



PRESS RELEASE
19 December 2013

NTUC FOODFARE INTRODUCES ITS SPIN ON THE “CHOPE FOR FOOD” MOVEMENT
- *Social enterprise joins in to help boost efforts of individual and corporate sponsors who are reaching out to feed the poor.*

Singapore, 19 December 2013 – With more Rice Garden community stalls finding its way into heartlands of Singapore, the social outreach project initiated by NTUC Foodfare (Foodfare) is now looking to support charitable groups’ and individuals’ efforts to feed the poor, as it widens its network around the island. Introducing its spin on the “Chope for Food” via an innovative voucher programme, Foodfare aims to encourage individual donors to partake actively in identifying the needy and helping to channel these food funds to social welfare groups that are buying from them, and to help stretch the dollars of donors to benefit more people.

Mr Ronz Chan, Senior Operations Manager for Rice Garden shared, “We felt bad about turning down the good intentions of individual donors, due to the difficulty in accounting for the money and recipients for the food. As such, we are hopeful that this Community Voucher Programme can help address the money received from donors and yet encourage more people to indulge in the spirit of giving - by giving it out themselves.”

What is different this time is that donors and samaritans will receive Rice Garden Community Vouchers in exchange for their “advance payment”. They can then choose to give out these vouchers to nearby residents or people they want to gift a meal themselves.

For those who are too shy or not sure to whom to give out the vouchers to, Foodfare has made it easier by listing partner welfare organisations, in their brochure or website. The Foodfare team started approaching some of these groups and welfare organisations which have direct access to the needy groups to help channel possible funds and link the donors. These would include the local CDC representatives, Social Service Offices, Family Service Centres and independent charity or welfare groups.

LENDING WEIGHT TO THE MOVEMENT.

Supporting the spirit of giving, NTUC Foodfare will also extend its subsidy to the voucher purchase to help co-fund the cost of the full price meal of \$2.50.

Mr Perry Ong commented on the importance of doing it together to help benefit more people, “We want to help these groups and individuals stretch their funds to benefit more people, and

help direct some of these efforts and funds to the social welfare groups that need it. If \$10 was given out to buy the meals at the normal price of \$2.50 to benefit 4 persons, they can now benefit 5 persons when they buy the vouchers at \$1.99.”

Mr Chan was also hopeful that this can also provide an avenue of cost savings for volunteer groups that have to incur transport cost when delivering bulky packets of food to the needy all at the designated time. “A few groups have been buying regularly at our locations, sometimes up to 100 packets each time to give out. Perhaps as they deliver for lunch, they can also now offer the vouchers for other days and time of redemption that suits the beneficiaries.” Mr Chan further quipped, “The best part of the deal is that the recipients can also now pick out their own food items to go or enjoy it whilst it is served piping hot at our stalls.”

How does the Rice Garden Community Voucher programme work?

With the Rice Garden Community Vouchers, individuals can now sponsor food for the needy by buying these vouchers at the stalls and give it out themselves to the needy recipients staying near the Rice Garden stalls.

For every \$2.50 meal voucher purchased, Foodfare will continue to subsidise and co-pay, such that they only need to pay \$1.99 for the voucher. Currently the subsidized rate is extended only to individuals under the ComCare card or concession card holders.

Corporate sponsors can also purchase in bulk through Foodfare’s corporate office.

The food vouchers will be made available at all Rice Garden stalls by the 30th of December.



About NTUC Foodfare Co-operative Ltd

NTUC Foodfare Co-operative Ltd strives to be a world-class social enterprise. Established in 1995 with the primary purpose to serve working people and their families by benchmarking and moderating cooked-food prices in Singapore to help them stretch their dollar and improve their quality of life. In 2006, 2008, 2009 and as recently as February 2011, NTUC Foodfare had pledged to hold food and beverages prices for the rest of the year to help Singaporeans and workers cope with the rising cost of living. The One Million Plates with Singapore Initiative was launched two months later in April 2011, extending one million plates of the NTUC Value Meals to non-union members for three months across all its food outlets islandwide to help Singaporeans save and cope with the inflation.

Rice Garden community project was launched in 2012 to help provide low priced, quality meals to the low income group in the heartlands.

For more details on NTUC Foodfare, please visit our website at www.foodfare.com.sg.

NOTES TO EDITOR

Chinese Translations

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Perry Ong, CEO, NTUC Foodfare
Rice Garden 禾园

职总富食客合作社
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Appendix A

Rice Garden Outlets Listings

OUTLET	OPENING HOURS	ADDRESS
ALJUNIED	1000 - 1930 Hrs	Blk 117 Aljunied Ave 2 Stall #01-36
JALAN BESAR	1000 - 1930 Hrs	290 Jalan Besar S208953 Stall # 01-06
COMMONWEALTH CRESCENT	1000 - 18000 Hrs	31 Commonwealth Crescent Stall # 80
CHINATOWN	0900 - 1600 Hrs	Blk 335 Smith Street S050335 Stall #02 - 96
MARKET STREET	0900 - 1600 Hrs Mon - Fri Closed Sat – Sun, PH	50 Market Street Golden Shoe Muti Storey Car Park 2nd/3rd Storey Stall #03- 18
BENDEMEER	1000 - 1930 Hrs	Blk 29 Bendemeer Road Bendemeer Market and Food Centre Stall #01-40
TIONG BAHRU	1000 - 1930 Hrs Open On 13/11/2013	30 Seng Poh Road Tiong Bahru Market Stall #02-38
COMING SOON		
JALAN BUKIT MERAH ABC MARKET	1000 - 1930 Hrs Opening in Dec 2013	Jalan Bukit Merah Blk 6 ABC Market Stall #01-103
OLD AIRPORT ROAD FOOD CENTRE	1000 - 1930 Hrs Opening by Mar 2014	Old Airport Road Blk 51 Stall #01-150
TAMAN JURONG FOOD CENTRE	1000 - 1930 Hrs Opening by Mar 2014	3 Yung Seng Road Stall #03-123