



Development Action Plan (DAP) - Hong Kong SAR

Chris FUNG

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Module 2: Harvest to Table, 36th IVTC**





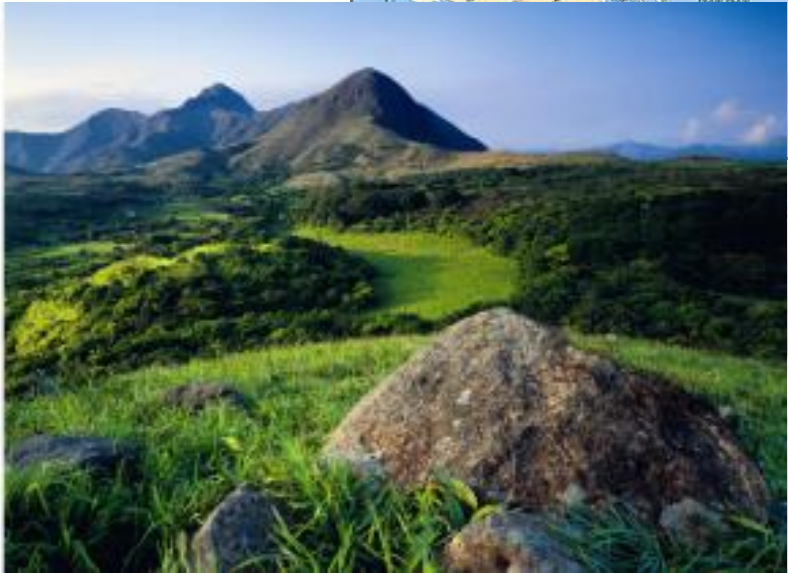
Personal Profile : Chris Ho Lam FUNG

- **Agriculture, Fisheries and Conservation Department, Hong Kong SAR Government**
 - secure orderly and efficient production and marketing of agricultural produce
- **Agricultural Officer, Agricultural Extension Section**
 - provide technical advice on agricultural land development, agricultural structure and irrigation facilities proposal
 - administer agricultural loan service
 - supervise agricultural co-operatives





Region Profile : Hong Kong SAR



- 40% of land has been designated as Country Parks to protect natural environment



Agriculture & Food Profile



- Agriculture made up of 0.1% of total work force only
- Highly depends on imported food
- Local production in 2016
 - vegetable: 2%
 - flower: 39%
 - live pig: 7%
 - live poultry: 99%



Vegetable Farming Profile

- Smallholder farmers on average farming 0.2 ha of land
- Increasing number of farms engage in organic farming
- Wholesale via Cooperatives & Vegetable Marketing Organization
- Major produces in summer
 - gourds, amaranth, water spinach etc.
- Major produces in winter
 - lettuce, flowering brassica, watercress etc.





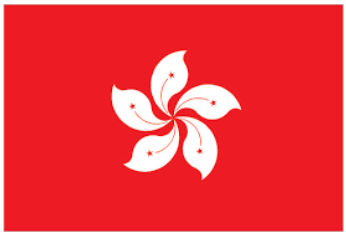
Three Most Interesting Topics

- **Fresh Cut, Water Loss, Browning and Microbial Control**
- **Nutrient Values from Seed to Table**
- **Extension Approaches**





Enhancing Income of Hong Kong Farmers by Niche Marketing





Problem Faced by Vegetable Farmers in Hong Kong

- **Low financial return**
 - huge competition from import in terms of varieties and price of the products offered
 - consumers unable to differentiate local and import produces in the market





Market Analysis

- GDP (nominal) per capita ranked 13th (US\$43,681) by World Bank in 2016
- Local produces are generally considered safer and fresher than imported produces
- Target high-end market in view of small market share of local produces
 - ✓ supermarket & green product store
 - ✗ traditional wet market



Objective

- To facilitate differentiation of local produce to import produces
- To develop standard post-harvest procedure and packaging for common local produces
- To assist farmers to capture high-end market and enhance their income





Approach

- **Optimize post-harvest handling condition for 10 common local crops**
 - Hydro-cooling
- **Source for suitable packaging material and design**
 - Biodegradable Modified Atmosphere Packaging
- **Knowledge transfer & farmer engagement**
- **Linking producers with marketing outlets**
- **Media campaign**



Collaborators

- Farmers cooperatives
- Vegetable Marketing Organization
- Supermarket and green product store
- Media





Timeframe

	2018											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Optimize post-harvest procedure												
Source & design packaging												
Knowledge transfer & farmer engagement												
Liaison with retail outlet												
Media campaign												



Resource Implication

- **Manpower**
 - Contact staff x 1 for 12 month (HKD 15,000 x 12 month = HKD 180,000)
- **General expenses**
 - Postharvest equipment & packaging supply (HKD 100,000 x 1 lots)
 - Miscellaneous (HKD 2,000 x 12 month = HKD 24,000)
- **Total budget requirement : HKD\$ 304,000**

* \$ 1HKD ≈ \$ 0.13 USD





Projected Outcomes and Impacts

Outcomes

- 10% of local farmers will adopt the post-harvest technique and packaging introduced in 2 years
- 20% of local produce would marketed via supermarket / green product store in 2 years

Impacts

- Enhancing income of farmers
- Enhancing financial sustainability of local vegetable farming





Challenges

- Farmer's interest on the technology due to high initial investment on equipment
- Co-ordination among farmers for stable & sizeable production
- Long pay back schedule for supermarket





Thank You!

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