

Singapore's Good Farmer launches website for fresh food delivery

10 March 2025 | News

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Singapore-based, family-run farm and online grocery store, Good Farmer, has officially launched its new grocery shopping website. With a focus on natural ingredients and thoughtfully curated products, the platform aims to simplify grocery shopping while maintaining farm-to-table freshness.

Good Farmer's roots trace back three generations, with a focus on providing fresh and wholesome food. The company's ethos is based on offering the same quality produce they consume themselves, with particular attention to ensuring it meets the needs of both older family members and children. As mothers, the people behind Good Farmer understand the importance of providing nutritious options for their families, reflected in their selection of fresh meats, vegetables, artisanal goods, and condiments.

Their suppliers are also family-run businesses that personally consume the products they produce, reinforcing the brand's promise: "From our family to yours." By working closely with trusted vendors, Good Farmer ensures that the food reaching customers is carefully selected for its quality, freshness, and nutritional value.