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ADDRESS BY MR YEO CHEOW TONG, MINISTER FOR HEALTH
AND MINISTER FOR COMMUNITY DEVELOPMENT,
AT THE OFFICIAL OPENING OF A NEW SUNSHINE BAKERY
AT 2 SENOKO AVENUE AT 10.00 AM ON 18 FEB 1993

93-YCT-2

Mr Don Hughes, Chairman of Cold Storage Holdings

Mr John Lim, Chief Executive Officer of Cold Storage
Holdings and Cold Storage Holdings Board Members

Distinguished guests

Ladies and Gentlemen

It is my pleasure to join you this morning to
celebrate the official opening of this new Sunshine bakery
plant.

2 It has been said that eating is one of the great
pleasures of life and that Singaporeans in particular, are
extremely lucky with such a wonderful variety of food to
choose from. But are we really all that lucky? More
recently, doctors and health experts have become more and
more concerned about the effect of our eating habits on
our health. Increasing numbers of Singaporeans are
suffering from serious diet-related illnesses such as
heart diseases, high blood pressure, diabetes and certain
forms of cancer.

3 Fortunately there is a lot that we can do to
prevent this problem from happening to us. By choosing
foods that are high in dietary fibre and low in fat,
cholesterol, sugar and salt we can dramatically improve
our chances of living a long and healthy life. The secret
of a balanced and healthy diet is therefore really quite
simple. It simply means eating a little of a wide variety
of food and avoiding eating too much of any one food.

4 We are all familiar with the need to keep our
cholesterol levels low through reducing our cholesterol
and fat intake. But not many are familiar with the value
of taking high fibre food. It is a strange fact but true
that one of the important ingredients in our food is that

part that we do not digest, and that is natural fibre or "roughage". Natural fibre plays an important role in preventing diseases linked to constipation and piles and in reducing the risk of cancer of the colon and the rectum. Singaporeans generally do not take sufficient fibre in our food, examples of which are vegetables, unpolished rice, cereals and grains, which include wholemeal bread. This brings me to the subject of this morning's opening ceremony, the opening of the new Sunshine Bakery.

5 Bread, particularly wholemeal bread, is an example of a healthy food that we can all benefit from. Wholemeal bread in particular, contains a lot of healthy natural fibre. Bread is also a good source of complex carbohydrate which can help prevent excessive weight gain, high blood cholesterol and diabetes. It has been a stable diet for many generations of people.

6 The making of bread today is no longer a labour of art that requires much personal skill and patience in an individual baker. Instead, science and technology has turned bread-making into an industrial scale process combining specialised know-how in food science with manufacturing technology. The 'modern' loaf of bread is a highly engineered product designed to fill the stomach, and to provide good nutrition for the body.

7 This new Sunshine bakery plant is an illustration of the progress made in bread-making. It employs a fully automated production process and requires no human handling from the input of raw materials to the output of packaged loaves of bread. This ensures both a high level of productivity and high standards in hygiene and quality consistency.

8 The \$21 million invested in this plant represents a substantial investment decision by Goodman Fielder and reflects the company's confidence in the business

opportunities that Singapore and the Asian region offers. I understand that the establishment of this plant marks only the first phase of the company's comprehensive business development plan for its growth in the region. I am glad to also note that other projects planned for this plant include an R & D centre and a regional training centre.

9 Indeed, I am glad to note that Goodman Fielder has chosen Singapore as its base from which to pursue its Asian growth strategy. This facility can serve as the showcase for other projects in the region. It can also provide a range of support services for those regional projects when they are planned and implemented. The strategic location of Singapore, with its well-developed infrastructure and skilled manpower, makes this a realistic proposition. Many international companies have, in fact, already configured their business architecture for the region with Singapore as the strategic base.

10 For its part, the Singapore government continues to encourage and facilitate the development of core capabilities in the manufacturing sector. This is essential, for example, for the food industry to grow with a total business orientation. The increasing affluence and changing lifestyles both in Singapore and in the region offer many new business opportunities. We recognise the potential, and are taking the necessary steps to help our companies and industries develop the business opportunities.

11 The establishment of both the Food Technology Centre and the Food Biotechnology Centre in SISIR, for example, can augment the resources and efforts of the industry in building core capabilities. We are glad that major international companies like Goodman Fielder are playing their part in building up core capabilities in Singapore.

12 On this note I would like to conclude by wishing the management and staff of Sunshine Bakeries every success in the coming years.

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