

## Message from

Chairman

Singapore Fruits and Vegetables

Importers and Exporters Association



Since its inauguration in 1948, the Singapore Fruits and Vegetables Importers and Exporters Association (SFVA) has played an integral role in Singapore's fruits and vegetables trade.

Our open and liberal approach towards the import of fruits and vegetables into Singapore has provided us with various sources of fresh produce and this has created a strong and yet competitive market.

Our mission is to help promote and support the growth of Singapore's fruits and vegetables trade; increase the networking among SFVA members; and strengthen the relations within the industry.

The SFVA is the bridge that fosters closer relationships between our members and government institutions, creating a better understanding between both parties.

With the support of the Agri-Food and Veterinary Authority of Singapore (AVA), the SFVA has entered new markets, found new sources of supply and products, and attended trade fairs over the past two years.

Both the AVA and SFVA share a common objective and that is to ensure a stable and adequate supply of safe, wholesome and quality fresh produce for our country.

With the growing population, changes in lifestyle and people becoming more health conscious, it is important to ensure reliable sources of supply, nutritional qualities and new varieties of produce. As importers, we always have to adjust accordingly to market-changing requirements and ensure that Singaporeans enjoy a wider range of affordable fruits and vegetables. We also

want to improve the infrastructure and post-harvest technology, to implement cold-chain distribution as well as improve packaging to meet consumer needs.

Singapore imports approximately 3 billion tonnes of food per year, with fruits making up approximately 361,000 tonnes and vegetables 394,000 tonnes.

Our government recognises the importance of local agriculture in supplementing our food supply. Therefore the AVA has established the business cluster, to provide platforms for industry collaboration in areas such as research and development; technology transfer, advisory and extension services; skills upgrading; and agri-trade facilitation.

To give our industry a competitive edge, we will focus on cold-chain management and post-harvest technology. With the government support, the SFVA will continue to help its members to work closely together to upgrade our industry and enhance our capability and competitiveness in the fast-changing world.

In conclusion, we would like to take this opportunity to congratulate the AVA on the success of publishing the *Singapore Agri-Food Business Directory 2010*.

### Tay Khiam Back

Chairman

Singapore Fruits and Vegetables Importers and Exporters Association

