

**SHIOKFARM**

organic goodness

# SUSTAINABILITY REPORT

## 2021





# INTRODUCTION TO SHIOKFARM



ShiokFarm was founded in 2015 by Claire Chabrieres, mother of three, who wanted to provide her family with traceable, regionally grown and affordable organic food.

Developing a sustainable activity was always on top of our mind at ShiokFarm. Along the way, we have worked on improving processes, challenging ourselves to reduce our impact on the environment, making our journey greener.

ShiokFarm turned 5 in 2020 and delivers around 300 bags of organic fruit and vegetables every week in Singapore. That accounts for over 70 metric tonnes of food distributed yearly.

The trust in ShiokFarm within the community is growing and illustrated by the awards received : 1 of the 6 start-ups chosen to integrate the [Google's Start-up Program](#) in South East Asia in 2019, voted amongst the top 3 favourite Organic and health Food Stores in Singapore by [The Expat Living readers in 2020](#). Claire was one of the eight global finalist of the [Trophee des Francais de l'Etranger](#) in 2021, for her action with ShiokFarm.



# WELCOME TO OUR FIRST SUSTAINABILITY REPORT

## BECAUSE WE CARE



*"8 years ago, when I was pregnant for the first time, I decided to shift my diet to organic food. I had read it was good for my baby and for me. Today, the question we constantly ask ourselves at ShiokFarm is how do we make sure the organic food we are feeding our families with emit as little Co2 as possible?"*

*The way our food is shipped to us and from how far, has a substantial impact on our community's carbon footprint."*

*What is the carbon footprint of our food and what can we do to offset it?*

*"It is with this in mind and always trying to find better options that I have created ShiokFarm's offer and continue to make it evolve. This Sustainability Report was put together because I wanted to share how we are approaching this matter. Because we care."*

*Claire Chabrières, April 2021*





#becauswecare

# SHIOKFARM'S JOURNEY TOWARDS A SUSTAINABLE TOMORROW

## Our mission

At ShiokFarm, our mission is to guarantee the traceability and quality of the organic produce we choose for our members while bringing an affordable alternative for organic food in Singapore.

At the same time, we do our best to limit our carbon footprint.

We advocate for good health by working closely with doctors and sharing healthy recipes.

We support our partner farmers by giving them visibility: contract farming allows them to know how much they need to grow. Committing to our farmers allows to greatly limit food waste.



# SHIOKFARM'S JOURNEY TOWARDS A SUSTAINABLE TOMORROW



## Our green pledge

In this report, we will review how our actions support some of the UN Sustainable Development Goals (SDGs), set in 2015 to address the biggest issues humanity currently faces, by 2030.

These 17 SDGs highlight the key areas at risk and where the community needs to act urgently.

We have identified 3 SDGs where ShiokFarm can contribute the most: Climate Action, Responsible Consumption & Production and Good Health & Well Being.



# SHIOKFARM'S JOURNEY TOWARDS A SUSTAINABLE TOMORROW



**SUSTAINABLE  
DEVELOPMENT  
GOALS**



*“The success of a company isn’t only based on financial KPIs. Addressing environmental and social issues is as important, to build a better tomorrow for our community.”*

*Dig into our first sustainability report.*

Lucie Grosso,  
Sustainability & Communication Director



#sustainability



## AT SHIOKFARM, WE CARE ABOUT:

**Our community** and how to get everyone engaged: from our farmers, to our members, our talents and our peers. Through regular events and communication, we aim to raise awareness on social and environmental issues and provide tools and tips to support each other.

**The consequences of our activity on climate change:** we have studied our carbon emissions and are setting up a plan to become Climate Positive. By 2025, we are committed to plant 100 citrus in Cambodia and 1/2 hectare of Mangrove in Indonesia. So by the end of the trees' offset lifespan (25 years for the mangrove), we will have compensated all our emissions. We give ourselves a couple of years to decide what we will do from 2025 onwards.

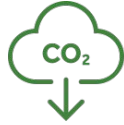
**Responsible consumption and production:** we have implemented a number of actions to promote Reduce, Reuse, Recycle practices. We are providing our members and community with helpful tools to reduce wastage and we are finding new ways to limit our impact on the planet.





#ethics

# WE CARE ABOUT CLIMATE CHANGE



First Carbon  
Footprint Report



Reduce air  
freight



Plant a tree  
program



Collection  
Points

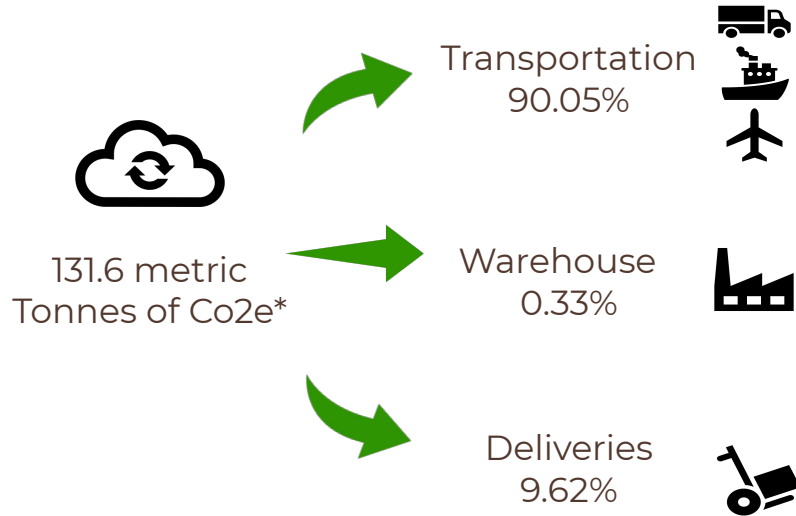


Coworking  
Space



# WE CARE ABOUT CLIMATE CHANGE

## CARBON FOOTPRINT REPORT



### Zoom on the 3 scopes of carbon emissions:

Scope 1: All direct emissions from sources that are owned or controlled by the reporting entity.

Scope 2: Indirect emissions from consumption of purchased electricity, heat or steam.

Scope 3: Emissions related to activities that the organization does not control.

\*"Carbon dioxide equivalent is a measure used to compare the emissions from various greenhouse gases based upon their global warming potential. For example, the global warming potential for methane over 100 years is 21"

# WE CARE ABOUT CLIMATE CHANGE

## CARBON FOOTPRINT REPORT



Despite the effort to achieve Paris Agreement Goal to limit global warming to 1.5 degrees celsius before the end of the century, “surface temperature records have shown around 0.9C warming since the year 1970, a warming rate of about 0.18C per decade”, according to the [Carbon Brief](#).

ShioKFarm wants to take ownership and understands the amount of greenhouse gas production related to our activity. We have calculated our carbon emissions related to the transportation, storage and delivery of our produce.

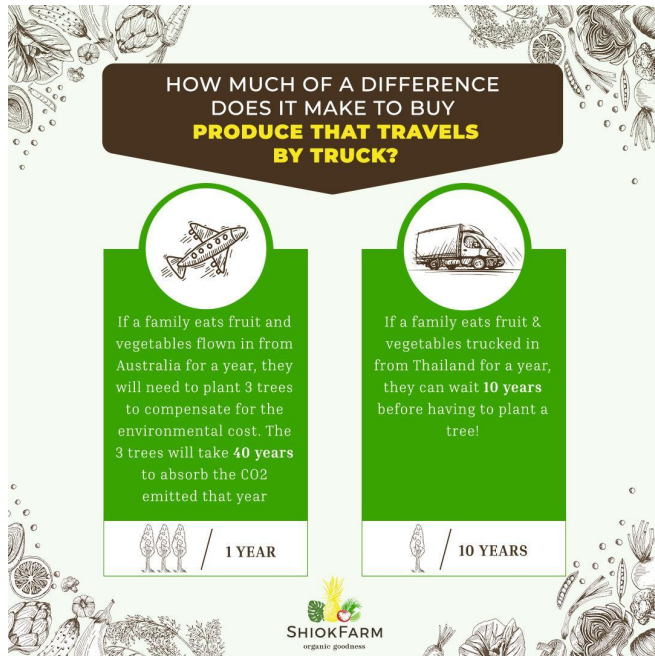
ShioKFarm does not own operational or financial control over the logistic, warehouse and delivery vans. The emissions reported here are mostly within scope 3.

Using the [GHG Protocol calculation tool](#) and methodology, we have estimated a total of 131.6 metric tons of Co2e for the year 2020.



# WE CARE ABOUT CLIMATE CHANGE

## REDUCE AIR FREIGHT



In March 2020, when COVID-19 hit the world so badly, ShioKFarm's team took this situation as an opportunity to rethink its logistic and come up with a more sustainable way to import produce to Singapore.

We worked very closely with our farmers in Thailand and Malaysia and shifted the freight to a 100% truck option for produce imported from these 2 countries. This allowed us to reduce by 33% our emissions related to freight in 2020 compared to 2019 emissions.

In the coming years, we will reduce by 5% yearly the importation from Australia and replace them with produce from Thailand and Malaysia. This will contribute to reducing our emissions per kg imported by approximately 10% yearly.

# WE CARE ABOUT CLIMATE CHANGE

## COLLECTION POINT

Every week, the organic fruits and vegetables imported to Singapore in bulk are split and packed in our reusable bags.

The bags are then delivered to Collection Points across the city and our members can come and collect them within a 2 hours time window.

Collection Points allow the community to get together once per week, creating social interaction and opportunities to meet new people.

In August 2019, we started offering home delivery service to our members. By December 19, 23% had chosen this service and this number has now reached 55%.

ShiokFarm's objective is to increase the number of Collection Points (currently at 12) to allow more members to use this service. Home delivery accounts for over 12 tonnes of Co2 per year, that is 9% of our emissions! We are also looking into switching to electric vehicles.



# WE CARE ABOUT CLIMATE CHANGE

## COWORKING SPACE



Credit Photo: TheCrane

The primary energy saving related to coworking space comes from the opportunity to share stationary equipment and electricity consumption.

Working at the Crane Club once a week also helps us reduce commuting for our team members.





# WE CARE ABOUT CLIMATE CHANGE

## PLANT-A-TREE PROGRAM

To be Climate Positive we will continue to reduce our emissions whenever it is possible and will implement a mitigation program, focusing on regional reforestation projects. Our main actions will be:

- We are launching in 2021 our first **ECO Bag**, filled with 100% trucked-in produce, coming exclusively from Malaysia and Thailand.
- We have created a **“Plant a Tree” Kit**, designed for families and schools to give them a chance to take part in our effort. The kit is a fun educational tool for children. This project aims to offset part of our emissions, inspire our children and support our community.
- We will continue to increase the volume of produce coming from nearby countries, favoring **roadways** over airways.
- We have selected **reforestation projects** in Cambodia and Indonesia to mitigate our impact





# WE CARE ABOUT CLIMATE CHANGE

## INVOLVING OUR COMMUNITY

We believe that many of our customers are choosing us for the freshness and traceability of our produce, but also for our engagement and passion to make our activity sustainable.

Starting in 2021, we will involve our community in our effort to become climate positive. Each bag will be charged an additional \$1.5 per KG of yearly subscription. For example:

- if you subscribe to the 3kg bag: donate \$4.5 per year
- if you subscribe to the 5kg + 3kg bags: donate \$12 per year
- if you subscribe to the 5kg ECO Bag: donate \$2.3 per year

All donations will support the Eden Reforestation Project as well as our project in Cambodia. We will report how the money has been used in our next Sustainability Report.





#responsibility

# WE CARE ABOUT RESPONSIBLE CONSUMPTION & PRODUCTION

## REDUCE, REUSE, RECYCLE



Long term  
partnership with  
our farmers



Food donation



Recipes to avoid  
food waste



100% organic  
certified



Sustainable  
packaging



Zero  
plastic bag



# WE CARE ABOUT RESPONSIBLE CONSUMPTION & PRODUCTION

## PARTNERSHIP WITH OUR FARMERS



According to [FAO](#), “Globally around 14 percent of the world’s food is lost before even reaching the market”. Causes range from poor handling, inadequate transport or storage, lack of cold chain capacity, extreme weather conditions to cosmetic standards, and a lack of planning and cooking skills among consumers.

ShiokFarm was inspired from the French AMAP model or community-based agriculture. With this system, a group of families gather together and tell a farmer that they will buy all his production. Knowing his revenue is secured, the farmer can offer competitive prices. This allows families to have regionally grown organic veggies and fruit at a very competitive price.

This program works thanks to our members' continued support. According to [the UN](#), more than 20% of fruit and vegetables produced worldwide is lost between harvest and retail.

To encourage our members to support our farmers, a surcharge is applied to flexible membership (one month offer).



# WE CARE ABOUT RESPONSIBLE CONSUMPTION & PRODUCTION

## 100% CERTIFIED ORGANIC

Our commitment is to source exclusively 100% certified organic produce\*. We do not mix with conventional farming because organic farming is:

- **Healthier & Tastier:** studies have shown that eating food containing pesticide residue may reduce women' chances of conceiving and bearing children. Additionally, organic produce can help protect cells from cancer thanks to their higher level of antioxidants.
- **Better for the environment:** according to the FAO, thanks to organic farming, "the length of time that the soil is exposed to erosive forces is decreased, soil biodiversity is increased, and nutrient losses are reduced, helping to maintain and enhance soil productivity. The soil structure and water infiltration is enhanced. A number of studies also revealed that soil organic carbon contents under organic farming are considerably higher".



Picture from Lucas Gurdjian

\*one of our partner farm is "in transition", meaning they are in the process of getting their certification, which can take up to 3 years. They have shared their soil analysis with us and we test their produce too.

# WE CARE ABOUT RESPONSIBLE CONSUMPTION & PRODUCTION

## 100% CERTIFIED ORGANIC



At ShiokFarm, we work with various farms and therefore recognize different labels, European, US, Taiwan, Australian. We are visiting our farmers and expanding our network of certified farms on a regular basis.





# WE CARE ABOUT RESPONSIBLE CONSUMPTION & PRODUCTION

## FOOD DONATION



With ShiokFarm, every kilogram of food received in Singapore is distributed: to our members, but also to a charity we have been supporting for five years now.

Indeed, when our members go on holidays, they can either resell their bags or donate them to Cheshire Home.

We have been supporting Cheshire Home for the Disabled since 2015: over **3 metric tonnes of food** have been donated and for the year 2020 alone, 372 kg. This is a great achievement considering the negative impact the COVID-19 pandemic had on travel.

This fits perfectly within NEA's priority to tackle food waste in Singapore by redistributing unsold or excess food.



# WE CARE ABOUT RESPONSIBLE CONSUMPTION & PRODUCTION

## ENJOYING OUR FOOD TO THE LAST BITE

Every week, we are publishing new healthy recipes on our blog and social media platforms. The recipes help our members to use (almost) all parts of the vegetables and fruit they receive. Why are we doing this ?

- **Due to the nature of the partnership with our farmers**, we do not get to choose the fruit and vegetables our members will receive every week. It depends on the season and also on what is ready to be harvested. This provides great freshness to the produce we distribute, but can occasionally be a bit overwhelming for our members.
- **By providing our community with healthy recipes**, our members are able to make full use of their bags and therefore limit food waste.



In 2020, we have recorded 4,538 pageviews on our recipe blog. Our intention is to double this number by 2022.

# WE CARE ABOUT RESPONSIBLE CONSUMPTION & PRODUCTION

## SUSTAINABLE PACKAGING

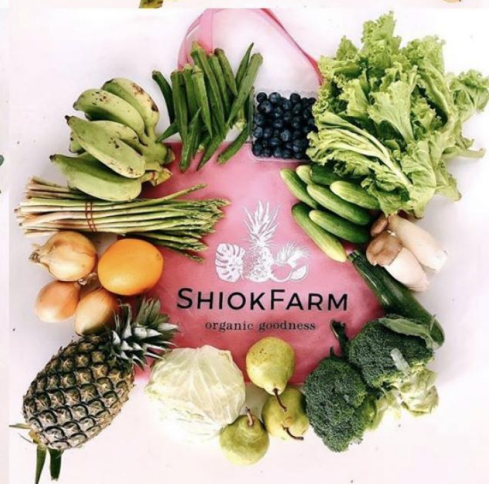


ShioKFarm's bags can easily be identified thanks to their bright colors. But what is even more remarkable about these bags is that they are reusable.

Since we started operating, we have distributed over 55,000 bags to our members, re using each of our bags more than 11 times!

Every week, we collect used bags from the previous week. We wipe them and/or machine wash them using eco-friendly detergent. When needed and possible, we also fix them to expand their life.





# WE CARE ABOUT RESPONSIBLE CONSUMPTION & PRODUCTION

## ZERO PLASTIC AMBITION

Some of the fruit and vegetables that we offer to our members are too fragile to be placed unpacked in our bags. Packaging limits the risk of delivering damaged produce but also protects the large bag, allowing more use. In the first 2 years of operation, we were using nearly 640 plastic bags per user per year.

According to the "Alternative Material Tool" developed by WWF as part of the PACT plan recycled papers and paper bags are the best option as they can be easily recycled.

In 2017, we decided to replace all our plastic bags with biodegradable paper bags. In 2020 alone, it was over **36,000 plastic bags we avoided!**

Aware that there is a chance for our paper bag to end up in the trash and not being properly recycled in Singapore, we will opt for **home compostable packaging** starting in 2022. We are also looking into compostable solutions which we will be rolled out to Collection Points who volunteer.





#handinhand

# WE CARE ABOUT OUR COMMUNITY'S GOOD HEALTH



Nutritionist  
Expertise



Sustainable  
Hacks



Involving  
Schools



Green  
Advocate



# WE CARE ABOUT OUR COMMUNITY

## NUTRITIONIST EXPERTISE



ShioKFarm relies on a strong sense of community, linking farmers with food lovers, sharing the same ambition to do good for the planet while enjoying healthy produce.

This is why we are always seeking for feedback. Our members are encouraged to share their opinion and suggestions with us, so that together we can make ShioKFarm better.

In this context and following the request of some of our members for specific diet bag content, we launched 2 new bags: the **Paleo Diet** bag in 2019 and the **Low Carb Keto** bag in 2020.

To do this, we worked closely with [Doctor Kamat](#), a well known naturopath and [Dr Naras Lapsys](#), a consultant dietitian, both based in Singapore.







# WE CARE ABOUT OUR COMMUNITY

## SUSTAINABILITY HACKS

Launched in 2019, Fruit@TheOffice is the only solution in Singapore that delivers weekly organic fruit grown in the region to companies.

The aim of the program is to provide healthy snacks to employees while simultaneously making a company more sustainable. Our organic fruit delivery comes with sustainability programs which can be customized to integrate each company's own initiatives.

Topics covered raise awareness on nutrition, climate change, plastic pollution. They provide materials to the companies for easy roll out in their office and propose challenges idea to get team members involved, as a community.

**FRUIT@ THE OFFICE**  
by SHIOKFARM

**Best Time To Eat Fruits**

Any time! However, fruit does provide a particularly good mid-morning or afternoon snack, especially if you are searching for weight-loss. Complex carbohydrates, fruits take longer to digest than simple carbs like white bread. Their high water and fiber content also help you feel fuller for longer, which means you are less likely to reach for the biscuits throughout the day.

**THE POWER OF FRUITS**

What if an apple a day kept more than the doctor away?

**What Fruits Can Do**

An American Journal of Clinical Nutrition study found that those who ate five fruits and vegetables a day lived an extra three years compared to their non-participating counterparts.

But eating fruits doesn't only benefit you, it preserves all of us. The Food and Agriculture Organization of the United Nations (FAO) has previously said that emissions from global livestock represents 14% of "anthropogenic" – something which comes from human activity – greenhouse gas emissions. Eating a diet rich in fruit & vegetables positively impacts both our health and environment.

**What's Enough**

Recommendations vary around the world but everyone agrees on one thing: every day, several times a day.

The Singapore Ministry of Health recommends at least 2 + 2 (two servings of fruit and two servings of non-starchy veg) daily, with one serving equal to one small apple or mango, a wedge of papaya, 10 grapes or a medium-sized banana.

www.shiofarm.com

# WE CARE ABOUT OUR COMMUNITY

## HAND IN HAND WITH SCHOOLS



Our Plant a Tree program was set up for two reasons: firstly, we wanted our children to understand that food takes time to grow. A pineapple does not grow in a plastic tray at the supermarket. A pineapple can take up to 2.5 years to grow, hence you want to make sure you finish your plate and do not waste food. The second objective of this program is to show children that, even if they are as young as 3 years old, they too can have a very positive impact on their community.

Working together with schools fits in Singapore Green Plan 2030 as it will serve the objective of:

- **Planting trees in Singapore:** the government plans to plant 1 million trees by 2030. ShioKFarm is committed to plant 50 edible trees in 2021.
- **Strengthening green efforts in schools:** at least 20% of schools should be carbon neutral by 2030.
- So far we have planted 136 trees with schools in Singapore in 2021





# WE CARE ABOUT OUR COMMUNITY

## BEING THE GREEN ADVOCATE



We are increasing our presence on social media, sharing our passion for healthy and sustainable food and participating in raising awareness about environmental priorities. From healthy recipes to impactful posts.

In 2020, our ads have reached 25,176 people and year to date 2021, over 100,000 people have been exposed to our messages.



Our objective is to double that by 2022.

Photo Credit top-right: [@The\\_foxkitchen](#)

Photo Credit bottom-right: [@awantha\\_artigala](#)



#healthychoices

# SO TO RECAP...

## WHAT HAVE WE BEEN COOKING IN 2020?



We completed our first Carbon Footprint Study



Food Donation  
We gave over 3 tonnes of food to Cheshire Home, 372kg in 2020 alone



Carbon Reduction Emissions related to freight cut by 33%



Healthy Tips  
We have reached over 4,500 people with our healthy recipes and ads



We replaced all plastic bags with paper bags



# COMING UP

## WHAT'S ON THE MENU FOR 2021?



Reduce our  
Carbon emissions  
per kg of  
vegetables  
imported by 10%



Introduce Plant a  
Tree program to  
500 children



Plant over  
1,700 trees in  
Singapore,  
Cambodia and  
Indonesia



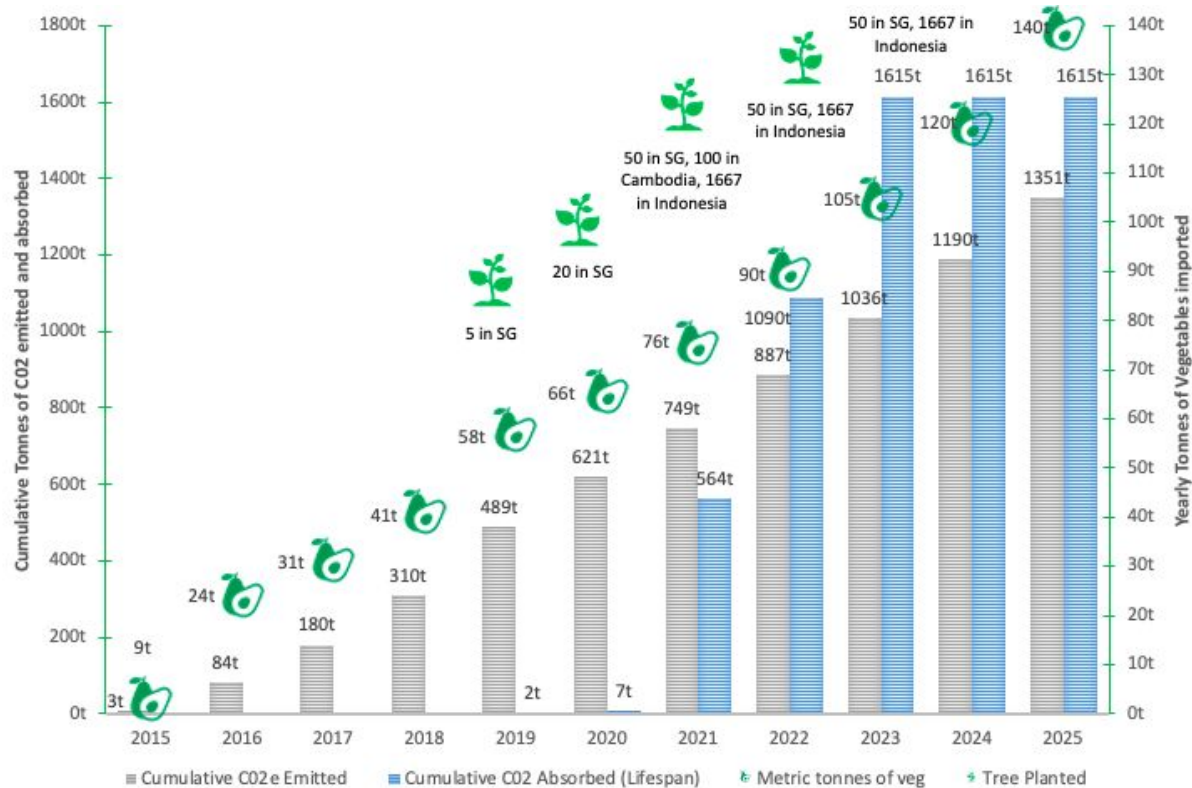
Increase  
by 50%  
the views  
on our recipes  
and ads



Introduce an  
ECO Bag  
filled with  
trucked-in  
produce only



# LET'S TAKE A CLOSER LOOK AT OUR PLAN





THANK YOU FOR YOUR SUPPORT!

CONTACT: [LUCIE@SHIOKFARM.COM](mailto:LUCIE@SHIOKFARM.COM)

