



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?

IDEA 1 CONNECTING LARGE SCALE FARMERS Matching SUPPLY & DEMAND THROUGH A PLATFORM PARTNER WITH LOGISTICS TO PLACES OF DEMAND CANTEN OPERATORS RESTAURANTS LEVERAGE AGGREGATE EXISTING PLATFORMS MARKETPLACE

### GROUP 3

HOW MIGHT WE... ENGAGE

aunties & uncles TO PROMOTE LOCAL?

IDEA 1 DEMARCATe LOCAL PRODUCE FROM IDENTICAL LOOKING PRODUCE

Visual merchandising "MADE IN SINGAPORE" \* LABELS \* INFOGRAPHICS \* BANNERS

### GROUP 6

HOW MIGHT WE...

help LOCAL PRODUCERS

TELL STORIES & sell online?

IDEA 1 e-platform INFO-SHARING BETWEEN FARMER + BUYER ACCESSIBILITY CHAT Real-time \* BUY \* EAT \* REVIEW LINK TO SOCIAL MEDIA

## - 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**

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

LOVE  
SGMUMS  
MEAL

GROUP 1

GROUP 1 - LoveSGMums Meal

### **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.



## 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!

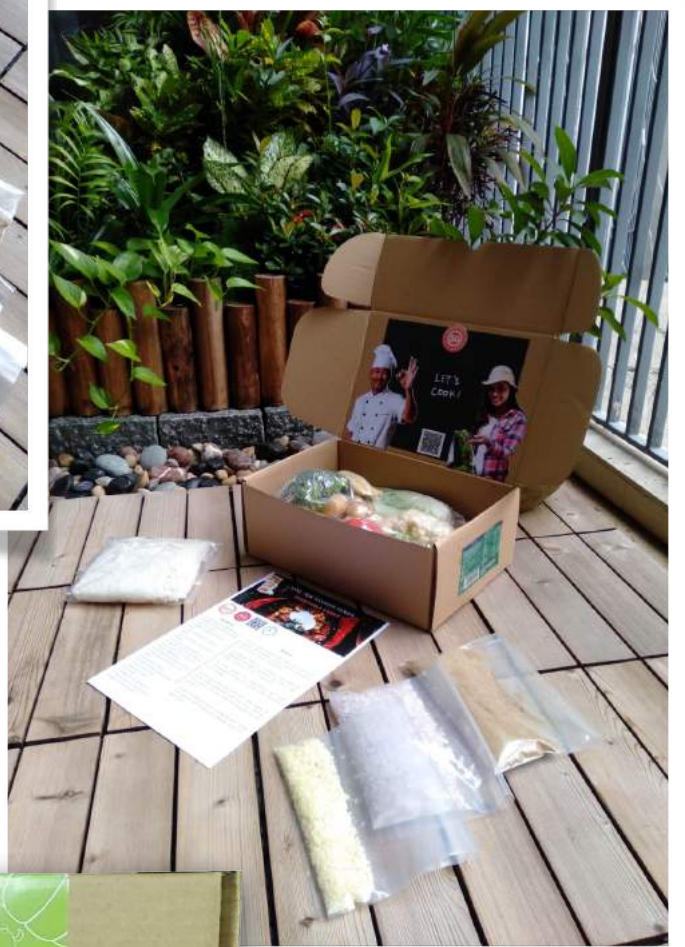
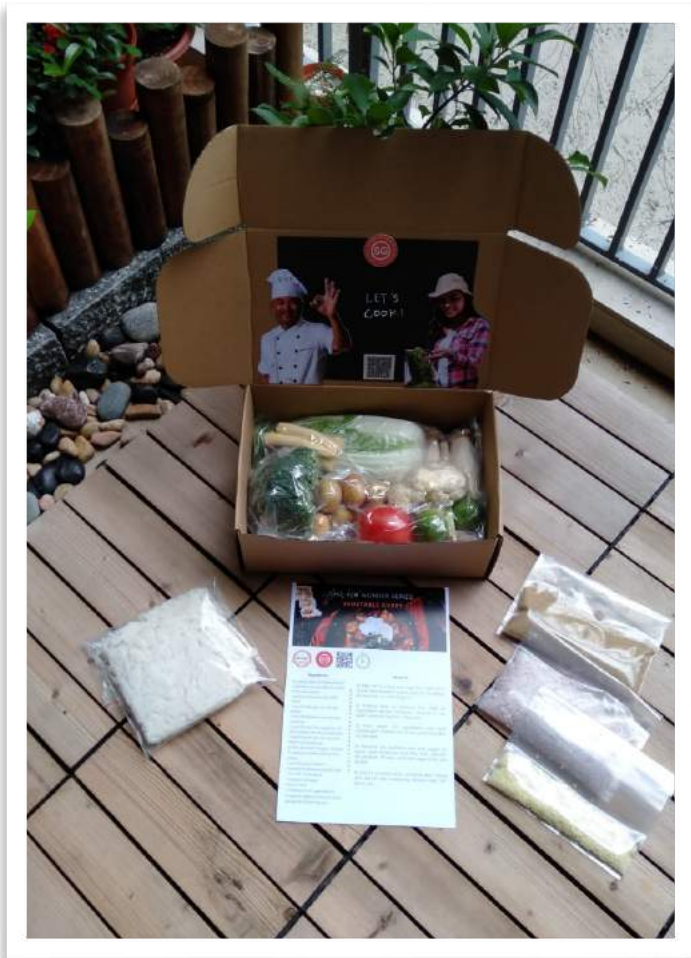
## The Implementation

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.

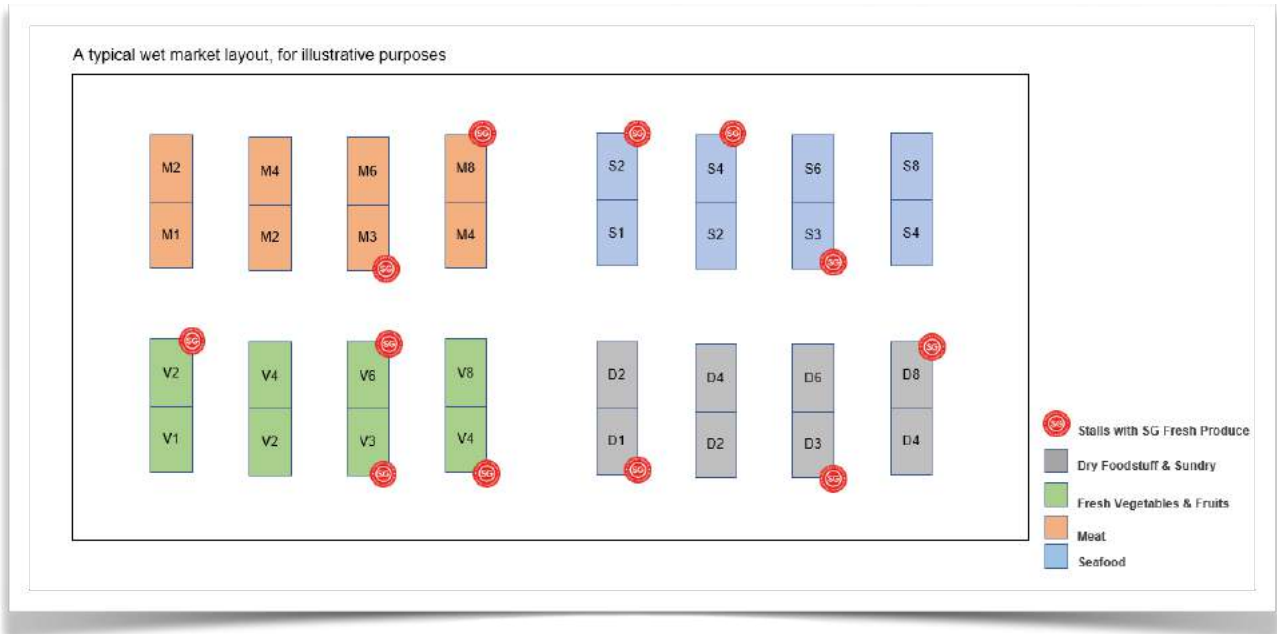
These small but visually-striking, lightweight, and generic markers mean that a stallholder can use them easily and consistently regardless of what local produce he is selling; while being an obvious indicator to consumers.

## 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!

**CHOOSE FRESH LOCAL PRODUCE**

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)***

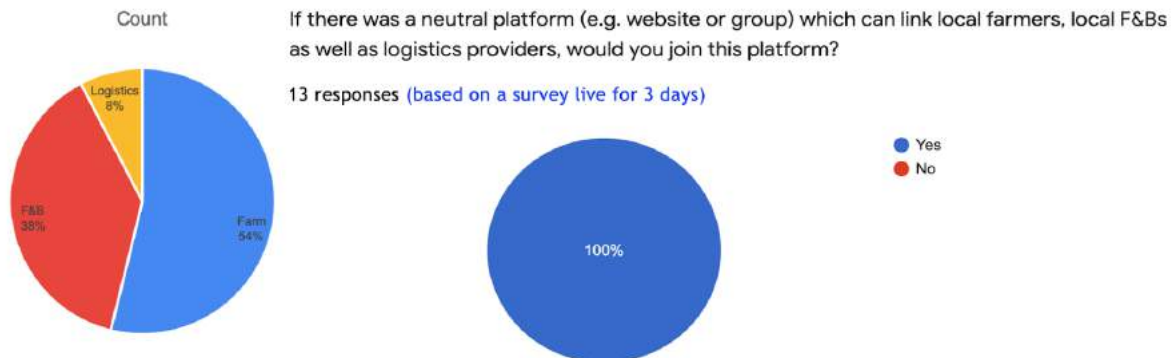
We propose the development of a Centralised Neutral Platform (CNP) (website). This CNP would serve as a 'Local Produce Marketplace' where interests are transformed into demand.

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**

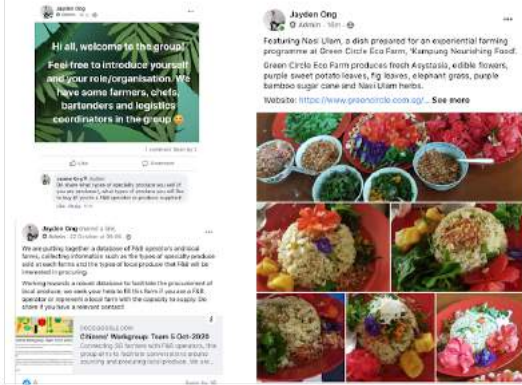
Considerable amount of time & resources would be required to get users to sign up to this platform as membership of the CNP is very specific & not open to the general public, although the general public can view & engage with the content. Incentives may need to be provided – such as usage of the SG Fresh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

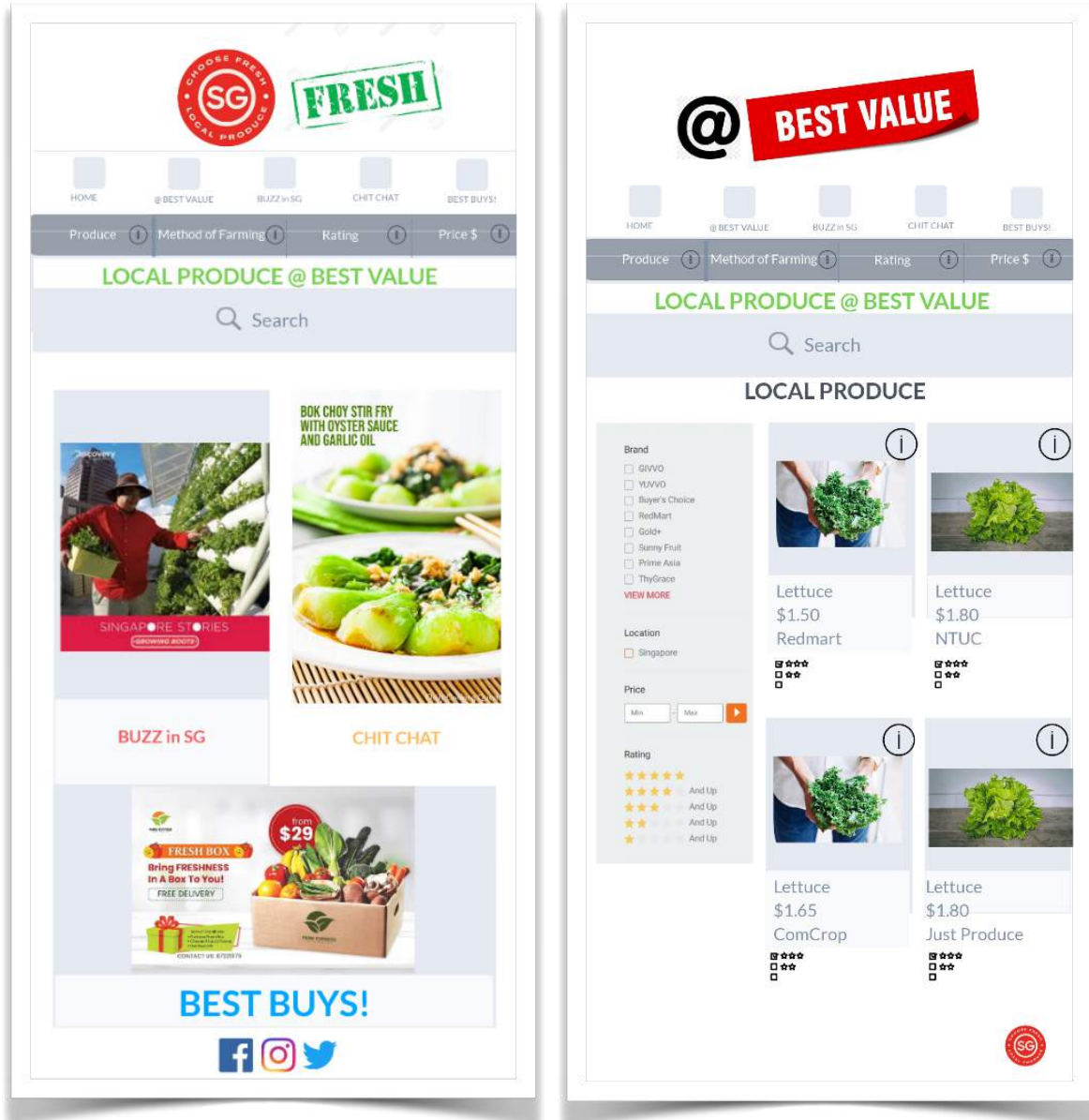
- online purchase;
- real-time chat with local producer (for information on local produce)

## The Key Benefits

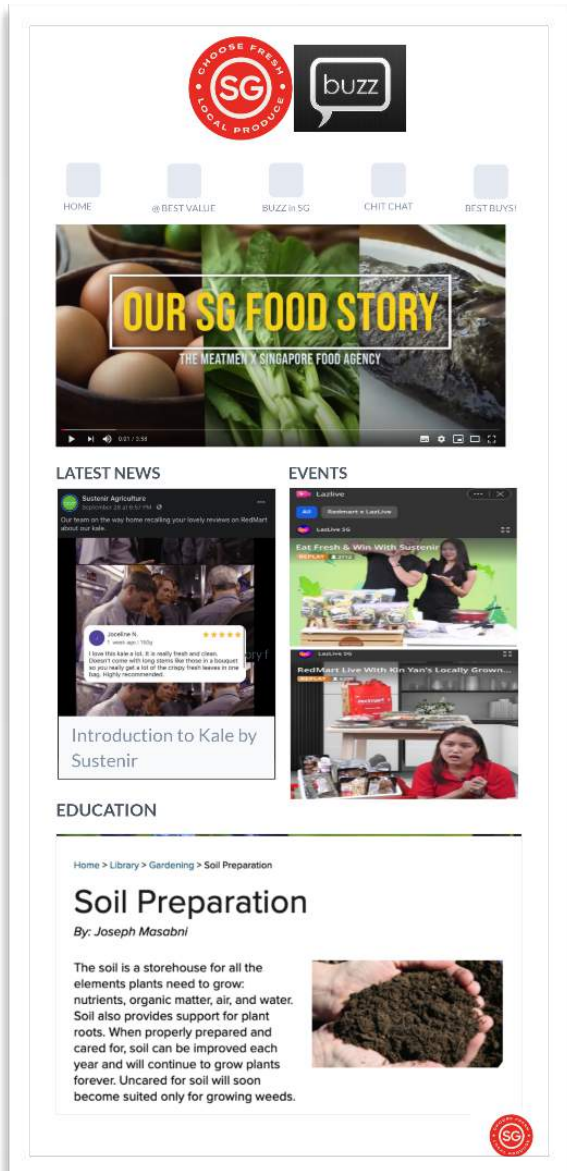
- **A Common Platform to Connect Consumers, Farmers and Retailers**  
This platform will combine the best of a search engine and a vibrant community. Consumers will have access to in-depth information of local produce (e.g. when was this produce harvested and packaged). While local farmers will get a 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

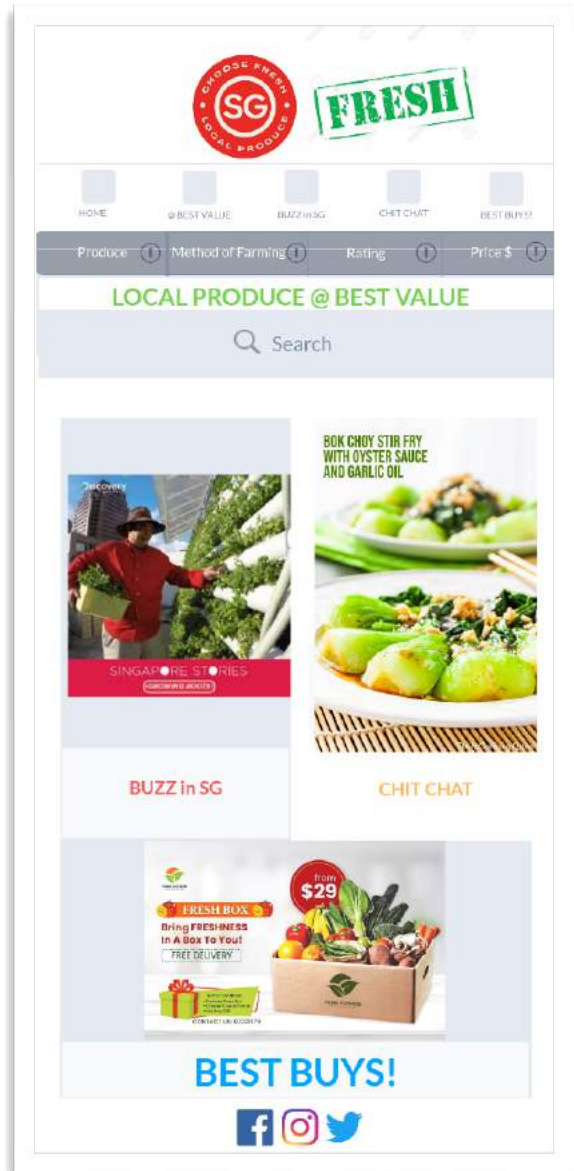


Search Engine – for local produce only; with comparison of quality, vendors, price for the user. The search engine provides only information and will re-direct user to the vendor’s online sales page for purchase of local produce.

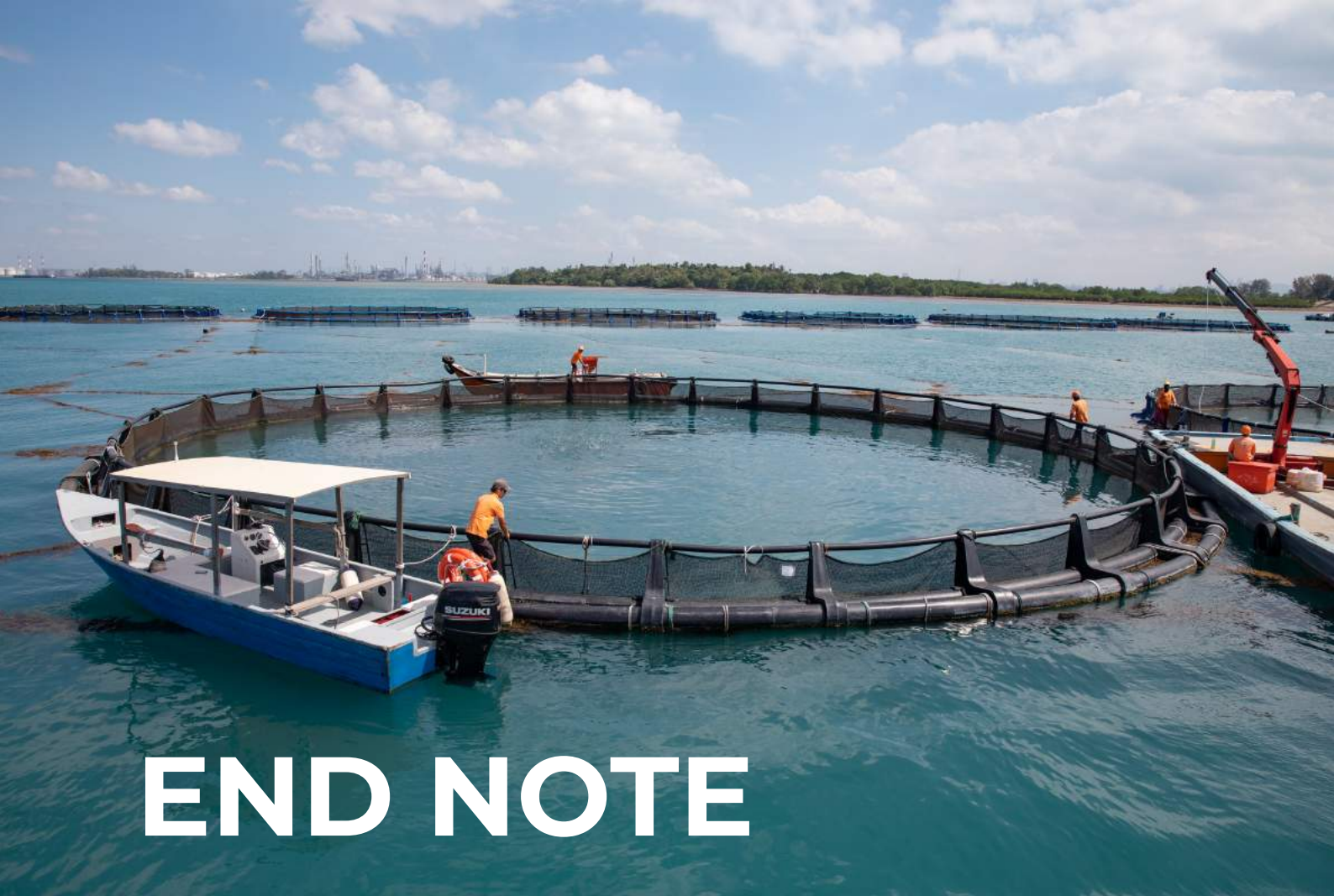


SG Buzz – curated news, information, stories and events on local produce, farmers and retailers (e.g regular “Live” events or social media news to feature here).

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!

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**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>