

### **Name of Initiative**

Diversification of Chicken Supply Sources

### **Agency**

Singapore Food Agency (SFA)



**Could you share briefly on what was the impetus that eventually led to the initiative, and how did you motivate yourself/your team to pursue it?**

Global developments such as COVID-19 and the Russian-Ukraine war have impacted the global food supply chain. This has resulted in inflationary pressures globally and this was evident in the rising food prices since mid-2020. Furthermore, Malaysia imposed an export ban on live chickens to Singapore on 1 Jun 2022, affecting Singapore's main source of chilled chicken supply. Food security is a matter of national security and diversification is an important strategy adopted by SFA to ensure a resilient supply of safe food. This ensures that disruptions from any single source would not affect Singapore's food supply severely as our importers can turn to alternative sources to mitigate the impact of supply chain disruptions.

**What were the challenges that you / your team encountered, and how did you / your team overcome them?**

Key challenges faced by the team include rallying and coordinating swiftly with various stakeholders such as local agencies, industry, foreign companies and competent authority. Although there has been strong and close collaboration between the industry and government, there were immense pressures when Malaysia announced that there will be an export ban for live chickens and the team dealt with the uncertainty over the duration of the chicken export ban. These were time critical as there is an imminent need to assure businesses and Singaporeans that supply or required chickens could be swiftly secured from alternative sources to ensure sufficient supply of chicken to their customers and consumers.

The team continued to work closely with the industry to update on the development of the export ban, diversify further and accredit new sources of chicken. With the strong working relationship built over the years, SFA and the industry rose above the challenges and delivered the goal to diversify and secure the supply of chicken for Singapore.

In addition, the team also took the opportunity to educate consumers on frozen alternatives and how they can play a part in contributing to Singapore's food resilience by being flexible with their food and ingredient choices and switch to alternative products or sources when necessary.



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### What was the most memorable moment while working on this project?

The most memorable moment while working on this project was knowing that the diversification efforts by the industry and SFA have paid off as the shelves of supermarkets were kept filled with chicken from various countries such as Indonesia, Thailand and Australia for the consumers. Consumers had also trusted SFA and played their part by buying responsibly, being flexible and adaptable with their protein options and choosing alternatives such as frozen or processed chickens. There was no panic buying despite Malaysia's announcement on the export ban on live chickens.

### Supporting Media/ Illustrations

*The first shipment of frozen chicken meat from Indonesia arrived in mid-July, soon after the accreditation of Indonesia for the export of frozen, chilled and heat processed chicken and chicken meat products to Singapore.*



*The timely accreditation of Indonesia was made possible through close collaboration with NParks, and involved detailed documentary evaluations and on-site audits for verification.*



For more info on the accreditation of new sources (Indonesia):  
<https://fb.watch/gopbaAz-vN/>