

## Chew's Agriculture: Ensuring *Egg*-cellence with BCM



In 1975, a team of brothers saw interest in the business of breeder farming. The brothers then set forth to start a poultry breeder farm in Choa Chu Kang, Singapore, selling day-old chicks to broiler and layer farms in Singapore, Malaysia and Brunei.

During Singapore's development during the 1970s and 1980s, the original founders identified the potential for growth and incorporated its first subsidiary in 1987 (**Chew's Agriculture Pte Ltd or the Company**) and switched their focus to layer farming. Subsequently, they started the distribution of eggs to wholesalers. Around 1997/1998, they commenced the supply

of brown shell eggs to a few NTUC supermarkets. The success of the production of white shell eggs led them to be able to sell their products under their "Chew's" brand-name to all NTUC supermarkets and other supermarket chains by the year 2000. They continued to capture the market with the production of black chicken eggs, kampong chicken eggs and designer eggs that contain specific value-added nutrients.

For more than 20 years, Chew's Group Limited ("**Chew's Group**") has focused on delivering wholesome and premium quality eggs. To date, it has produced a total of 9 types of designer eggs. It is not stopping yet and has started upgrading its buildings and equipment since 2008, continuously striving to increase its production to meet the demand of its customers and continually striving for excellence in the quality of its products. Chew's Group was listed on Catalist of the Singapore Exchange Securities Trading Limited on 28 February 2011



*Designer eggs produced by the Company*

Today, the Company's eggs production capacity exceeds an average of 400,000 eggs per day and produce for both the local market and Hong Kong market. Keeping a constant flow of eggs on from the farm through to the distribution chains and lastly to consumers on a daily basis is critical. As chickens consistently lay their eggs, there cannot be major operational disruptions occurring at the farm. The ramifications of not being able to collect eggs from hen-houses can be rather significant. Aside from financial damage, health and safety issues can easily arise. Ensuring animal health requires agro-hygienic conditions to be consistently well maintained.

Egg farming is a complex operation and unexpected events can take place without notice. Hence, in 2011, the Company decided to safeguard the interests of its stakeholders (i.e. business partners, consumers, shareholders and employees) by implementing a business continuity programme. With support from SPRING Singapore and SBF, the Company engaged a BCM Consultant and successfully implemented the BCM programme in August 2012.

The Consultant facilitated the programme implementation by guiding us through the steps. The BCM Team found the risk assessment challenging and yet interesting as potential threats and vulnerabilities, both man-made and disruptive forces of Mother Nature, were identified. Even a minor event could suddenly escalate and be capable of severe business disruption if counter measures are not taken promptly. This requires the preparation of business continuity plans for various potential situations. Another interesting phase was rehearsing the BC Plans, when our Crisis Management Team had to deal with vagaries of crisis situations. In short, the Company gained new knowledge from the BCM implementation project.



*L to R: Mr Tan Chee Nam (GM), Mr Chew Eng Hoe (MD), Ms Dorriz Tay (CFO)*

The mission of the Company is to manufacture healthy and nutritious designer eggs in a controlled, safe and eco-friendly environment and its vision is to continue to provide a healthier range of nutritious designer eggs to address the nutritional needs of the different segments of our population. The world is becoming increasingly more uncertain with new risks emerging. We strongly believe that with the BCM programme in place, the Company is more prepared to manage any untoward events. The Company will continue to improve its BCM programme by testing, rehearsing and heightening our response capability to a crisis situation.