

Message from

President

Kranji Countryside Association



Productivity – the call for it is loud and clear.

Last year's recession aggravated food scarcity and environmental degradation, which are global issues that not only affect the agricultural community but all of society. There is an acute need for co-operation and communication among government agencies, businesses, and social and educational institutions to come together to face and tackle these challenges. Singapore's model of limitless food import cannot be sustainable, especially not with our booming population and uncertainties in the international economy.

Agricultural self-sufficiency goes beyond national security. With an ever-growing awareness of carbon footprints and food miles, we can no longer ignore the environmental implications of our actions. Here in the Kranji countryside, we have been supporting each other's fresh produce and reducing our food miles for years, but it is time to extend this revolution to the rest of the country. There must be a serious push to go "local" – the demand for local products, local experiences and local ideas will contribute directly to productivity of the land and productivity of the mind.

Last November, LOHAS Asia Pacific, a US-led consumer movement, named the Kranji countryside as the world's first LOHAS region. LOHAS stands for Lifestyles of Health and Sustainability, and this title is very much

in tune with what the Kranji Countryside Association farmers are trying to achieve. The small size of our agricultural belt enables us to be an effective test-bed for eco-friendly practices and green technologies, and we are delighted to have LOHAS Asia Pacific on board for the next stage of our development.

In 2010, the Kranji Countryside Association will continue to unite farmers in our vision to provide food security for our nation, employment opportunities for marginalised sections of society, and a place where people can enjoy nature in its most basic element and find solace for their souls. We will also work hard to improve accessibility and to raise the educational and entertainment value of our farms. As more tourists visit our global city, we also want them to see a different, wilder and more relaxed side of Singapore.

With support from the government and the people, the Kranji countryside will realise its potential of becoming Singapore's natural jewel, where even the birds from faraway land.

Ivy Singh-Lim (Mrs)

President

Kranji Countryside Association

