

## **Pilot project to promote the use of local produce in hospital meals for new mothers takes off**

A pilot project to increase awareness and demand for local produce to post-partum mothers through hospital in-patient meals was launched today by Minister for Sustainability and the Environment (MSE) Grace Fu at Thomson Medical Centre (TMC).

2 The pilot is a result of a collaboration between SFA, the LoveSGMums Meal (LSGM) team in the Citizens' Workgroup (CWG) on Increasing Demand for Local Produce<sup>1</sup>, celebrity chef and CWG participant Justin Foo as well as TMC. The meals are designed by Chef Justin Foo in consultation with TMC's dietician, lactation consultant and Traditional Chinese Medicine (TCM) physician. Ingredients for the meals such as barramundi, grouper, eggs and vegetables are sourced from local farms.<sup>2</sup>

3 As part of the pilot launch, Mdm Koh Wenni who delivered the first baby at TMC on 18 Mar 2022 received a specially designed LoveSGMums baby romper and handwritten card from Minister Grace Fu. All maternity patients warded at TMC on 18 Mar 2022 will also receive a special local produce pack, containing locally farmed fish, eggs, vegetables and mushrooms. To further encourage TMC mothers and their families to incorporate local produce in their home cooking, the Singapore Agro-Food Enterprises Federation Limited (SAFEF) is sponsoring \$5 off minimum \$25 spent via a promo code that can be used to offset local produce purchases made at e-SG Farmers' Market on Lazada RedMart.

4 Minister Grace Fu who was at TMC earlier today to launch the CWG pilot initiative said, "It is important for mothers who have just given birth to eat well as they recuperate. I am heartened that the Citizens' Workgroup team has collaborated with TMC and local farms to introduce local produce in confinement meals for new mothers and show them the benefits of eating local produce. The success of this pilot project is a good example of Singapore Together where the private and people sector partner the government to raise awareness and promote long term sustainability of our local supply of fresh produce. We hope that through this initiative, mothers will be encouraged to choose local produce for their babies and families in the long run."

5 Echoing Minister Fu's sentiments, Ruan Lim, Project Lead for LSGM shared, "LSGM is delighted to be part of this meaningful project. We hope mums – being

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<sup>1</sup> 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. [Response to recommendations from the CWG on increasing demand for local produce.](#)

<sup>2</sup> Participating local farms of the pilot project include Kühlbarra/ Barramundi Asia Pte Ltd (barramundi), N&N Agriculture Pte Ltd (pasteurised eggs) and Aquaculture Centre of Excellence Pte Ltd (grouper) as well as local vegetable farms.

powerful peer influencers and pillars in our communities – will support local produce and make it part of their conversations with friends and family.”

6 Dr Daniel Lee, General Manager and Chief Operating Officer, TMC welcomed the tie up. “TMC is honoured to work with SFA and the LoveSGMums Meal team to serve local produce in meals specially designed by Chef Justin Foo. As an established local brand with more than 40 years of track record in caring for generations of mothers and their newborns, we pride ourselves in bringing the freshest from local farms and best possible postpartum nutrition to all mothers who come through our doors.”, said Dr Lee.

7 Sharing his inspiration on the menu ideation and creation, Chef Justin Foo said, “The dishes I’ve planned for our mothers are cuisines that one wouldn’t readily relate locally grown produce to. I hope families will start to choose local produce and be able to taste the freshness and uniqueness of our home grown produce.”

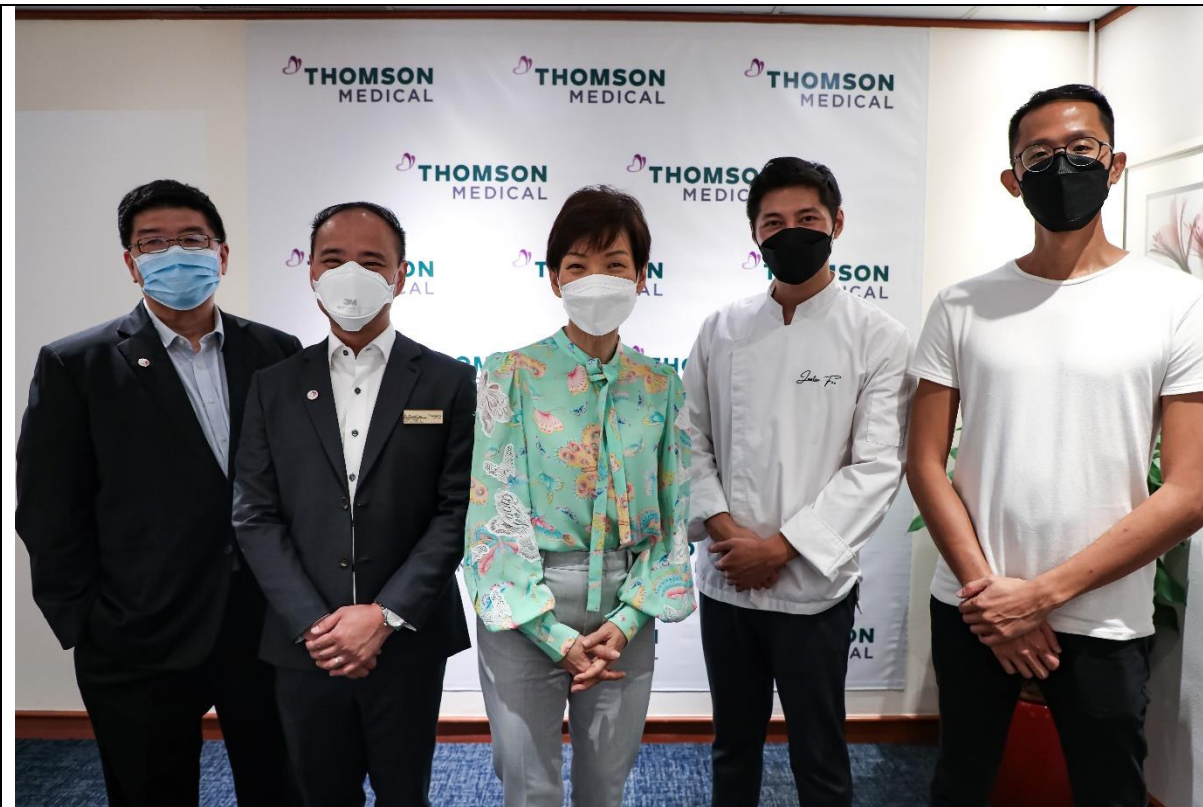
8 As Singapore work towards the goal of producing 30% of our nutritional needs locally and sustainably by 2030, there must be demand for our local produce to support a commercially sustainable and vibrant agri-food ecosystem. Besides new mothers, consumers are encouraged to support local produce, which can be easily identified through the SG Fresh Produce logo at the supermarkets or online grocers.

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**Annex A**



Chef Justin Foo (far left) briefing Minister for Sustainability and the Environment Grace Fu about the 3 meal options. LoveSGMums Meal project lead Ruan Lim and Dr Wong Chiang Yin, Group CEO Thomson Medical (far right) look on.



From left to right: Group CEO Thomson Medical Dr Wong Chiang Yin, TMC Chief Operating Officer and General Manager Dr Daniel Lee, Minister for Sustainability and the Environment Grace Fu, Chef Justin Foo and LoveSGMums Meal project lead Ruan Lim.



**Annex B**

Meals designed by Chef Justin Foo using local produce for post-partum mothers at Thomson Medical Centre

*Photos for illustrative purposes only*



*Seared Barramundi\* with Kale\* & Basil Pistou, served with a side of Ratatouille, Olive Rice Pilaf and Roasted Tomato Soup.*

*\* locally-farmed*



*Creamy Barramundi\* and Mushroom\* Pot Pie served with Kale\* Chips, Roasted Rosemary Potatoes, and a side of Spinach\* Salad with Eggs\* & Lemon Vinaigrette.*

*\* locally-farmed*



*Baked Eggs\* in Mushroom\* & Spinach\* Tomato Sauce served with Grilled Zucchini & Eggplants, Roasted Sweet Potatoes, and a side of Potato Egg\* Salad with Cornichon Remoulade.*

*\* locally-farmed*

**About the Citizens' Workgroup on Increasing Demand for Local Produce**

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.

**About Singapore Food Agency**

As the lead agency for food-related matters, the Singapore Food Agency's mission is to ensure and secure a supply of safe food for Singapore. SFA works hand-in-hand with the industry and consumers to grow our three "food baskets" –Diversify import sources, Grow local, and Grow overseas, as well as ensure food safety from farm-to-fork. SFA also partners food businesses to strengthen capabilities, tap on technologies to raise productivity, undertake research to develop new lines of business, and catalyse industry transformation to ensure food security.

For more information on SFA, visit [www.sfa.gov.sg](http://www.sfa.gov.sg).

**About 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 post-partum mothers with their first meal after delivery, that is prepared with mostly locally-grown and harvested produce. The meal is designed by celebrity Chef Justin Foo, in consultation with Thomson Medical Centre's dietician, lactation consultant and TCM physician to ensure quality, taste, and the right nutrition that mothers need for recuperation and breastfeeding. Alongside the meal, collaterals that provide information on the meal, merits of local farms, and retail options for local produce will be provided.



**About Thomson Medical**

Established in 1979, Thomson Medical Pte Ltd is one of the largest private provider of healthcare services for women and children in Singapore. It owns and operates the iconic Thomson Medical Centre and a network of specialist medical clinics and facilities providing outpatient women and children healthcare services and service offerings in diagnostic imaging, health screening, gynaecological oncology, dentistry, specialist dermatology, traditional Chinese medicine, musculoskeletal and sports medicine, medical aesthetics and counselling and specialised learning for children with learning difficulties.

For more information, please visit: [www.thomsonmedical.com](http://www.thomsonmedical.com)

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

Singapore Agro-Food Enterprises Federation Limited (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).

**SG Fresh Produce logo**

