KRANJI
COUNTRYSIDE
ASSOCIATION
• SINGAPORE •

KCA's objectives

- Promote **awareness** about local farming

- Establish a **united voice** and platform for protecting and furthering farmers' interests

- **Raise** the Kranji farming area's educational and recreational **value**

- Provide Singapore's farmers, nature lovers and conservationists with a **forum** for discussion and appreciation

KCA's objectives

To promote Singapore as an **Agriculture HUB**.

It's about **FutureFood**

1. Food **SECURITY**
2. Food **TRADE**
3. Food **SCIENCE & TECHOLOGY**
4. Food **TOURISM & EDUCATION**

2016
HIGHLIGHTS

44 **FARMPRENEURS**

EXPANSION OF MEMBERSHIP

*Prince Flower shop,
ISS Hydroculture, City Garden,
Pioneer Landscape and Guan Lee
Heng Contractor.*

EXTENSION OF LEASE

62 **AFFECTED FARMS**
*Granted **2.5 years** extension
of lease to transit to new plots*

*"uncertainty of farm leases has
not be addressed and KCA
continues to engage the relevant
authorities."*

FUTURE FOOD PAPER

submitted various feedback to **MND, MTI** and **MOF**
on broader issues such as the 2017 budget and the
Committee of the Future Economy's (CFE)
recommendations.

2016
HIGHLIGHTS

FARMERS' MARKET
KRANJI COUNTRYSIDE

1 2 3 4 5 6 7 8 **9** EDITION

12,000 VISITORS

KRANJI COUNTRYSIDE ASSOCIATION · SINGAPORE

Kranji Countryside Farmers' Market

Send Message ✎

Publish | Photo | Live | Event

82% response rate, 8-hour response t...
Respond faster to turn on the badge

Create an event
Make it easy for people to find your next event. Cr...

Reach people nearby for $29
Promote your business in Singapore

22,999

2016
HIGHLIGHTS

SINGAPORE
FARM
FESTIVAL
2016

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THE KRANJI COUNTRYSIDE
Soul of Singapore

WELCOME TO
FARMER'S
MARKET

Fish|Flowers|Fruit

2016
HIGHLIGHTS

*"relaunched the **Kranji Heritage Trail** in September 2016."*

Supported by:

2016 BOOK LAUNCH The Kranji Countryside – Soul of Singapore

1000 copies
600 sold

2016 HIGHLIGHTS

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THE 27th COMMONWEALTH AGRICULTURE CONFERENCE

AGRICULTURE AT THE CROSSROADS: BRIDGING THE RURAL-URBAN DIVIDE

2 - 4 November 2016, Singapore   www.rasc2016singapore.com
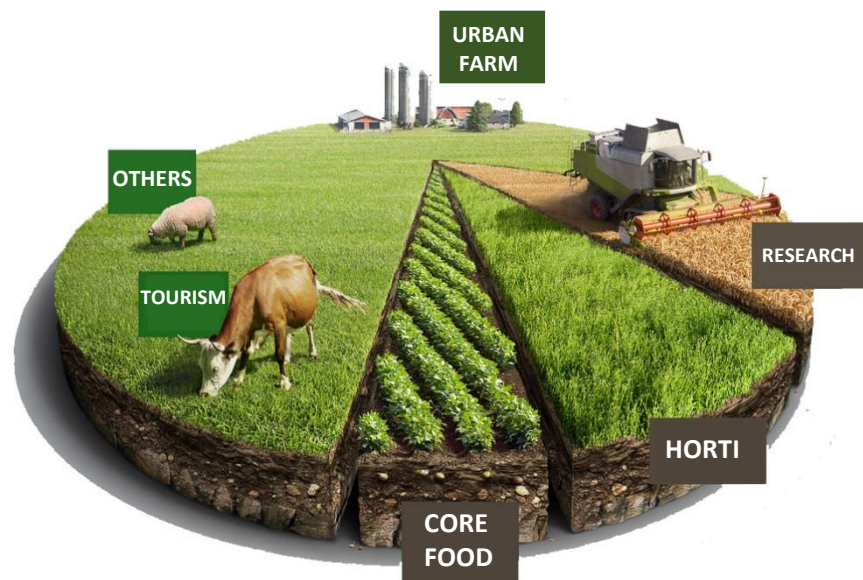
25 COUNTRIES
274 DELEGATES

2016 MEDIA HIGHLIGHTS

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THE STRAITS TIMES

Preserving a unique slice of Singapore's rural life

A weekend jaunt at the countryside

Farm fresh

YOUNG CHELSEA HAS A FARM

Friday 9:30pm

On The Red Dot
Unique Communities
Farmers & Friends

2017
MOVING
FORWARD

KRANJI
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FUTURE LEADERS

URBAN
FARM

OTHERS

TOURISM

RESEARCH

CORE
FOOD

HORTI

BUILD AN INDUSTRY
Continued engagement with government agencies

BUILD COMMUNITY

2017
MOVING
FORWARD

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·SINGAPORE·

SINGAPORE
YOUNG
FARMERS

*"working with local **universities** to organise **SYMPOSIUMS** to deepen thought leadership and engagement in young generation on agriculture."*

TRANSFORMATION COMMITTEE

(**senior advisors**: Dr. Ngiam Tong Tau, Mr. Goh Shih Yong, Professor Paul Teng and Professor Wong Sek Man)