

答复

多管齐下推广本土农产品

谨答复《联合早报·交流站》于3月14日刊登的林德坤读者投函《传统巴刹也应支持本地蔬菜》：

我们感谢林先生对本土农产品的支持，以及在湿巴刹推广本土农产品的反馈。

在新加坡食品局与农业界合作，提高本地产量的同时，消费者的需求，对于维持一个健康和蓬勃发展的农业食品生态系统也同样重要。食品局推出了“SG新鲜农产品”（SG Fresh Produce，简称SGFP）标志，作为促销和店内销售点材料，让农夫和超市零售商印在农产品包装上，以便消费者在购物时能轻松辨认和购买。然而，我们知道，目前消费者要在湿巴刹辨认本土农产品仍不容易。

食品局根据公民工作小组（Citizens' Workgroup）关于增加本土农产品需求量的建议，展开试点项目，在湿巴刹引入视觉营销，让消费者更容易辨认本土农产品。配合试点项目，食品局为选定的本地蔬菜农场提供了展示物件，即印有SGFP标志的横幅或告示牌和围裙，让农场分发给它们的湿巴刹摊主，供他们在摊位上展示。

自去年推出以来，约有20个湿巴刹摊位参与了试点项目。公众可透过食品局的微型网站（shorturl.at/acjsy），找到参与的湿巴刹摊位名单。我们希望这些展示物件能吸引购物者，帮助他们更容易辨认本土农产品，也鼓励湿巴刹摊主积极使用它们。食品局将继续评估试点项目的成效，并逐步推广到更多的湿巴刹摊位。

包括政府、业界和消费者都可以在加强新加坡的粮食安全方面发挥作用。本土生产是粮食安全战略的关键环节，因为它有助于减轻供应中断的影响，减少新加坡对进口的依赖。我们鼓励消费者通过支持本土农产品来尽一份力，因为对本土农产品的更高需求，将使农场保持商业可持续性，并激励农夫提高生产力。强大的本地支持也会鼓励农场扩大业务规模，并投资于科技和创新，使它们能够提高产能，以更少的资源和可持续的方式生产更多农产品。

消费者在网上、超市或湿巴刹场购买农产品时，可以留意包装上或农产品旁边显示的红色SGFP标志，来支持本土农产品。消费者也可以参加农夫市集和学习之旅等活动，购买和了解更多本土农产品。

新加坡食品局
行业开发与社区合作部
高级署长
张丽萍

A multi-pronged approach to promoting local agricultural products

We thank 林德坤 for his support for local produce and feedback on the promotion of local produce at wet markets (传统巴刹也应支持本地蔬菜).

While the Singapore Food Agency (SFA) works with the industry to ramp up local production, demand from consumers is equally important to sustain a healthy and vibrant agri-food eco-system. SFA has rolled out the SG Fresh Produce (SGFP) logo for farmers and supermarket retailers to incorporate onto produce packaging as promotional and instore point-of-sale materials, so that consumers can easily identify and buy local produce while grocery shopping. However, we understand that it is currently still challenging for consumers to identify local produce in wet markets.

Following a proposal by the Citizens' Workgroup on Increasing Demand for Local Produce, SFA has developed a pilot project to introduce visual merchandising for consumers to easily identify local produce at wet markets. As part of the pilot, SFA provided selected local vegetable farms with display sets (signs and aprons featuring the SGFP logo) for the farms to distribute to their wet market customers for display at their stalls.

About 20 wet market stalls are participating in this pilot since it was rolled out last year. The public can find the list of participating wet market stallholders on our #fromSGtoSG microsite here (www.sfa.gov.sg/fromSGtoSG/wheretobuy). We hope these sets will attract shoppers and help them identify local produce easily, and we encourage wet markets stallholders to actively use these sets. SFA will continue to assess the effectiveness of the pilot and gradually expand this initiative to more wet market stalls.

All of us – the Government, the industry, and consumers – have a part to play in strengthening Singapore's food security. Local production is a key prong of our food security strategy as it helps to mitigate the impact of supply disruptions and reduce Singapore's reliance on imports. We encourage consumers to play their part by supporting local produce, as higher local demand for home-grown produce will keep our farms commercially viable and spur our farmers to become more productive.

The strong local support will also encourage our farms to upscale their businesses and invest in technology and innovation so that they can increase their capability and capacity to produce more with less and in a sustainable manner. Consumers can support locally farmed produce by looking out for the red SGFP logo displayed on the packaging of produce or next to them when shopping for groceries online, at supermarkets or wet markets. Consumers can also participate in activities such as farmers' markets and educational tours to buy and learn more about local produce.

Ms Cheong Lai Peng

Senior Director (Industry Development & Community Partnership)

Singapore Food Agency