



2 0 1 0 / 2 0 1 1 S O C I A L R E P O R T







Our Social Contributions & Milestones

Foodfare maintains a strong commitment in our social missions to help and support our communities and endeavour to make a positive impact on society through our business operations.

This is what sets us apart from other retailers.

Foodfare not only pledged to keep the prices of essential items affordable as its founding mission, it remains pro-active in various charity and community initiatives.

We continued to ensure that all of our food outlets made available the best value on a basket of essential items – quality, good-for-value cooked food meals and lowest, if not, equal priced beverages.

We have also been working relentlessly to better the quality of workers' lives and helping workers get the best value for their money through our products and services.



In 2011, just by dining at Foodfare, savings from normal priced beverages and basic essentials average about \$3million for the approximate 7.6million meals served annually, whilst moderating the prices of essential beverage and cooked food items.

KEY INITIATIVES

goodness in our price

We offer discounts, concessions and benchmarked prices because we care about everyone being able to enjoy a good meal.

In February 2011, Foodfare announced that it would hold off any price increase for all its basic essential beverages, including coffee, tea and canned drinks for the rest of this year. While NTUC Foodfare is not immune to the global phenomenon of rising raw food prices, it has also made a commitment to hold the prices of basic food types for as long as it can in all its 38 retail locations comprising of coffeeshops, foodcourts and takeaway kiosks.

Whilst other commercial-run foodcourts, coffeeshops and hawker stalls alike continue to succumb to cost pressures which has since led to price hikes during the Lunar New Year, NTUC Foodfare hopes to help Singaporeans and workers stretch their dollar for as long as they can, by doing what it has been doing since 1995 – keeping food and beverages affordable.

Going forward, NTUC Foodfare is looking to spread not only the goodness in its pricing and quality of cooked food, but also the goodness in the experience when dining at its outlets.



Newspapers report on NTUC Foodfare hold off any price increase for the basic essential beverages.

Sharing the goodness of ONE Million Plates with Singapore

On 1 April, Foodfare launched its One Million Plates for Singapore.

Under this initiative, NTUC Value Meals, which have been available only to union members, are now available to non-union members for a period of 3 months, from 1 April to 30 June 2011, across all 42 Foodfare outlets. The meals can be redeemed via coupons that can be obtained at the outlets.

NTUC Foodfare has also partnered the Community Development Councils to distribute 200,000 coupons out of the one million to needy residents so as to make a difference where it is most needed.



Sharing the Goodness of ONE MILLION PLATES WITH SINGAPORE

Creating more value for workers

We have also generated greater value for our members, rewarding them with following savings:

1. Value Meals since May 2010 : Additional discounts for our union members across all our food types. This has since crossed more than 40,000 redemptions per month. By 2015, we look to serve more than 5.2 million Value Meals annually across all our outlets, which translate to more than \$2.98 million worth of savings for members annually.

2. Senior Citizen Discounts. Every Super Tuesdays, we offer 10% savings to elderly aged 55 years old and above. We want them to enjoy savings daily to stretch their dollar of hard earned money. By Dec 2011, we hope to make this available at our coffeeshops.

3. Foodfare Everyday Rice stall to cater affordable economic rice and other food types available to Union Members, the needy and concession card holders including senior citizen at just \$2. We target to operate 50 stalls around Singapore to serve the heartlanders by 2015.

4. Doing More for our Members and Workers through various sponsorship of Labour Movement Activities. For examples, we have sponsored U Care Charity Golf Tournament, participated in the NTUC U Stretch Voucher initiatives, supported NTUC Media recruitment drive, etc.

Beyond stretching the dollar for workers and Singaporeans in general, Foodfare has also through our various social programmes and initiatives, supported the education of the young and our future, play an active role in doing more for the elderly and needy.

goodness in our community

We are championing a broad number of community initiatives such as rehabilitating inmates, providing employment for older citizens and caring for the needy because we care about our community.

1. Educating The Future

- Foodfare has entered into a co-operative relationship with Assumption Pathway School for the purpose of providing continuous education and vocational training activities for the students who are not able to gain entry to other schools and helping them to better prepare and integrate into society.

2. Hope for Tomorrow

- Foodfare continued to train the inmates in culinary & food preparation skills for better employment opportunities or upgrading purposes upon their release from the prison.
- Foodfare has sponsored \$100,000 of education funds for potential inmates' continuous learning and upgrade.

- We have supported various yellow initiatives to raise funds to support the welfare and rehabilitation services for ex-offenders and their families.

3. Doing More For Charity

- We have embarked in a series of community projects to DO MORE and DO GOOD together with various Charitable Organizations to provide free food for the needy and underprivileged.
- Regular supplies of free snacks for our adopted homes and NTUC Eldercare Centres.
- Foodfare Annual Cares Event for Cleaners (Hongbao Distribution – Jan 2011):

In support of better workplace benefits for low-wage cleaners and to give recognition to our cleaners for working tirelessly in keeping our premises clean, Foodfare continued to award all cleaners with a \$100 Hongbao bonus. Furthermore, all were signed up under the UCCW Membership. Under this scheme, Foodfare pays a membership fee of \$12 annually for each cleaner, as long as they remain in employment with our appointed contracted company.

- As a mature employees' friendly organization, Foodfare has committed to provide re-employment to retiring staff.



4. Eco-Friendly and Healthy Eating

- We listened to conversations that are close to the hearts – the desire for great food, greater awareness to eating and living healthy, and having a green conscience.

Foodfare @ Khoo Teck Phuat Hospital (KTPH) is our very first of its kind - set in a lush serene interiors, eco-friendly and health promoting Foodcourt encourages customer to take charge of their health and make informed decisions about the food that they eat through health corners and nutritional information that are made readily available on the menu and information kiosk.

- We sponsored food vouchers to help increase public awareness - that it's possible to still find a healthy meal at our KTPH Foodcourt.
- Foodfare is the principal sponsor of the Clean and Green Singapore 2011 Campaign where we gave out \$30,000 worth of vouchers.



Looking ahead

Moving ahead, for the benefit of our workers and their families, we hope to:

- **Goodness in our price** – continue to offer discounts, concessions and benchmarked prices because we care about everyone being able to enjoy a good meal.
- **Accessibility** – improve access by growing the number of our retail outlets so as to widen and deepen our social impact for the benefit of the workers and families.
- **Goodness in our standards, food and experience** – from service to cleanliness to ambience, we strive to leave standards in the food industry and turn meal time into good times.

For example, through our foodcourts, to redefine the food experience for the family and make it an exciting destination not just for the palates but for the family as well. Foodfare aims to create pro-family feature foodcourt - the place with the “happier” meals with a play area and kids centric food portions and meals, where fond family memories and gatherings can be made.

- **Goodness in the Community** – to champion a broad number of community initiatives because we care about our community.

NTUC FOODFARE CO-OPERATIVE LTD

10 Senoko South Singapore 758097

Tel: 6757 0330 Fax: 6752 8411

www.foodfare.com.sg