



# Welcome to the Kranji Countryside

Farmer's Market . Tours . Workshops

[www.kranjicountryside.com](http://www.kranjicountryside.com)

# Most Important Slide:



**SERENE KE**  
MARKETING EXECUTIVE

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 [admin@kranjicountryside.com](mailto:admin@kranjicountryside.com)

 [www.kranjicountryside.com](http://www.kranjicountryside.com)

 @farmersmarketsg

**KRANJI COUNTRYSIDE  
ASSOCIATION**



*Farmer's Market • Farms Visit • Educational Workshop*



## The Kranji Countryside Association

We are a non-government and non-profit organization dedicated to the promotion and development of the Kranji area as a farming and nature reserve region in Singapore. A pioneer farming association since 2005 with more than 19 years of history, with over 60 registered corporate members

We are focused on promoting Singapore's farming heritage and engaging visitors to experience the Kranji Countryside. We have been actively engaging different stakeholders, organising events such as Farmers' Market, organising tours, conducting workshops and to work with partners to promote local produce and tourism for Singapore's Sustainability Precinct as a Green Lifestyle Destination

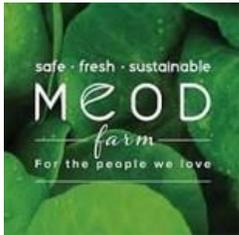


•A strong collective that represents close to **80% of the industry** and has a **growing community base** of nature lovers, conservationists on Singapore's countryside and natural environment



• A **well represented membership** that comprise the food producing and non-food producing farms

- Fisheries,
- Poultry - Quail & Chicken
- Vegetables
- High- tech farming clusters
- Dairy, goat milk
- Frog
- Crocodile
- Aquarium
- Horticulture – Nurseries
- Horti- entertainment





KRANJI  
COUNTRYSIDE  
ASSOCIATION  
• SINGAPORE •

WELCOME TO THE  
KRANJI COUNTRYSIDE  
FARMERS' CNY FESTIVAL

FARMERS' CNY FESTIVAL

JAN  
10.30pm





Events in 2024



# CNY Farmers' Market Jan 2024

## Highlights –

- Local Produce Booths
- Local Vendors Booths
- RSAF Simulator Rides and educational booths
- Educational workshops on Eggs talk and Aquaponics
- Cooking Demonstration
- Farms Open House



# Fish Keeping Workshop during March School Holiday 2024

## Highlights –

- Fish Keeping Sharing Time
- Information on kick start on Fish Keeping
- Materials provided



# Business Networking Session with Fairmont Chefs April 2024

## Highlights –

- Showcasing Local Produce
- Meeting the procurement team and Chefs



# Sustainable Event with Moumein- Cairnhill CC April 2024

## Highlights –

- Showcasing Local Produce
- Live Quails & Eggs Workshop



# FHA April 2024

## Highlights –

- Showcasing Local Produce
- Elevate their brands, build partnerships, and capture new business opportunities in the Asian market



# AGM April 2024

## Highlights –

- Guest Of Honor : SMS Koh Poh Koon
- Overview of upcoming projects and goals for the next year.
- Summary of financial performance, including revenue and expense reports.
- Updates on initiatives to support sustainability in our community



# KCA Farmers' Market June 2024

## Highlights –

- Local Produce Booths
- Local Vendors Booths
- Cooking Demonstration
- Horse Riding
- Farms Open House
- Cyclist visitation



# LENG KEE CC – National Family Festival

## Highlights –

- Featuring Local Produce
- Educational workshops – Grow your mushrooms, Black Soldier Flies, Eggs & Quails Talk



**NATIONAL FAMILY FESTIVAL**  
*@ Queenstown*

**22 JUNE | 9 AM | LENG KEE CC**

**ACTIVITIES\*:**  
SOLAR POWER HOUSE | MUSICAL BOX |  
SUMIKKO GURASHI MIRROR

**TALKS:**  
FUTURE-READY CHILDREN  
CHILDREN'S FIRST DEVICE  
CAREGIVING ROLE & IDENTITY  
BREATHE TO THRIVE

**FARMER'S WORKSHOPS\*:**  
QUAIL & LOCAL EGGS  
BLACK SOLDIER FLIES  
MUSHROOM GROWING

**STAGE PERFORMANCE | SNACK STATION**  
**BOUNCY CASTLE | FOOD TRUCK**

\*PLEASE NOTE THAT A FEE WILL BE CHARGED FOR CERTAIN WORKSHOPS.

**Joining us**  
**Mr Eric Chua**  
Senior Parliamentary Secretary,  
Ministry of Culture, Community and Youth &  
Ministry of Social and Family Development  
Adviser to Tanjong Pagar GRC Grassroots  
Organisations (Queenstown)

**REGISTER FOR TALKS, ACTIVITIES & WORKSHOPS HERE!**  
  
<http://go.gov.sg/pimnsqmf2024>

**FREE ONLINE REGISTRATION WITH FREE GIFTS!**  
  
<http://go.gov.sg/pimnsqmf2024>

Collect the following items at the event when you register online:

- Limited Edition Queenstown Shopping Bag
- S\$5 Farmers' Market Voucher
- 1 x Ice cream
- 1 x Snack from Food Truck

ORGANISED BY



People's Association



Queenstown  
Grassroots Organisations



People's Association  
Family Life  
Champions

Queenstown



FAMILIES  
for LIFE



FUTURE  
YOUTH  
PASSIONARTISTIC  
FAMILIES



NATIONAL  
FAMILY  
FESTIVAL  
2024  
YES TO FAMILY TIME  
ANYWHERE, ANYTIME

# SIGEP at MBS June 2024

## Highlights –

- Featuring Local Produce
- Opportunities to connect with key buyers, distributors, and industry professionals.
- Pre-scheduled B2B sessions with top industry buyers.



# Crocodile Farm Tour Aug 2024

## Highlights –

- Guided introduction to the world of crocodiles, including species facts, habitats, and behavior insights.
- Observed feeding demonstrations showcasing crocodiles' natural hunting instincts and eating habits.
- Insights into the farm's conservation work and sustainable practices to protect and preserve crocodile populations.



# Taiwan Smart Agriweek 2024

## Highlights –

- Increased international exposure with attendees from diverse regions.
- Showcase of the latest advancements in smart agriculture technology.
- Hands-on experience with innovative tools and solutions for modern farming
- Business matching sessions to facilitate meaningful connections and potential export deals.
- Opportunities to emphasize Singaporean produce, capturing attention from Taiwanese consumers.



MONEY.UDN.COM

智慧農業週暨漁業展今登場 聚焦農漁畜冷鏈與永續科技 | 熱門亮點 | 商情 | 經濟日報

# Bytedance



# Tengah Airbase – Community Outreach

## Highlights –

- Interactive sessions with local residents to strengthen community bonds.
- Showcases of Airbase history, operations, and its role in national security.
- Workshops for students on career opportunities in defense and aviation.
- STEM activities to inspire interest in engineering, technology, and aviation fields.





# Eco Family Fiesta with Hong Kah North CC Nov 2024

- Highlights –
- Local Produce Booths
- Educational workshops on Eggs talk
- Cooking Demonstration
- Exhibition Booths



**HONG KAH NORTH SUSTAINABILITY FIESTA 2024**

**17 NOV 2024**  
**9AM - 12PM**  
HONG KAH NORTH CC

**HIGHLIGHTS**

Joined by:  
Dr Amy Khor 

**FARMERS' MARKET & COOKING DEMO**  
Shop for locally grown produce at a discount and learn how to cook them

**MAKE PLASTIC COASTERS**  
Make plastic coasters, DIY sales, and more!

# **KCA promoting local produce through Digital Platforms**



# Digital Marketing Platforms

- Facebook (57k followers)

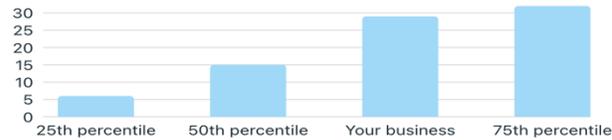
Compare your performance against businesses in the Supermarkets and corner shops category  
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

### Published content

29

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Well done! Stay on track by creating a new post or scheduling in advance.

[Create Post](#)

**Kranji Countryside Farmers' Market**  
[Edit Facebook Page](#) | [Edit Instagram profile](#)

Facebook followers: **57.1K**  
 Instagram followers: **6.6K**

[Create Post](#) [Create ad](#) [Create Reel](#) [Create Story](#) [More](#)

### Facebook followers

57.1K

Higher than others

Typically: 1.7K

### Follows

95

Higher than others

Typically: 18

### Content interactions

113

Lower than others

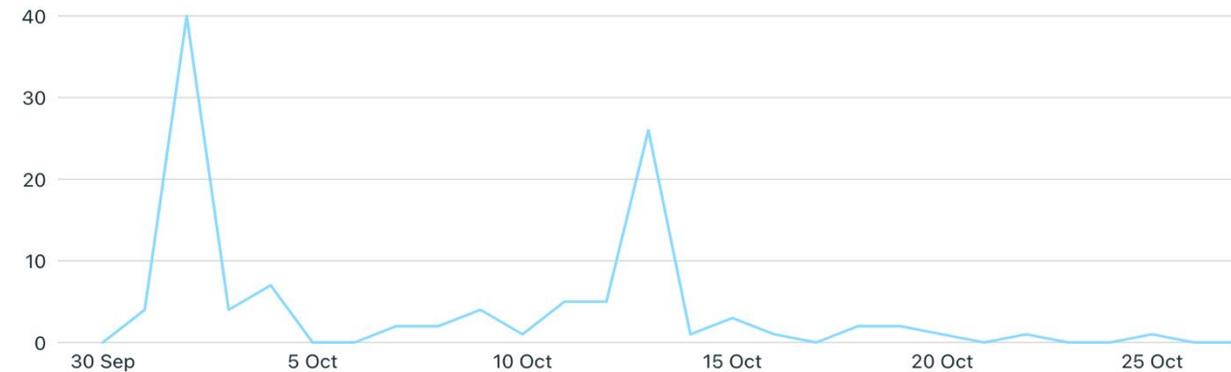
Typically: 312

[Export](#)

### Follows

#### Facebook follows

95 ↑ 48.4%



### Performance

Daily Cumulative ⓘ

#### Reach ⓘ

5.6K ↓ 31.3%

#### Content interactions ⓘ

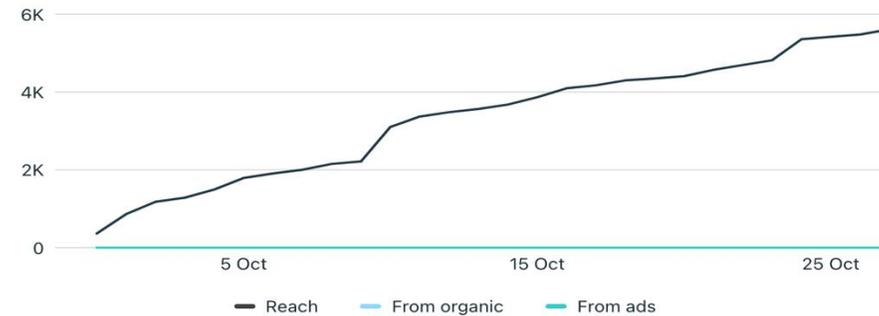
113 ↓ 38.6%

#### Followers ⓘ

Lifetime  
57.1K

#### Link clicks ⓘ

22 ↓ 51.1%



#### Reach breakdown

Total  
5,612 ↓ 31.3%

From organic  
5,612 ↓ 31.3%

From ads  
0 0%

# Digital Marketing Platforms

- Instagram (6.6k followers)

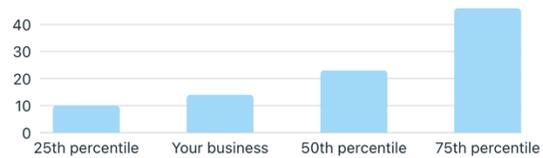
Compare your performance against businesses in the Supermarkets and corner shops category  
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

14

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Well done! Stay on track by creating a new post or scheduling in advance.

Create Post

Instagram followers ⓘ

6.6K

Higher than others

Typically: 1.2K

Follows ⓘ

68

Higher than others

Typically: 25

Content interactions ⓘ

72

Similar to others

Typically: 116

Visits

Instagram profile visits ⓘ

453 ↑ 17.1%



more.

Instagram

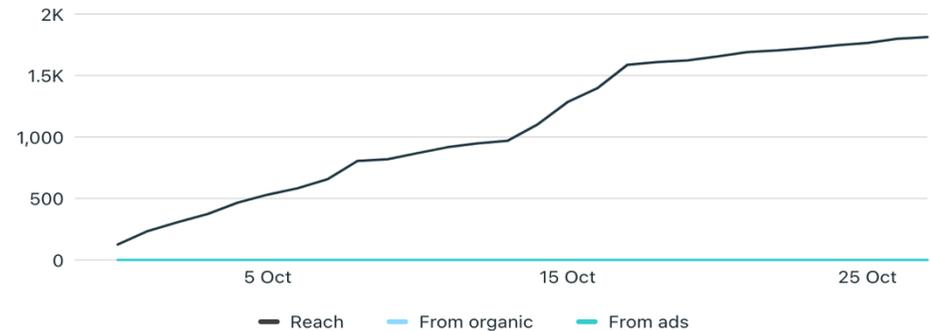
Last 28 days: 30 Sep 2024 - 27 Oct 2024

Export

Performance

Summarise with AI | Daily | Cumulative

<b>Reach ⓘ</b> <b>1.8K</b> ↓ 23.8%	<b>Content interactions ⓘ</b> <b>72</b> ↓ 50%	<b>Followers ⓘ</b> Lifetime <b>6.6K</b>	<b>Link clicks ⓘ</b> <b>0</b> 0%
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Reach breakdown

Total  
**1,813** ↓ 23.8%

From organic  
**1,813** ↓ 23.8%

From ads  
**0** ↓ 100%

# Digital Marketing Platforms

- TikTok (692 followers)



Search



+ Upload



For You

Explore

Following

Friends

LIVE

Messages 16

Profile

Following accounts

- fairpricesg FairPrice SG
- zermattneo Zermatt Neo
- sg6888 新加坡达哥
- bigbosschefsg Big Boss Chef



kranjicountryside KCA

Edit profile

Promote post



185 Following 692 Followers 713 Likes

KCA is a non-profit organization that promotes local agriculture&sustainability

[zfrmz.com/u9EzBegX9W1tJy...](https://zfrmz.com/u9EzBegX9W1tJy...)

Videos

Reposts

Favorites

Liked

Latest

Popular

Oldest



## Reach

Video views

1,846

+437 (+31.01%) ↑

Reached audience

730

+237 (+48.07%) ↑

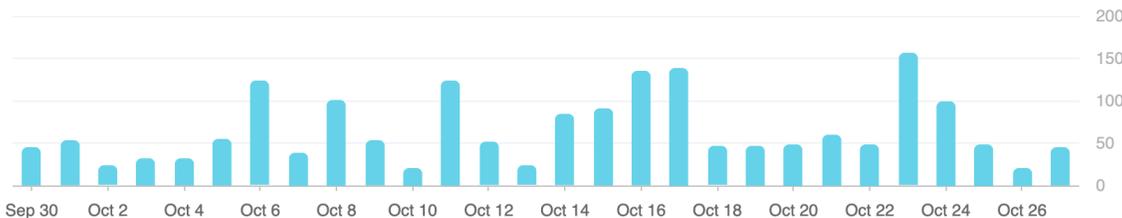
Profile views

75

+18 (+31.58%) ↑

Video views ⓘ

Sep 30, 2024 - Oct 27, 2024



## Engagement

Likes

68

+29 (+74.36%) ↑

Shares

29

+24 (+480.00%) ↑

Comments

5

-5 (-50.00%) ↓

Likes ⓘ

Sep 30, 2024 - Oct 27, 2024



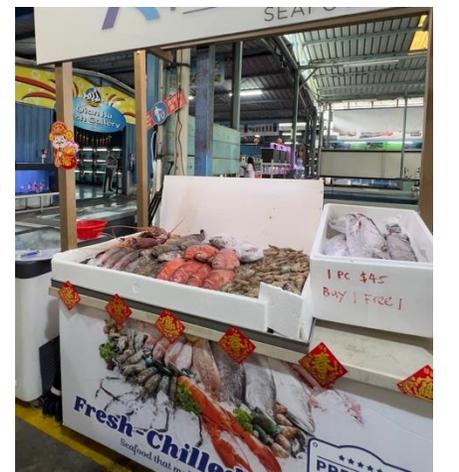
# Events of 2025

Kranji Countryside Association

- 14 Jan 2025 – Promoting Local Produce at Singtel
- 14 Jan 2025 – SaladStop Networking Session
- 18 Jan 2025 – KCA CNY Flowers & Farmers Market
- 25 Jan 2025 – Southwest CDC Sustainability Event



# KCA Farmer's Market – CNY 2025



# 25 Jan 2025

## Southwest CDC Sustainability Event

### Guest of Honor: DPM Gan Kim Yong

### RECYCLING DRIVE

10.30am onwards

Bring your recyclables down and exchange for grocery coupons.

2kg of Clothes to 1kg of Rice



5kg of Paper / Cartons / Newspaper to 1 packet of noodles



### ACTIVITY BOOTHS

10.30am onwards

Find out how you can build a green environment!



Challenge yourself at identifying specific mints at our scent memory game and learn how to recycle right!



Create your own name card holder using recycled banners.



Gain useful insights on upcycling plastic waste, vermicomposting and how schools implement zero waste initiatives.

### GREEN CONVERSATION @ SOUTH WEST



12.30pm

No registration required

What Does It Mean To  
Be A Net Zero School?

Find out more about what net zero means and how you can play a part.

### REDEEM YOUR LOCAL PRODUCE!

10.30am onwards



Simply visit any 3 of our booths and you can redeem your local produce (worth up to \$6)!



# Southwest CDC



# Plans for 2025

- Broadcast to the market about local produce
  - Business Matching sessions
  - Social Media and website
- Work with CC and CDC to include local produce in their events
- Introduce our workshops and farm visits
- Showcase local produce through events

# Business Matching: Saladstop



# 1. Business Matching

- KCA arranged a session with SaladStop in Jan 2025
- Next Business Matching session with Sodexo on 19 April 2025
- KCA is arranging similar sessions with Lavish Dining and Fraser Hospitality (Akan Datang).
- KCA is reaching out to other restaurants and hotels and likely to organise more sessions
  
- KCA sends a List of Produce and Farmers to potential customers
- (see pdf)

# 1. Business Matching

- Special “Meet and Greet” session with Temasek Holdings
- Temasek Holdings CEO, Mr Dilhan Pillay is bringing his team to the Kranji Countryside to understand our farms. It is a good opportunity to network.
- We will invite members through our “KCA Members” whatsapp group.

## 2. Social Media & Website

- KCA has more than 60K followers
- Today's meeting was broadcast through social media.
- KCA wants to promote our members produce, events and special announcement through our social media.
- Please email to Serene ([admin@kranjicoutryside.com](mailto:admin@kranjicoutryside.com))



### 3. Work with CC and CDC

- KCA has teamed up with many CC and CDCs including Keat Hong, CCK, Pasir Ris, Hong Kah North, Bedok, Tampines, Moulmein etc
- Next CC event is on 4<sup>th</sup> May at Keat Hong
- Working with Keat Hong to propose our workshops, produce and market

## 4. Workshops and farm visits

- KCA is actively promoting our members workshops and farm visits
- This year is SG60 so KCA is seeing more opportunities.



## 4. Workshops and farm visits

- KCA has been approached by one CDC to develop training programmes.
- Such programmes can be supported by Skillsfuture
- CDC wants to help promote such programmes to their residents especially in the July Skillsfuture Festival
  
- If you have a Skillsfuture approved programme, let Serene know so we can create a new list.

## 5. Showcase Local Produce

- FHA 2025: 8-11 April 2025
- All the slots for KCA's booth is taken up.
- However, if you are interested to by put on waitlist, please let Serene know.
- If anyone pulls out, we will open the waitlist. First come, first serve so hurry.



## 5. Showcasing Local Produce

- KCA is hoping to get a SFA grant for SG Food Expo exhibition
- It's wildly popular with many visitors and many exhibitors. It will be in June at Singapore Expo.
- KCA will make announcement once grant is approved. Make sure you are on the whatsapp chat group.

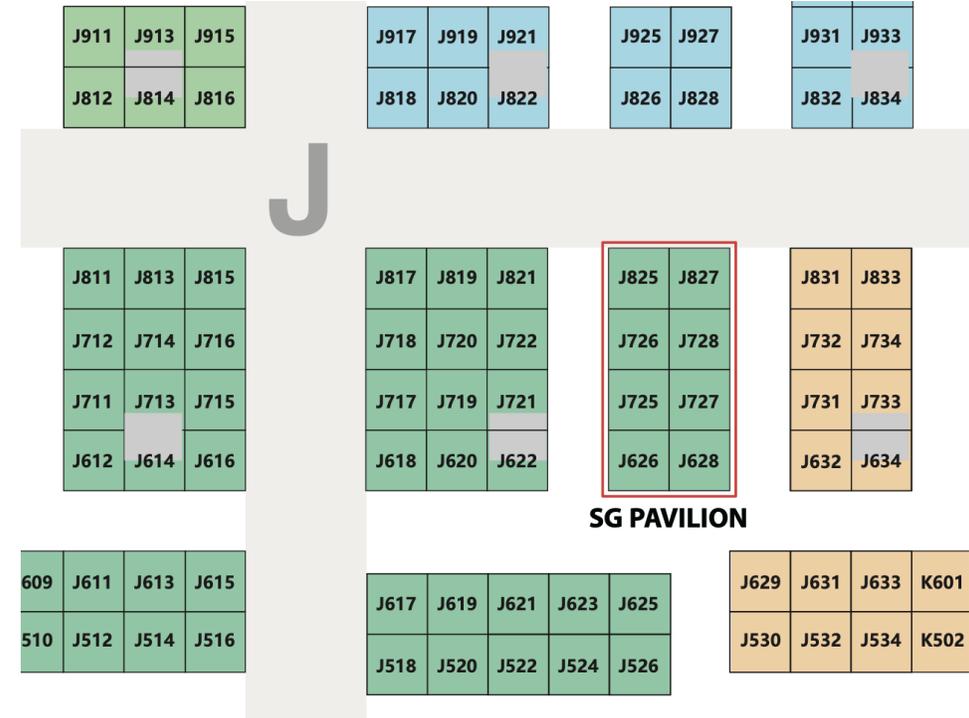


# Taiwan Smart Agriweek 2025

- 03 – 05 Sept 2025
- 9sqm (US\$ 3,000 / SG\$4,905)

Exhibition Space Application			
Exhibition Package	Total size (Sqm)	Cost/Sqm	Total Cost (SGD)
<b>A: Standard Pavilion Package</b> <i>(USD to SGD exchange rate @ 1.33)</i>		<b>SGD \$520</b>	
<b>B: Registration and Administrative Charge by ASME (Non-claimable)</b>			<b>SGD \$500.00</b>
<b>C: GST (Prevailing rate) (Non-claimable)</b>			<b>SGD \$45.00</b>
<b>Grand total (A + B + C)</b>			
To qualify for LEAD TFBM Support, companies must be incorporated (excludes branch of a foreign company) and based in Singapore and must have at least three of the following core business functions/ activities as below:			
<b>Please tick at least 3 options:</b>			
<input type="checkbox"/> Market Development and Planning	<input type="checkbox"/> Research and development and design functions		
<input type="checkbox"/> Logistics and Shipping Management	<input type="checkbox"/> Business Banking, Financial & Treasury		
<input type="checkbox"/> Businesses and investment planning	<input type="checkbox"/> Manufacturing and other value-added activity		
<input type="checkbox"/> I hereby confirmed that my company does have <b>at least three</b> of the above core business functions/activities			

**A minimum of 6 companies from SG to participate, in order to secure the LEAD TFBM funding, up to 70% off**



Discover Premier Brand Exposure Packages to Maximize Your Reach! Secure Yours Now!

### Booth Prices



**Raw Space (9 sqm)**  
US\$ 2,700 (incl. Tax) (min. order 9 sqm)



**Standard booth (9 sqm)**  
US\$ 3,000 (incl. Tax)

# Special Announcement: 20<sup>th</sup> Anniversary

- Date: 21 June 2025
- KCA will have our AGM and 20<sup>th</sup> anniversary celebrations
- Guest of Honour: DPM Gan Kim Yong
- Make sure you are in the whatsapp chat group for details



# Summary:

- Food and Hotel Asia (waitlist): 8-11 April 2025
  - Networking with Temasek Holdings: 17 April 2025
  - Keat Hong Community Event: 4 May 2025
  - SG Food Expo: 2<sup>nd</sup> week of June 2025
  - AGM and 20<sup>th</sup> anniversary: 21 June 2025
- 
- Makes you sure you are on KCA members whatsapp chat
  - (of course, make sure you pay membership fees by 28 Feb 2025)

# Most Important Slide:



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 @farmersmarketsg



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~~END~~

