



FORMATION OF THE SINGAPORE FOOD AGENCY

The Ministry of the Environment and Water Resources (MEWR) welcomes the Singapore Food Agency (SFA) as a new statutory board under the Ministry with effect from 1 April 2019. The SFA brings together food-related functions carried out by the former Agri-Food & Veterinary Authority of Singapore, the National Environment Agency and the Health Sciences Authority.

2 The SFA will strengthen food safety and security by enhancing regulatory oversight along the entire food supply chain, and streamline processes for food safety. By consolidating resources, SFA will be able to employ a more targeted approach towards food safety issues.

3 The SFA has set an ambitious goal to meet 30% of Singapore's nutritional needs by 2030. This represents a multi-fold increase to our current production, and will require our agri-food industry to transform into one that is highly productive and employs climate-resilient and sustainable technologies that will enable us to overcome our land, water, energy and manpower constraints. SFA will work hand-in-hand with the industry and consumers to achieve this ambitious target, and co-create the Singapore Food Story.

4 "Ensuring and securing a supply of safe food requires the joint effort of the government, industry and consumers. Collaboration and partnership with our stakeholders from farm to fork will be key to SFA's success," Mr Lim Kok Thai, CEO of SFA, said. This close connection is reflected in the SFA logo. Correspondingly, the addition of SFA into the MEWR Family is also reflected in MEWR's updated logo. Please refer to [Annexes](#) for more details on SFA and MEWR's logo, vision and mission.



Ministry of the Environment
and Water Resources
— SINGAPORE —



5 Welcoming SFA to the MEWR Family, Mr Masagos Zulkifli, Minister for the Environment and Water Resources, said: “Just like water security, food security is an existential issue for Singapore. Despite Singapore’s lack of natural resources and agricultural land, our officers have worked hard over the years to ensure that we have a secure supply of safe food. SFA will seize opportunities by turning the challenges into strategic advantages, just like what we have done for water. There is immense potential to transform our agri-food industry, develop our local enterprises and provide good jobs for Singaporeans.”

**MINISTRY OF THE ENVIRONMENT AND WATER RESOURCES AND
SINGAPORE FOOD AGENCY**

1 April 2019



Singapore Food Agency (SFA) Logo, Mission and Vision Statements

- 1 SFA's mission and vision statements are as follows:

Mission

"To ensure and secure a supply of safe food"

Vision

"Safe food for all".

- 2 The SFA logo comprises minimalistic fish and leaf shapes that entwine together. Its design communicates the progressiveness and authority of the SFA. The use of an interlocking element between the two shapes represents the collaboration and partnership between SFA and various entities.





Updated MEWR Logotype, Mission and Vision Statements

1 To reflect its expanded role, MEWR has revised its mission and vision statements as follows:

Mission

“To ensure a clean sustainable environment, and supply of water and safe food for Singapore.”

Vision

“A clean environment, water and safe food for all. Together, a liveable and sustainable Singapore.”

2 MEWR has also revised its corporate logo to include a thick orange band, and added “Singapore” to the official logotype.

Design rationale

- The circle as the outer ‘perimeter’ represents the environment and ecosystem in delicate balance
- The blue skies and white clouds symbolise clean air
- The thick green band symbolises clean land
- The thick orange band symbolises food safety and security
- The blue horizontal lines symbolise clean water.

