammad Nasron Bin Abdull Azis
Jonathan Chee Fook Heng

INSTACHEF SMART MEAL BOX

GROUP 2

The Problem

Singaporeans have a busy lifestyle and many may not have the time or find it a hassle to grocery shop and prepare home-cooked meals.

The Idea - The Ready-to-Cook Hassle-Free Meal Kit

The Instachef Smart Meal Box is a ready-to-cook hassle-free meal kit that is portioned and prepped for serving two persons in 15 mins. It features specially-curated recipes inspired by our Asian food culture, prepared from the kitchens of our partner chefs, using only the freshest locally produced ingredients.

The Target Audience

This initiative targets mainly the working adults and parents of Singapore; with an additional focus on international students studying and living here. This is to meet their needs for:

- A healthy meal even with their lack of time
- Wholesome and healthy food akin to home-cooked food
- Taking the guess work out of “What to Cook” and “What to Eat”
- Not wanting the hassle and trouble of grocery shopping and preparing the food
- Wanting a sense of community spirit and to support local farmers
- Being concerned with what they are feeding to family and selves

The Key Benefits

Our main focus is to help local producers reach out to a wider market and increase their sales. Through this meal kit, local producers will have an additional channel to showcase their fresh and safe produce to consumers.

Apart from providing fresh local produce to consumers, this meal kit will also aid in preserving local food culture that is passed down from generations by exposing consumers to traditional flavours along with other interesting Asian cuisines.

With the meal kits, consumers can have healthier meals with no MSG, be a chef for the day in 15 mins, avoid food wastage with the exact proportioned ingredients provided for them, and not needing to do any prep work before cooking! Perfect for Singapore’s busy lifestyle!

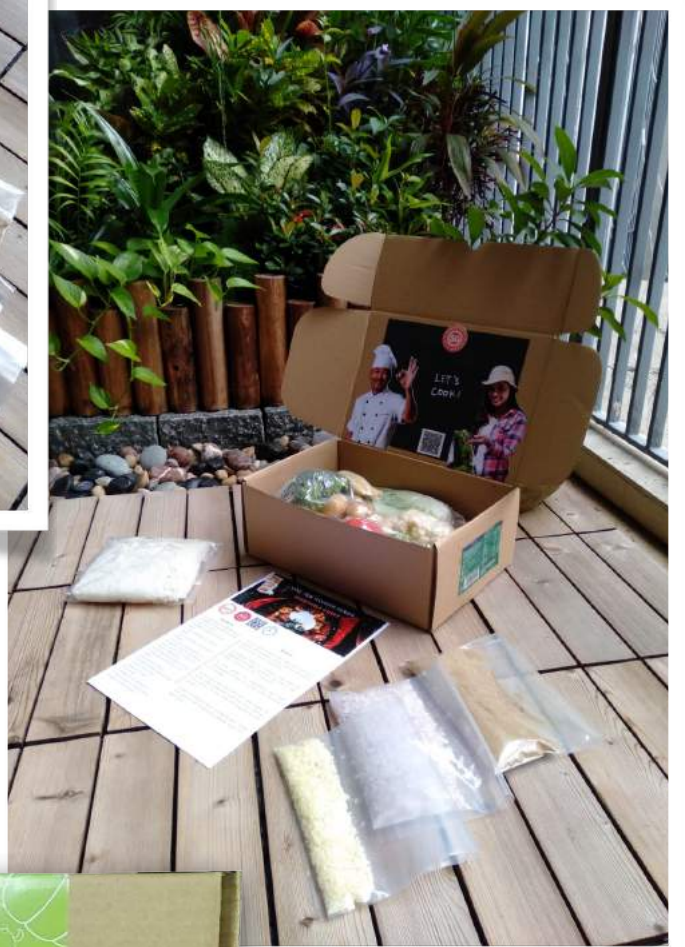
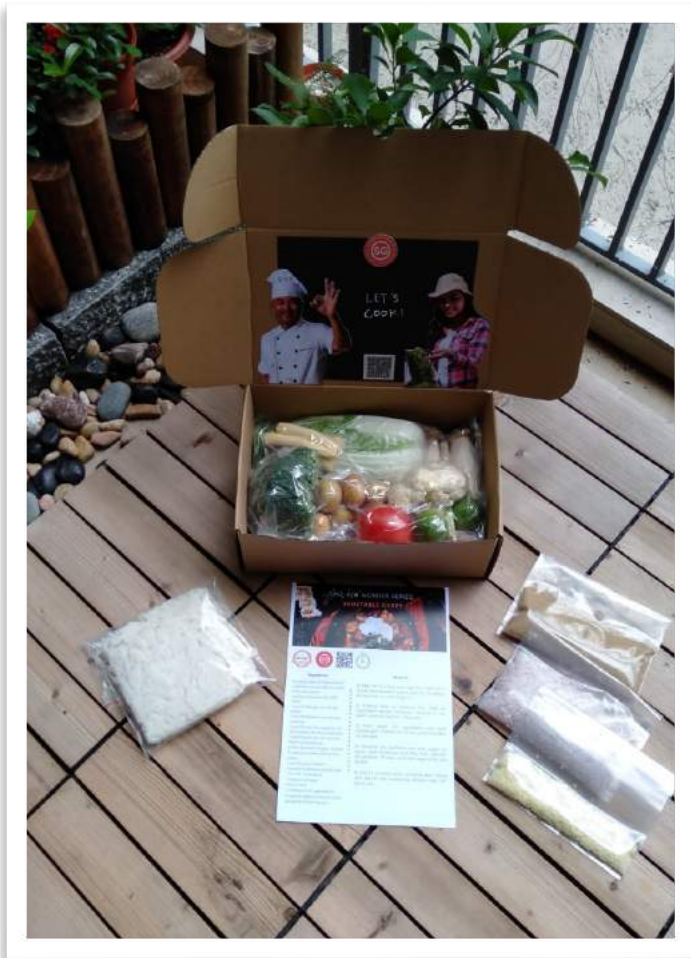
The Implementation

First, we will do marketing survey of the local market size and demand before sourcing and collaborating with local farmers to become our suppliers and be part of the brand awareness to promote local fresh produce.

Next, we will engage a restaurant to assist with preparing the demonstration video on how to cook the dish before we get a central kitchen to procure local produce, prepare sauces, condiments and package the products. Recipes that are most loved by the general public will be collated and curated into meal kits.

The meal kits will be promoted through social media marketing and teasers; along with collaboration in events such as MasterChef competitions, livestream cooking show (e.g. A Date with a Chef).

The Prototype



To Boost Market Demand of Local Produce in Wet Markets

INCREASE AWARENESS & VISIBILITY OF LOCAL PRODUCE @ WET MARKETS

TEAM MEMBERS

Lim Yan Liang Stephanie
Lance Peter John
Callista Lim Sing Thoe
Syed Masood s/o Osman
Terese Anne Teoh Hui Shan
Lee Jong Seng
Philip Tay Swee Pin
Edwin Tan

GROUP **3**

The Problem

While local produce is readily available in wet markets; it is extremely challenging for consumers to identify it due to a lack of labelling, and the challenges involved in obtaining more information in a wet market environment (e.g. background noise, busy stallholders, potential language barriers etc.).

The Idea

To increase the awareness and visibility of local produce at wet markets, with an emphasis on easy-to-implement solutions.

The Target Audience

The main target audience is wet market-goers, with the assumption that they are primarily females of the Baby Boomer and early Gen-X generations. Given this target audience, our idea considered the possible characteristics they would have, such as:

- Limited English-language abilities
- Limited digital-savviness and abilities to access online information or use digital platforms
- High value sensitivity (i.e. potentially willing to pay higher prices, but only for clear benefit)

Another key stakeholder would be the stallholders, as our ideas would impact their business and, in some cases require their cooperation.

The Key Benefits

We see the benefits as two-fold: to (1) increase general awareness of local produce; and (2) increase visibility of local produce. We believe the former will act as a behavioural nudge for consumers who would not specifically seek out local produce to think about, ask about, and ultimately consider and buy local produce.

Increasing local produce visibility will allow those wet market-goers who are already seeking out local produce to easily find them, while acting as a further nudge to those who are not to consider local produce.

This could help make wet markets more accessible to younger generations. Anecdotal evidence, as well as insight from next-gen stallholders suggest that challenges such as the lack of labelling and information is a significant barrier to younger consumers.

The Implementation

We developed four different implementations of our central idea, which considered the user journey at the wet market, as well as at the individual stall.

1. Mapping wet markets

Develop a simple map of each wet market, with stalls selling local produce clearly marked using the SG Fresh Produce (SGFP) logo.

We envision this map being a simple analogue signboard/poster, placed around the edges of the market. It could also lend itself to digital displays or even interactive booths which could then offer richer content – for instance allowing consumers to search for specific stalls or produce types.

2. Banners indicating stalls with local produce

Bunting-style banners could be hung across the stalls which sell local produce. Each individual flag on the bunting would feature one local farmer (not just the farm), while the flag at each end would have the SGFP logo. Being hung from the stall's signboard means it will not get in the way of businesses or take up already limited space.

Apart from being an obvious signal even in a crowded wet market environment, featuring the faces of the actual farmers behind the produce will help to humanise and distinguish local from imported produce, and encourage consumers to support these local farmers.

3. Lollipop markers indicating local produce

Lollipop markers to be used by stallholders to distinguish the local produce they are stocking, amidst their other imported products. These markers would bear the SGFP logo with an added pointed end, produced in a durable and waterproof material.

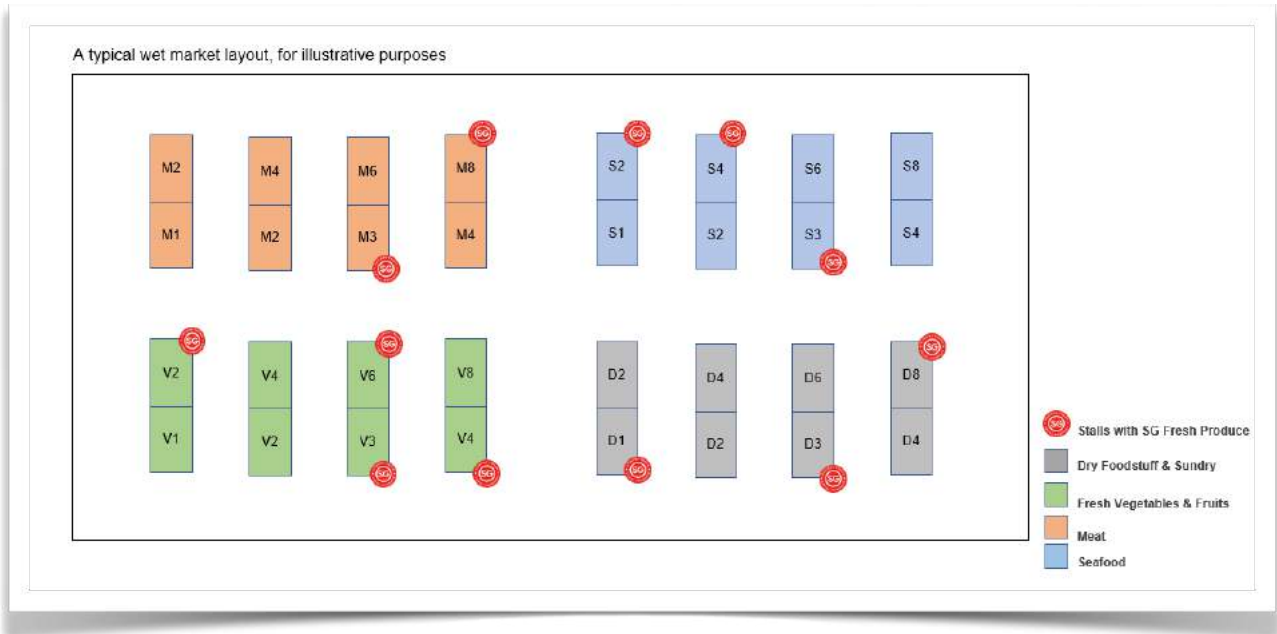
These small but visually-striking, lightweight, and generic markers mean that a stallholder can use them easily and consistently regardless of what local produce he is selling; while being an obvious indicator to consumers.

4. Informational aids explaining the benefits of local produce

Finally, we suggest simple informational aids which communicate the benefits of choosing local produce in multiple languages. These can take various formats e.g. posters at common areas alongside the maps, and help-yourself flyers at stalls etc.

Apart from providing information, information aids also provide a behavioural nudge to encourage consumers to consider, ask and buy local. At the stall level, having these flyers means that consumers can easily find out more, while stallholders do not need to take time explaining in person.

The Prototype



Mapping the Wet Markets



Interactive booth with directories



BANNERS
Indicating Stalls
with Local
Produce



**LOLLIPOP
MARKERS**
Indicating Local
Produce



Informational aids highlighting the benefits of local produce

CHOOSE FRESH LOCAL PRODUCE

FRESH
One hour from farm to market
从农场到市场一小时
Satu jam dari ladang ke pasar
பண்ணையிலிருந்து சந்தைக்கு ஒரு மணி நேரம்

SAFE
Stringent farming guidelines
严格的耕作准则
Garis panduan pertanian yang ketat
கடுமையான விவசாய வழிகாட்டுதல்கள்

SUPPORT LOCAL
Grown in Singapore, for Singapore
在新加坡种植, 用于新加坡
Tumbuh di Singapura, untuk Singapura
சிங்கப்பூரில், சிங்கப்பூருக்கு வளர்ந்தது

ECO-FRIENDLY
Your food travels no more than 20km
您的食物行程不超过20公里
Makanan anda tidak melebihi 20km
உங்கள் உணவு 20 கி.மீ. க்கு மேல் பயணிக்காது

Front

LOOK OUT FOR

Oyster and shiitake mushrooms
Available year-round

Eggs
Available year-round

Barramundi, oysters, prawns
Barramundi: Jan - Jul | Oysters: Sept - Dec

Kailan, chye sim, tomatoes, basil, mint, brinjal, ladies' fingers
Available year-round

Frogs
Available year-round

Look for the stalls with the "Made in SG" brand mark today!

Back

How might we show off the quality of local produce

TEAM MEMBERS

Brian Ong Yu Yang
Lee Khim Nguan
Francis Ng Yew Jin
Ho Qian Yu
Mendoza Maria Chona Alegre

**SNIP & GO
HARVEST
YOUR OWN
PRODUCE**

GROUP 4

The Problem

Local produce is sometimes not easily identified among the other offerings in the supermarket, with the only identifying feature being a red sticker. Furthermore, not all supermarkets carry local produce, which is also usually only available in limited quantities. Lastly, local produce is usually more expensive than imported food items.

We can leverage on the proximity between our farms and supermarkets to create a unique buying experience that showcases the benefits of buying local.

The Idea - Harvest Your Own Produce

A 'Snip and Go' system which consumers can harvest what they need from the 'live' vegetables display in supermarkets and bring back vibrant fresh produce from our local farms.

The Target Audience

Consumers that purchase fresh produce from the local supermarkets.

The Key Benefits

- Ensuring what consumers buy is the freshest possible
- Reduction of food wastage – 'lesser wastage from fresh produce wilting in pre-packaging
- Educational with posters on the different types of produce and how they are grown placed next to the 'live' harvest systems

The Implementation

'Live' Produce Concept

Produce can be transplanted from local farms into modified growing systems in supermarkets that will maintain the plants until they are sold. Consumers harvest the produce from the system, ensuring that what they buy is the freshest possible. This experience can also be replicated elsewhere; for example, restaurants can also maintain their local produce on site, harvesting when needed to ensure that their salads are as crisp as possible and that the herbs they use are at their most aromatic.

In addition to the harvesting experience, posters containing information regarding the different types of produce and how they are grown can be placed next to the live plants, making this an opportunity for education as well. Altogether, this unique & interesting setup is sure to draw the eye of the consumer in the supermarket and encourage them to find out more about local produce.

The Prototype



We have come up with two 'live' produce concepts that can be deployed. The first is an open display where consumers can interact with the plants and the second is a vending machine that maintains and dispenses live plants on demand.

The open display may be more suited for an event or promotional period; for instance, SG Local Produce Week, where our local farmers can come down to the supermarket to explain more about their produce and what they do, while at the same time guide people to harvest the different vegetables on display. On the other hand, a vending machine concept may be better for longer term deployment as it does not require supervision and is more hygienic.

To Increase the Demand for Local Produce from Business Consumers

TEAM MEMBERS

Akshai Viswanathan
Liow Oi Lian
Jayden Ong Jie Ying
Justin Foo Jing Heng
Lum Yew Choi

CENTRALIZED NEUTRAL PLATFORM

GROUP 5

The Problem

To support the 'Grow Local' call, we seek to increase the demand for local produce from business consumers – by making local produce more accessible to businesses.

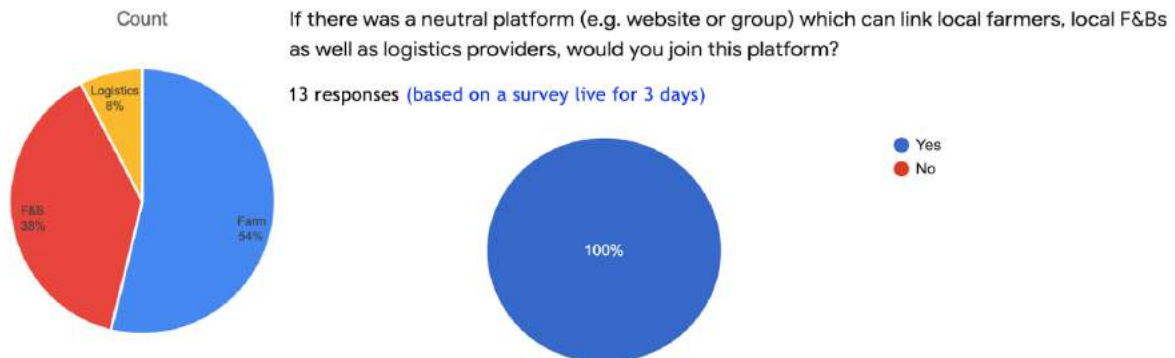
The Idea - *Centralised Neutral Platform (website)*

We propose the development of a Centralised Neutral Platform (CNP) (website). This CNP would serve as a 'Local Produce Marketplace' where interests are transformed into demand.

Based on a survey targeted specifically at local farmers, logistics providers & F&Bs, all of them were keen to join such a neutral platform.

The Target Audience

- **Local Farmers** – Lack the time to find interested F&Bs who are willing to buy from them. They are open to such a platform (even if there is a small fee involved) where they can sell their produce but expect the platform to help them with the delivery logistics.



- **F&B Businesses** – Have a strong preference for a single supplier to coordinate the logistics and offer them all the food products that they need for their daily use. They are opened to the idea of featuring locally sourced dishes for a duration of time in their eateries.
- **Logistics Providers** – Both F&Bs and farmers expect the CNP platform to provide delivery services. It is necessary for local logistics providers to also participate in the discussions among the B2Bs in order to connect the supply & demand.

The Key Benefits

- **The CNP would be a common space for local farmers, F&Bs and logistics providers**

To reach out, source & meet demand. Unlike existing platforms, which are usually led by private companies, a CNP would differentiate itself as it does not have business interests in promoting local produce. It is hoped that all parties can build their network of contacts, perhaps connect more through social media thereafter (e.g. creation of Telegram or WhatsApp groups after they are familiar with others in the business).

- **The community will learn together**

There would be greater awareness among the community of local farmers, F&Bs and logistic providers. F&Bs would learn what kind of local produce is available & when (seasonal produce), suppliers would learn the different F&B business demands and farmers would get greater visibility in the market place and have the option to indicate what products they sell & their capacity.

- **A celebration of SG Food Stories & our path to a sustainable living**

A section in the website is dedicated to featuring stories of Singapore signature dishes through local restaurateurs from the heartlands to the malls. 'Food Festival' type events would be held & featured here to encourage local restaurants & farmers to find out & re-create long-lost traditional dishes made locally with ingredients that naturally exist in Singaporean weather.

The Implementation

Website Development

This Centralised Neutral Platform requires the creation of a website with two parts. The first would be a listing/directory of Local Farms, F&Bs as well as Logistics Providers in the food business. The second is a forum/blog type section where the CNP owner is able to moderate the discussion held by the community & encourage them to share their local produce stories.

Customer Engagement

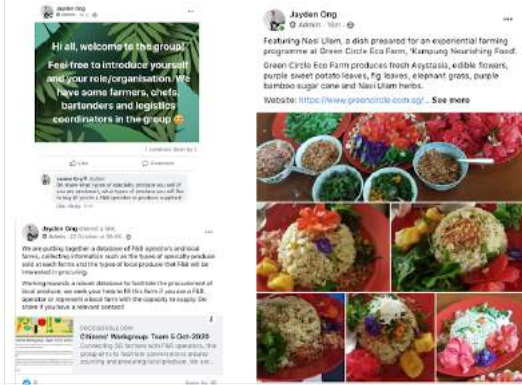
Considerable amount of time & resources would be required to get users to sign up to this platform as membership of the CNP is very specific & not open to the general public, although the general public can view & engage with the content. Incentives may need to be provided – such as usage of the SG Fresh Produce Logo or free tickets to future events conducted by the platform owner.

Recurring Fairs/Promotional Events

To attend relevant fairs and promotional events similar to IT Fairs. This will help to kindle a conversation on #supportlocal, supporting local signature dishes & allow participating farmers/F&Bs to feature themselves in a more public platform such as a farmers' market.

Our Prototype

- ▶ Group created on 19-Oct (Work In Progress)
- ▶ Attempting to find farmers & key decision makers from F&Bs to join the group
- ▶ #dynamicconversation #networking



Passionate for SG Produce

Private group · 25 members



About Discussion Rooms Members Events Media



About this group

Connecting SG farmers with F&B operators, this group aims to facilitate conversations around sourcing and procuring of local produce.

This initiative is kickstarted by a group of enthusiastic Singaporeans, who is part of the 30x30 citizen workgroup (organised by the Ministry of Sustainability and the Environment, to increase demand for local produce. [See less](#)

An Easy-To-Use, One-Stop Resource that Consumers Can Use on the Go

TEAM MEMBERS

Pauline Ooi Chen Ni
Hannah Lau Siew Leng
Goh Lee-Mey
Marilyn Teo Mui Ling
Emma Yoon Entong

SG FRESH MOBILE APP

GROUP 6

The Problem

Lack of an easy-to-use, one-stop resource for information on local produce.

There is currently a lack of access to relevant, curated information on local Singapore produce and farmers, especially information that could be accessed on the go. There is also a dearth of awareness and knowledge amongst consumers on what local produce is available out there.

The Idea - SG Fresh Mobile App

An easy-to-use mobile app (tentatively named **SG Fresh App**), which can serve as a common platform to connect consumers, farmers and retailers.

The Target Audience

The **SG Fresh App** is for online supermarket or grocery shoppers of all ages and gender who owns a mobile phone and accesses information with it. About 84% of people that the group surveyed would like an app with multiple features, with particular interest on:

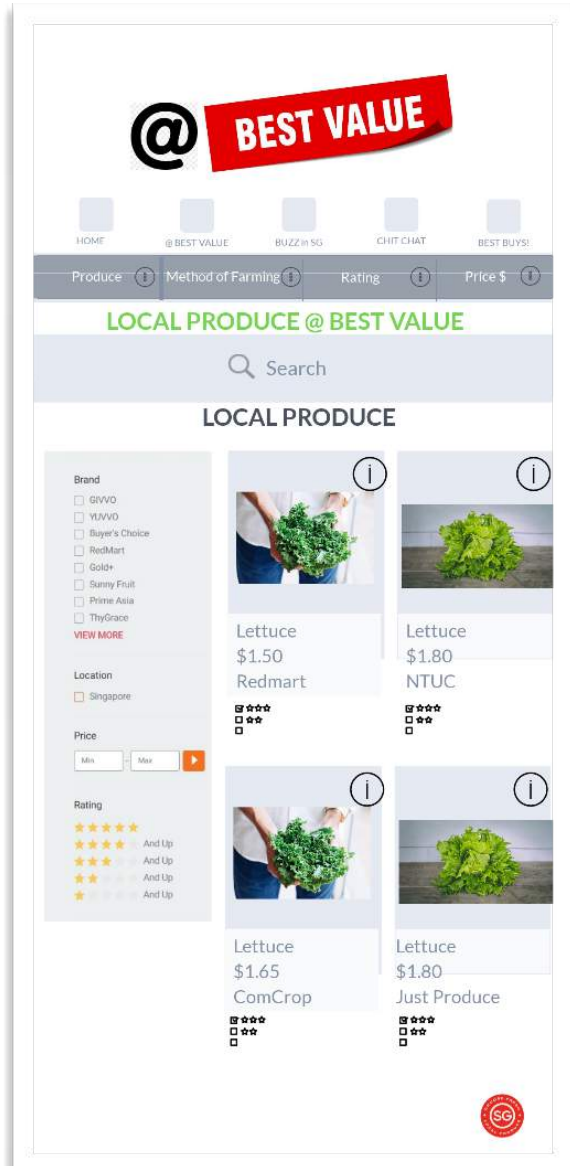
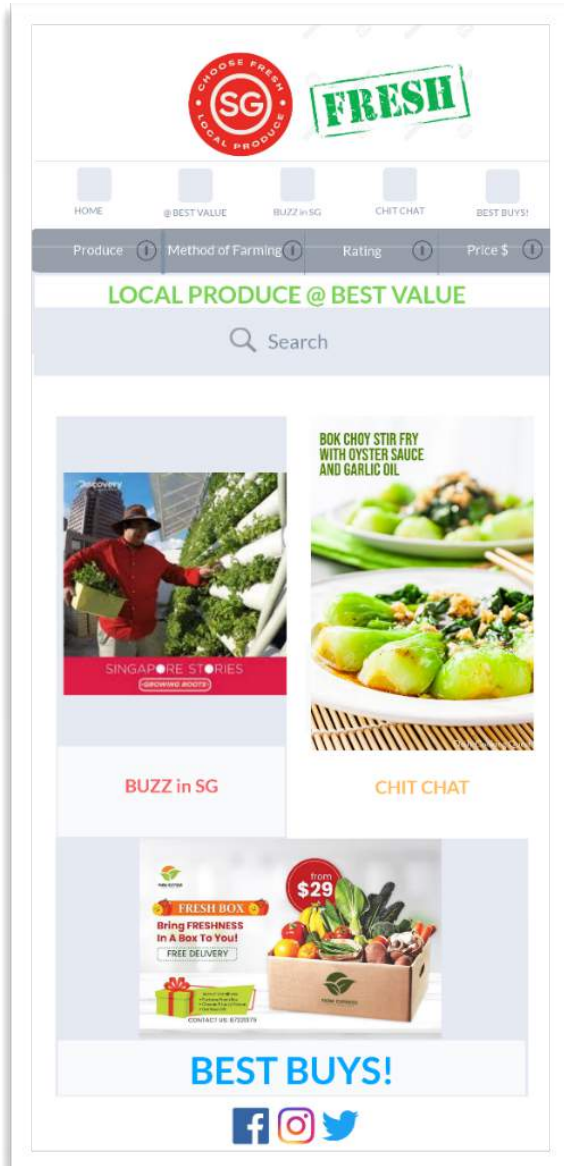
- online purchase;
- real-time chat with local producer (for information on local produce)

The Key Benefits

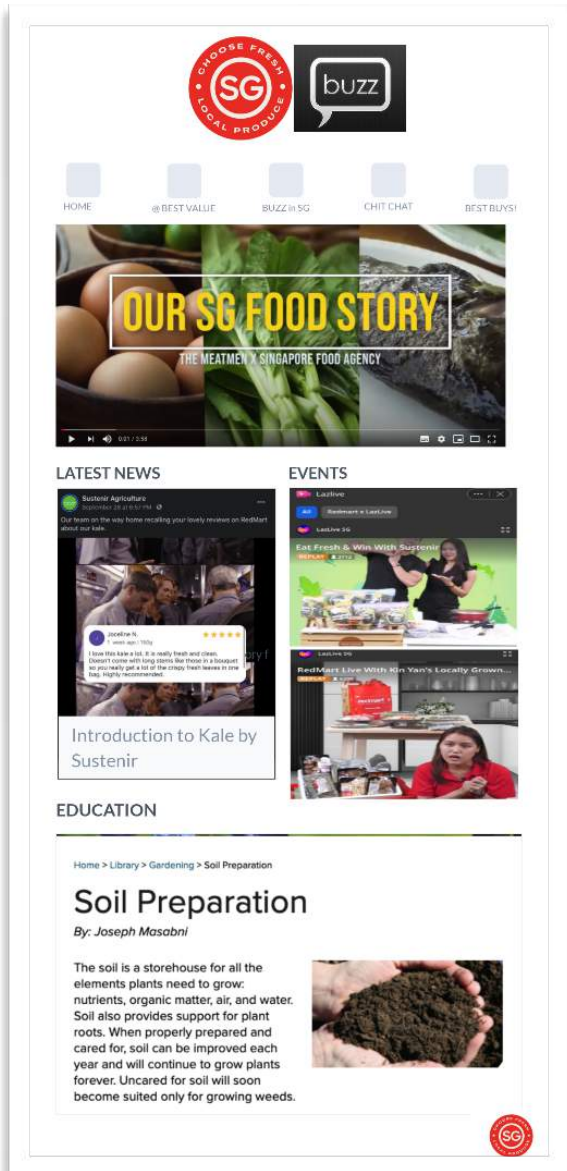
- **A Common Platform to Connect Consumers, Farmers and Retailers**
This platform will combine the best of a search engine and a vibrant community. Consumers will have access to in-depth information of local produce (e.g. when was this produce harvested and packaged). While local farmers will get a platform to tell their stories and to connect with their consumers directly (e.g. real-time chat). Retailers will also be able to tap on this platform to provide more information or collaborate on 'live' events on the local produce sold in their stores.
- **Community Consolidator**
This mobile app will have functions to aggregate public reviews and comments, allowing for community sharing and contributions; and with search function capability to filter online sources.
- **Search Engine**
Providing a metasearch engine that enables comparison for consumers (price, quality, vendors, etc.), with automatic filtering to specific searches – ensuring flexibility and access to available options.

The Implementation

The SG Fresh App Prototype

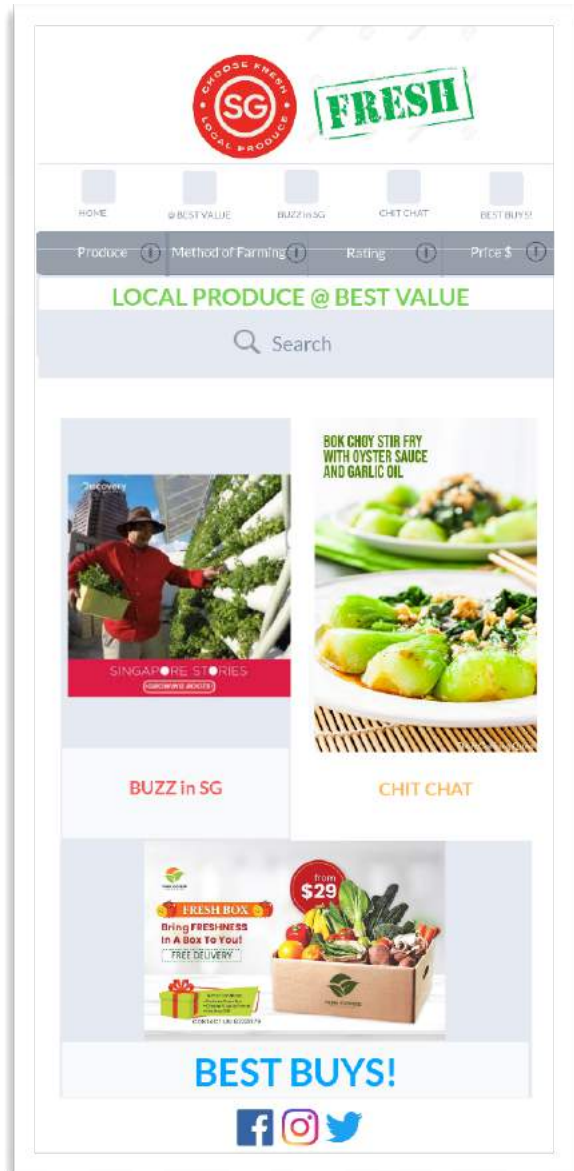


Search Engine – for local produce only; with comparison of quality, vendors, price for the user. The search engine provides only information and will re-direct user to the vendor’s online sales page for purchase of local produce.

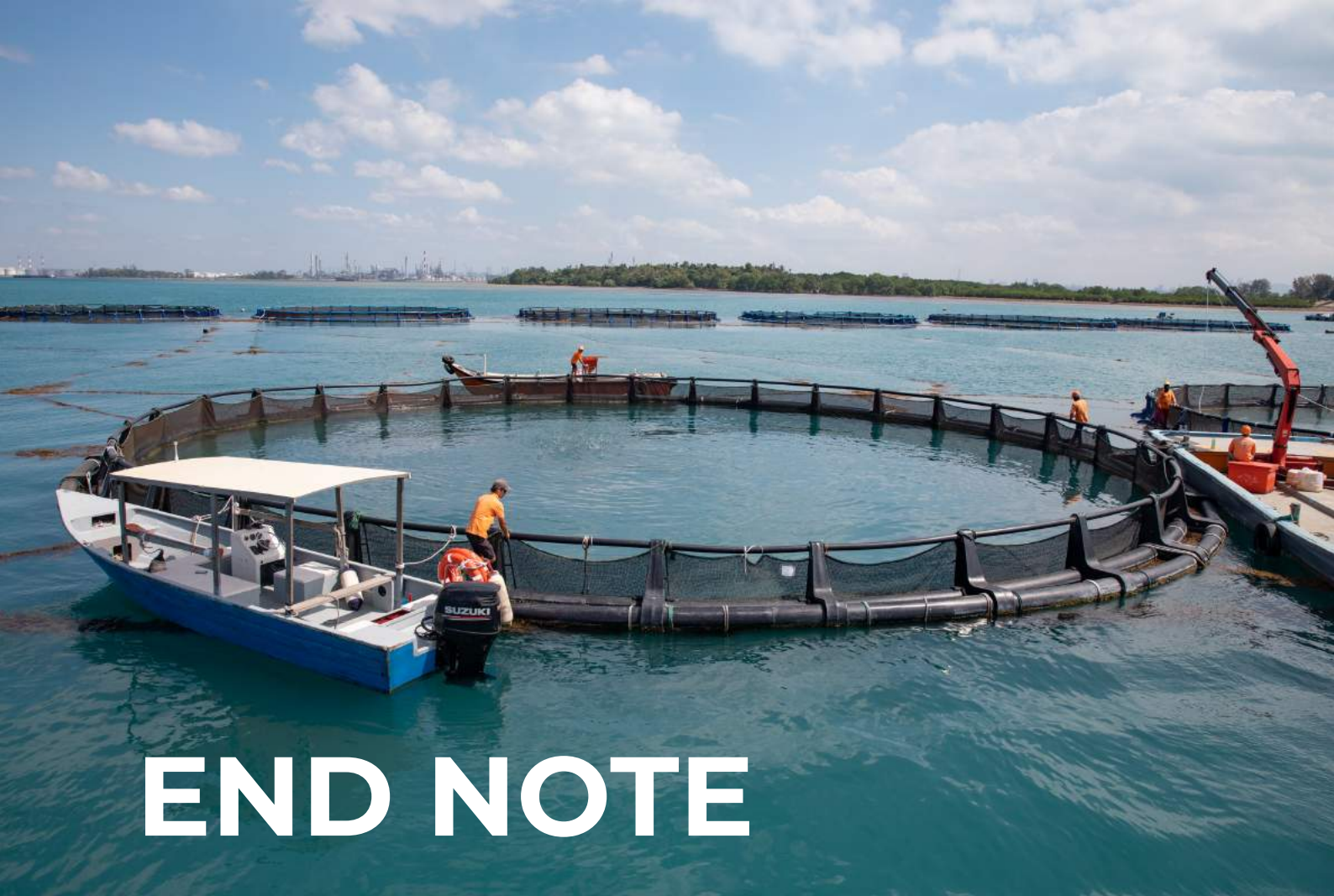


SG Buzz – curated news, information, stories and events on local produce, farmers and retailers (e.g regular “Live” events or social media news to feature here).

Chit Chat – space for the local community to share knowledge (e.g. recipes using local produce) and build relationships.



Best Buy – a paid-for space for online vendors and farmers to advertise and market their local produce.



END NOTE

We would like to thank the Ministry of Sustainability and the Environment and Singapore Food Agency (SFA) for initiating this Workgroup, and all invited speakers, community leaders and organisations who have supported the Workgroup with their time, resources, feedback. We are truly inspired and excited with our ideas on how we can increase demand for local produce and we look forward to seeing some of these ideas come to fruition!

Published Feb 2021

By the The Citizens' Workgroup for Increasing Demand in Local Produce

ANNEX

MEDIA INTEREST GENERATED

The Straits Times (Online)

Demand for local produce must match supply: Amy Khor

If there is no uptake, there is no incentive for farmers to raise their local production



Demand for local produce must match supply:
Amy Khor (19 July 2020)

<https://www.straitstimes.com/singapore/environment/demand-for-local-produce-must-match-supply-amy-khor>

订户专区 | 新闻 | 新加坡

公民工作小组集思广益 提高本土农产品需求量

订户

来自 / 联合早报

文 / 苏文琪

发布 / 2020年10月25日 3:30 AM

字体大小: 小 中 大

在超级市场售卖成熟却“未出土”的本土农产品，让消费者自行采摘，借此突出就地取材的新鲜度；善加利用“SG新鲜农产品”标签，加强了在地农产品在湿巴刹的辨识度。

为了提高本土农产品的需求量，公民工作小组经过三个多月的集思广益，昨天在最后一场讨论会上向有关当局提呈建议。

Lianhe Zaobao (Online)

Citizens' Workgroup brainstorms ways on how to boost demand for local produce (25 October 2020)

<https://www.zaobao.com.sg/news/singapore/story20201025-1095493>



Channel 8

Citizens' Workgroup comes up with proposals to boost demand for local produce (24 October 2020)

公民工作小组对提高本地农产品需求提出多项建议

2020年10月24日 22:37 发布



8world

Citizens' Workgroup comes up with proposals to boost demand for local produce (24 October 2020)

<https://www.8world.com/news/singapore/article/local-product-1289521>