

## Message from

Chairman

Poultry Merchants' Association,

Singapore



The year 2009 will be remembered as one when the whole world went into recession and governments pulled out all the stops to cushion the impact for their country. Singapore, though not spared from this economic tsunami, survived this historic period of gloom better than initially feared, thanks in part to the government's proactive intervention through various schemes to help the industries. On the whole, the local poultry industry escaped relatively unscathed, probably due largely to the fact that our products are mainly staple food, which naturally attracts a larger proportion of household expenditure during belt-tightening times.

This year holds both opportunities and challenges for our members. Per capita consumption of poultry products and the population growth rate are likely to remain relatively constant. Against this backdrop, our industry is likely to continue to experience moderate but steady growth. The good news is that the potential increase in tourist arrivals due to the completion of the highly anticipated integrated resorts could mean an added boost to our industry.

All this, of course, is contingent on the absence, or containment, of external factors such as a recurrence of avian flu, or occurrences of any other events that may adversely affect the supply and demand of poultry products. The zoning of supply

regions in Malaysia has been effective in mitigating and isolating the impact of any occurrence of H5N1 thus far. In partnership with the Agri-Food and Veterinary Authority of Singapore (AVA), our industry will continue to be vigilant and do what we can to prepare for foreseeable contingencies.

With continuing upward pressure on the cost of raw material, ensuring uninterrupted supply of ducks and chickens at affordable prices continues to be the biggest challenge facing poultry farmers and the industry as a whole.

Food safety has been and will remain our number one priority. The AVA has been instrumental in taking the lead in promoting and enforcing compliance with high standards and best practices. Ultimately, however, the responsibility rests squarely on our members' shoulders. I am confident they will rise to the challenge as before.

We congratulate the AVA on the release of this new edition of the AVA's guide and wish it every success!

### **Chew Ghim Bok**

Chairman

Poultry Merchants' Association, Singapore



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