



# MEDIA FACTSHEET

**TO BE REPORTED ONLY IF CONTENT IS DELIVERED AT COS 2023 DEBATE  
AND TO BE EMBARGOED UNTIL AFTER DELIVERY**

## **ALLIANCE FOR ACTION (AFA) ON DEMAND OFFTAKE AND CONSUMER EDUCATION**

Led by the industry and supported by the Singapore Food Agency (SFA), the Alliance for Action (AfA) on Demand Offtake and Consumer Education was formed in February 2023 to look into demand and supply aggregation of local produce and build greater support for local produce through consumer education.

2 As part of ForwardSG conversations, the agri-food industry, supported by SFA and other government agencies, has come together to increase the commercial offtake of local agricultural produce, and encourage consumers to support local produce. With our local farms building greater capability and capacity towards Singapore's '30 by 30' goal, they will need the corresponding demand offtake for their produce. The Hotel, Restaurants, and Catering (HoReCa) sector and local consumers can do their part to support and buy local produce. The newly formed AfA brings together the strengths of the various stakeholders to co-create practical solutions to aggregate supply from farms to match the demand of commercial offtakers, and to help consumers understand the relevance and importance of supporting local produce.

3 The AfA will form sub-working groups to focus on the following:

- a. Onboarding HORECA businesses to the Farm-to-Table (FTT) Recognition Programme<sup>1</sup>
- b. Forming a co-operative or supplier aggregator arrangement
- c. Developing a set of common industry crop (quality) standards

4 The AfA will be chaired by Mr Stanley Goh, Chief Executive Officer of Food Solutions, SATS, and co-chaired by Mr Jack Moy, Chief Executive Officer of Sustenir and Mr Vincent Tan, Group General Manager of Shin Tai Ho & Co (Rong Yao Fisheries). The AfA will include other key members of our local food ecosystem, such as representatives from farms, off-takers and associations including Barramundi Group, ComCrop, NTUC FairPrice, Singapore Agro-Food Enterprises Federation (SAFEF), Restaurant Association of Singapore (RAS), Association of Catering Professionals Singapore (ACAPS), and Singapore Hotels Association (SHA). The list of members can be found in the **Annex**.

---

<sup>1</sup> Farm-to-Table (FTT) Recognition Programme will be officially launched in end-Mar 2023. The programme consists of a pledge and FTT logo award to recognise food businesses that support local produce. Food businesses that procure at least 15% (by dollar value) of local produce in any of the 4 food categories (Hen shell eggs, Leafy vegetables, Beansprouts, Fish) will be eligible for the FTT logo.

5 Mr Stanley Goh, CEO of Food Solutions at SATS, said: “The AfA comes at a crucial point when it is time for the HORECA, agri-food and retail industries to collectively commit to collaborating with one another and creating offtake for local produce, as we make steady progress towards the ‘30 by 30’ goal. Singaporeans, together with the local agri-food industry and food businesses, need to play our part and realise the importance of local production to Singapore’s food resilience, and that means choosing and buying local. I am confident that the AfA will result in positive measures towards co-creating solutions that will support the production and demand offtake of local produce”.

7 Mr Dave Huang, Director of Green Harvest, said: “The AfA is a platform that brings the key stakeholders across the food ecosystem together to develop concrete actions to support the demand offtake of local produce. This is an important endeavour that ensures the commercial viability of local farms, thereby contributing to Singapore’s food resilience. I am excited to be a part of this AfA.”

8 SFA encourages more industry players to join the AfA and contribute actively. SFA, together with other Government agencies such as Enterprise Singapore and the Singapore Tourism Board, will support the AfA’s work.

– End –

**For media queries, please contact:**

**Charlotte Chong (Ms)**  
Media & Social Media Department  
Singapore Food Agency  
Tel: 8444 7208  
Email: [charlotte\\_chong@sfa.gov.sg](mailto:charlotte_chong@sfa.gov.sg)

–

**Members and Government Representatives of the AfA on Demand Offtake and consumer education**

<b>Members</b>		
<b>Name</b>	<b>Company and Designation</b>	<b>Role</b>
Stanley Goh	Chief Executive Officer of Food Solutions, SATS	Chairperson
Jack Moy	Chief Executive Officer, Sustenir Agriculture	Co-Chairperson
Vincent Tan	Group General Manager, Shin Tai Ho & Co (Rong-Yao Fisheries)	Co-Chairperson
Lau Chuen Wei	Executive Director, Singapore Agro-Food Enterprises Federation Limited (SAFEF)	Member
Tan Ying Quan	Head of Operations, Barramundi Group,	Member
Ng Yiak Say	Managing Director, Blue Ocean Aquaculture Technology (BOAT)	Member
Kelly Jin	General Manager, Metropolitan Fishery Group/The Fish Farmer	Member
Dirk Eichelberger	Chief Executive Officer, Singapore Aquaculture Technologies (SAT)	Member
Peter Barber	Chief Executive Officer, ComCrop	Member
Dave Huang	Business Development Director, Green Harvest/Koh Fah Technology Farm	Member
Erik Wang	Chief Executive Officer, Chang Cheng Group	Member
Alan Lau	Managing Director, Qi Ji Catering	Member
Jimmy Soh	Deputy President, Singapore Food Manufacturers' Association (SFMA)	Member
Jaymee Tan	Executive Director, Restaurant Association of Singapore (RAS)	Member
Margaret Heng	Executive Director, Singapore Hotel Association (SHA)	Member
Thomas Chia	Senior Manager, Association of Catering Professionals Singapore (ACAPS)	Member
Kenneth Chia	Managing Director, TheSeafoodCompany	Member
Simon Ng	Commercial Director, SEA Fresh, DFI Retail Group	Member
Andy Chang	Category Director for Fresh and Frozen Category, FairPrice Group	Member
David Ng	Procurement Specialist, Hao Mart	Member
Ryan Ho	Vice President, Category Director (Groceries), Lazada Singapore	Member
Nigel Lin	Executive Assistant to Chief Executive Officer (Purchasing, Finance & HR), Sheng Siong	Member

<b>Government Representatives</b>	
<b>Senior Government Resource Person</b>	Lim Kok Thai, Chief Executive Officer, Singapore Food Agency
<b>Lead Government Agency</b>	Singapore Food Agency
<b>Supporting Government Agencies</b>	Enterprise Singapore
	Singapore Tourism Board
	Ministry of Sustainability and Environment