



# ThinkTalk: Enticing Youth to Agribusiness

29 SEPTEMBER 2020, TUESDAY  
3.00 PM (GMT+8:00)  
KUALA LUMPUR, MALAYSIA





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## Overview

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- Context of current state
- Revival and renewal of agriculture industry
- Comcrop and engaging the community / youths







**Volatile**  
**Uncertain**  
**Complex**  
**Ambiguous**







The world now





Amidst the pandemic

# The Role of Agriculture in Asia

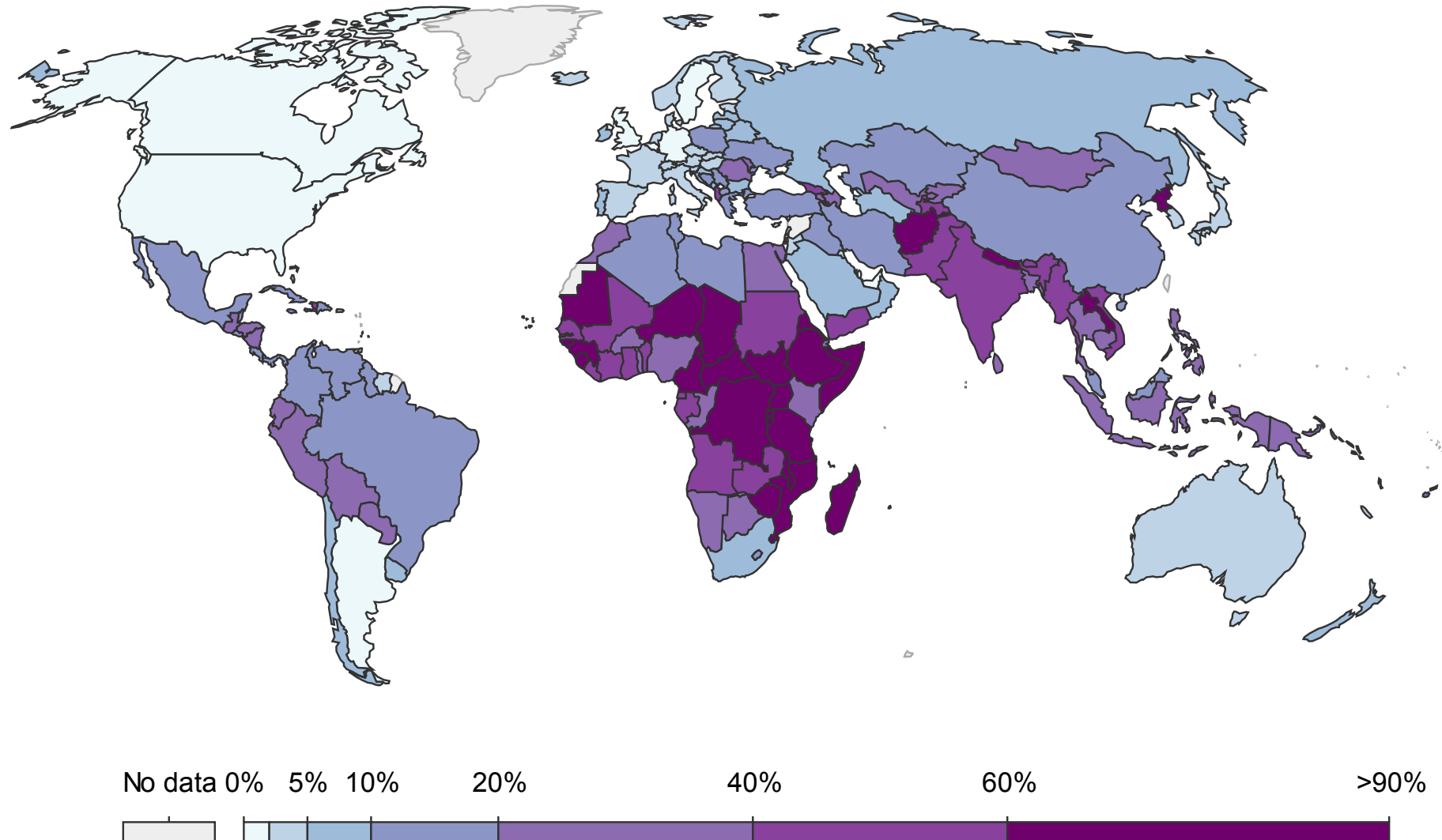
Agriculture as GDP Value Added (\$) & as Share of Total Employment (%)





# Share of the labor force employed in agriculture, 2017

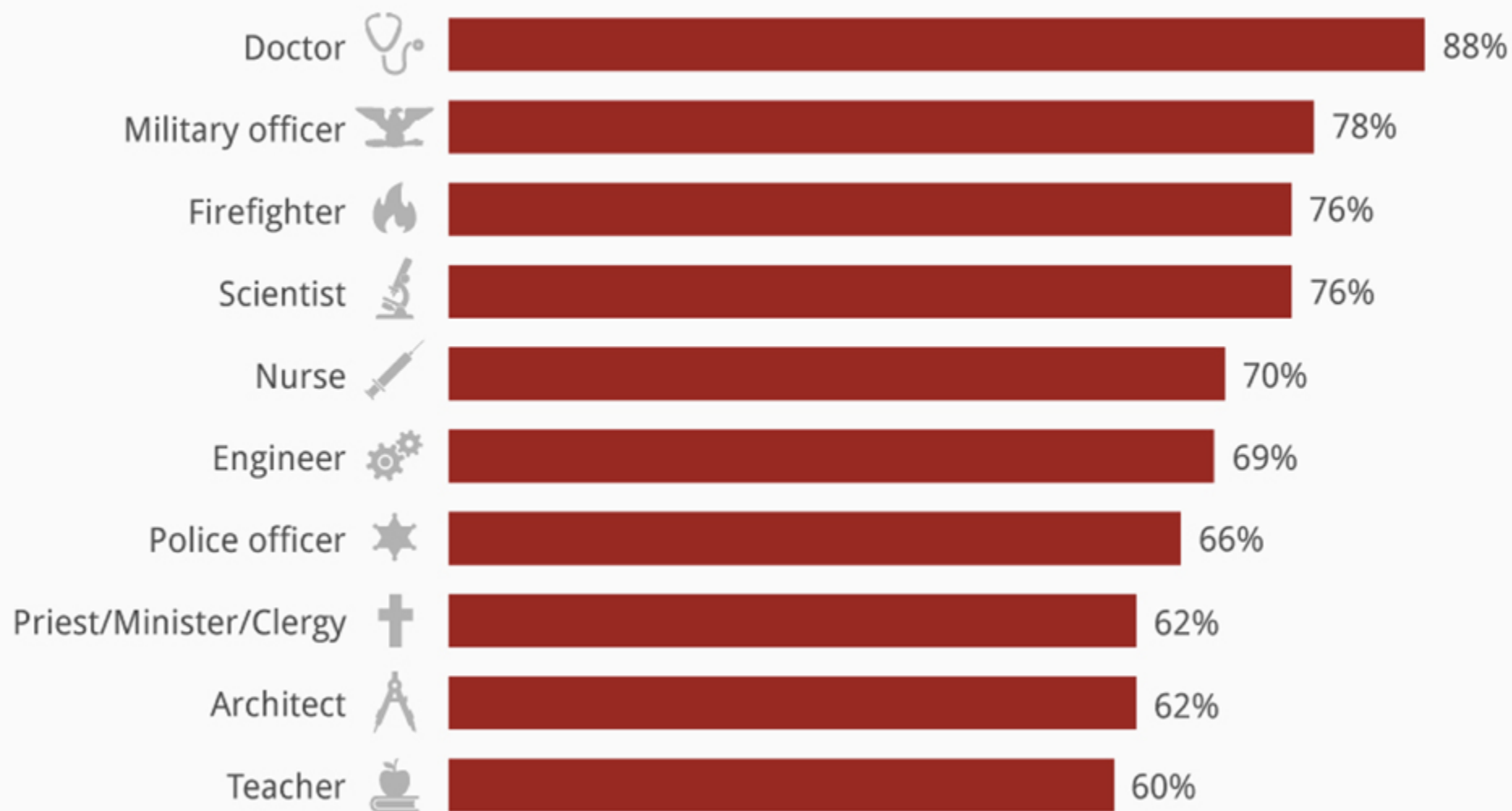
Share of persons of working age who were engaged in any activity to produce goods or provide services for pay or profit in the agriculture sector (agriculture, hunting, forestry and fishing).





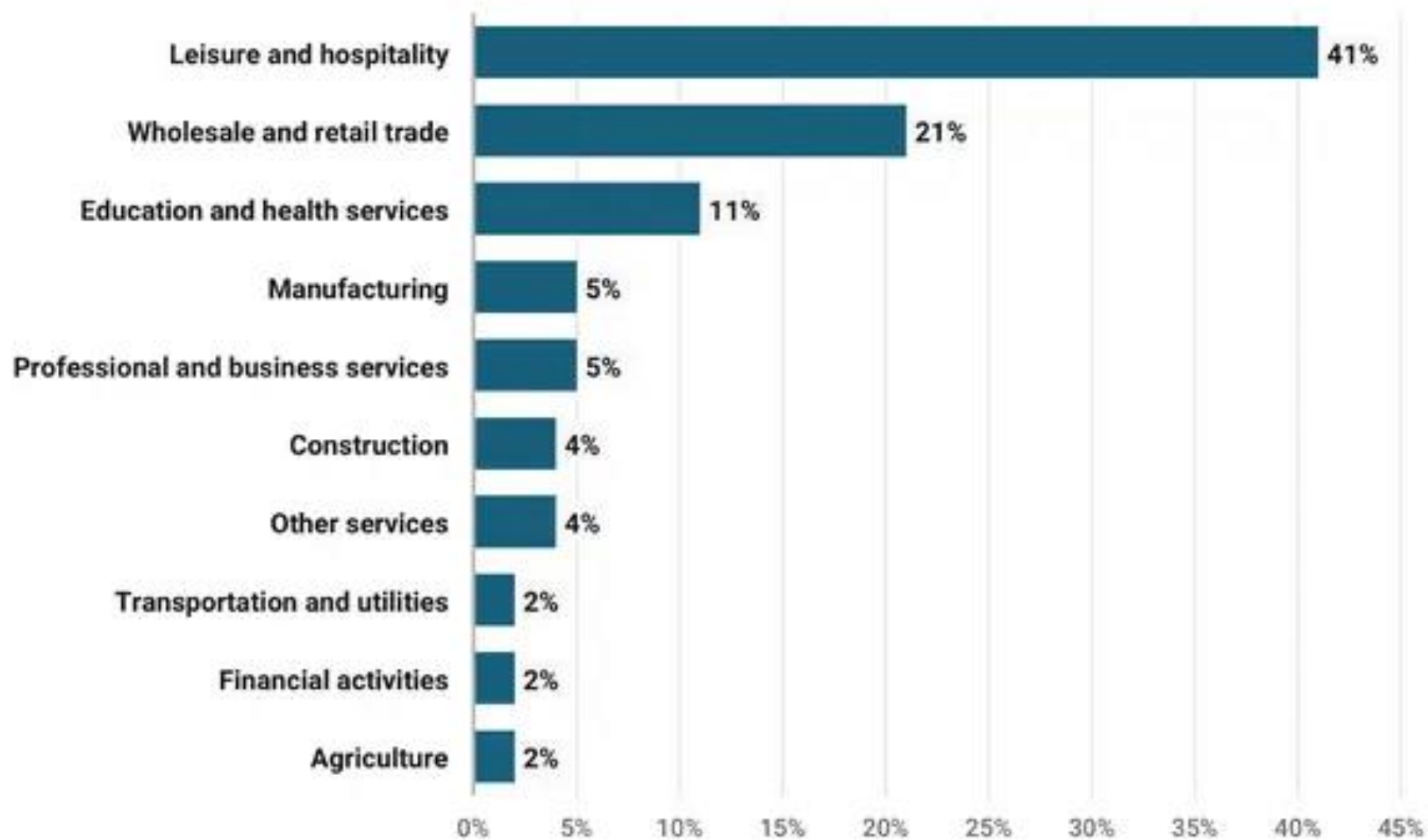
# America's Most Prestigious Professions

% of people finding the following occupations prestigious





## TOP TEN INDUSTRIES EMPLOYING 16-19 YEAR OLDS, JULY 2016



SOURCE: Bureau of Labor Statistics

BUSINESS INSIDER



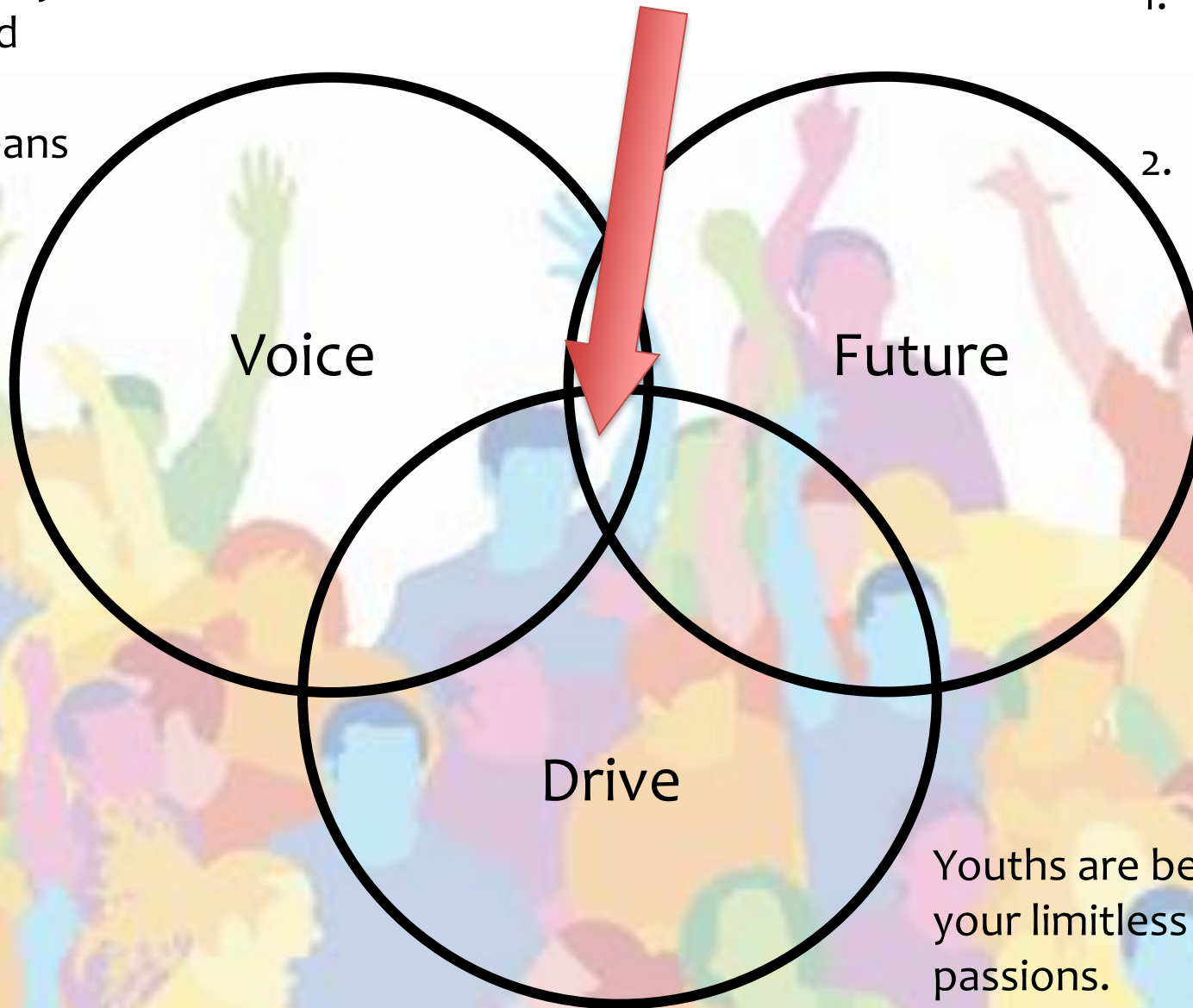




# Why youths?

1. Youths have the ability and passion to stand up to be heard.
2. Youths have the means to gather support widely and quickly.

1. Policy makers **HAVE** to take youth choices into account.
2. Youth are our next generation of leaders



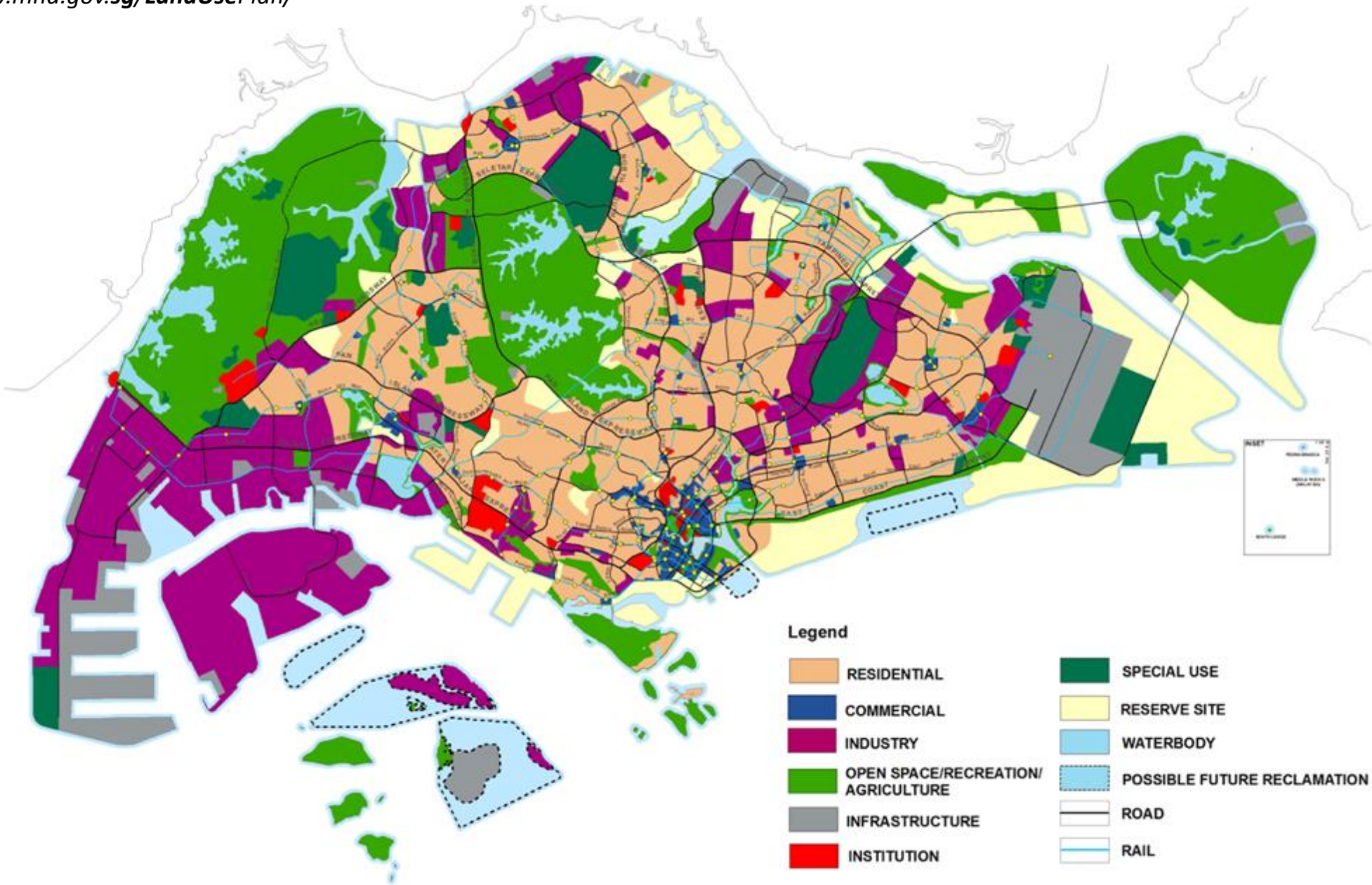
Youths are best placed to direct your limitless energy to their passions.

# Singapore's Context





Small island with hardly any natural resources.  
Heavily dependent on trade between Eastern and Western world.



*Profile of Possible Land Use Allocation in Singapore Beyond 2030*



# Our unique **situation** and **location** presents us with unique *issues*

- ▶ Food miles / Food loss & waste
- ▶ Production capacity / land limitation

# COM 茂 CROP

FEEDING OUR COMMUNITY



Our mission is to grow fresh vegetables to feed Singapore by

- Owning and operating production farms within Singapore in support of food security and to defend against disruptions scenarios
- Employing and enabling high value and meaningful work for Singaporeans and marginalised labour including senior citizens and those with special needs
- Training and educating the next generation of farmers and consumers





**comcrop**  
SINGAPORE'S FIRST ROOFTOP FARM.

2011 - 2013





*Singapore's*  
**ROOFTOP**  
*farm*



2013 - 2019



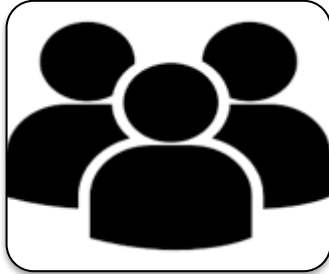








# Engaging the community



## People

Engage with NGOs, CSOs, to tailor work  
Educating through schools



## Private

Partnerships with organisations to spread awareness  
Workshops for corporates



## Public

Opportunity to influence policy  
Youth Circles – MSE-NYC  
Youth Action Challenge

# Key Takeaways

Agribusiness is growing and youths are the future

Youths may want more than monetary incentives

Think about the different levels where we can engage the community / youths





"Don't judge each day by the harvest that you reap  
but by the seeds that you plant."

-Robert Louis Stevenson