

# FEEDING HONG KONG

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樂餉社  
Feeding  
Hong Kong

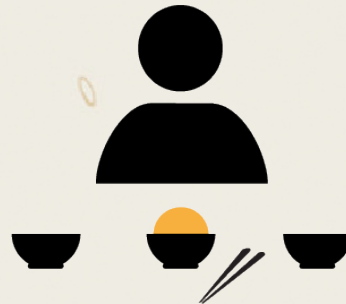


4 September 2013 – HKCSS – Conference on Food Assistance

# Why we started



Poverty

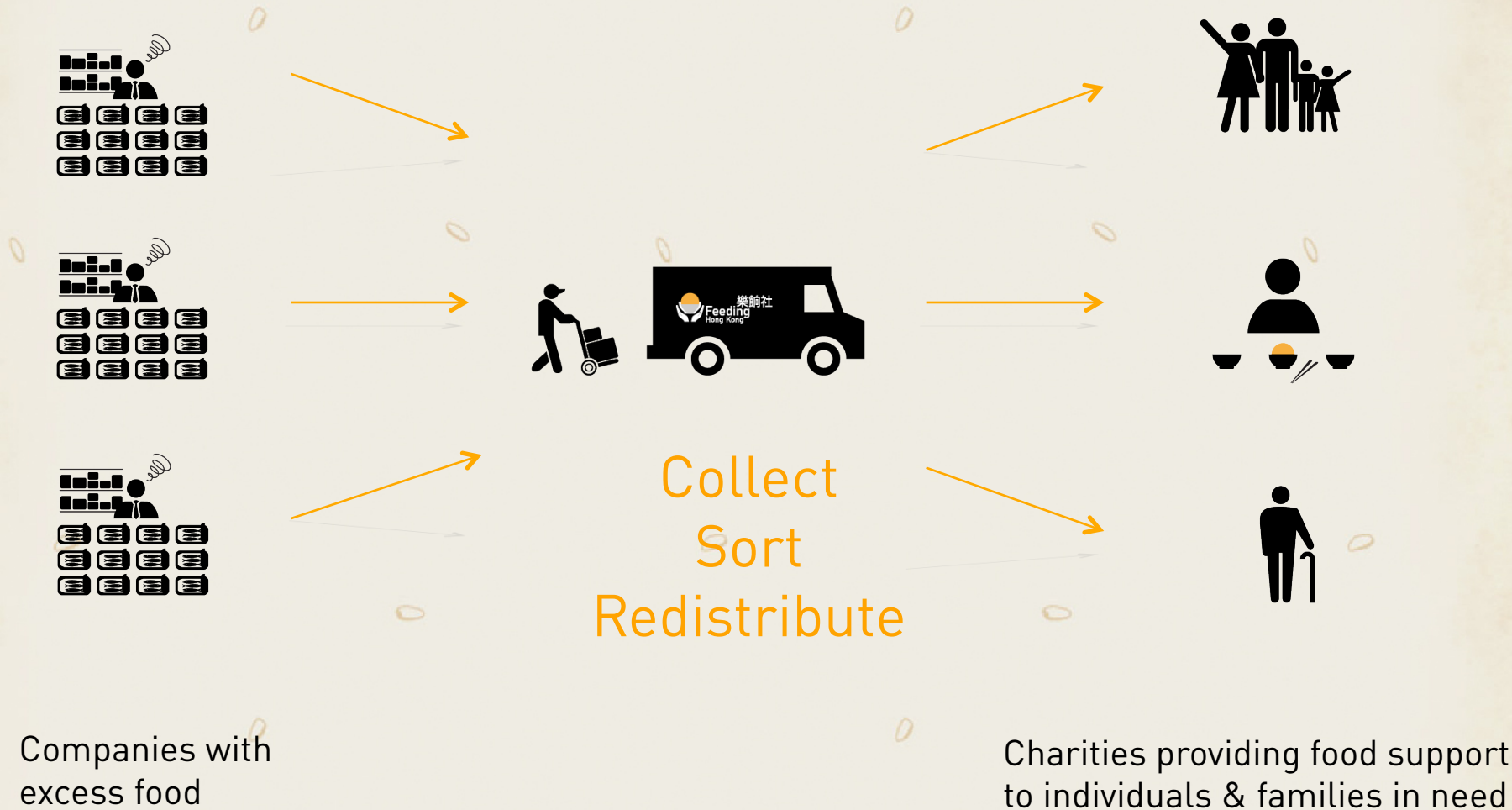


Food insecurity

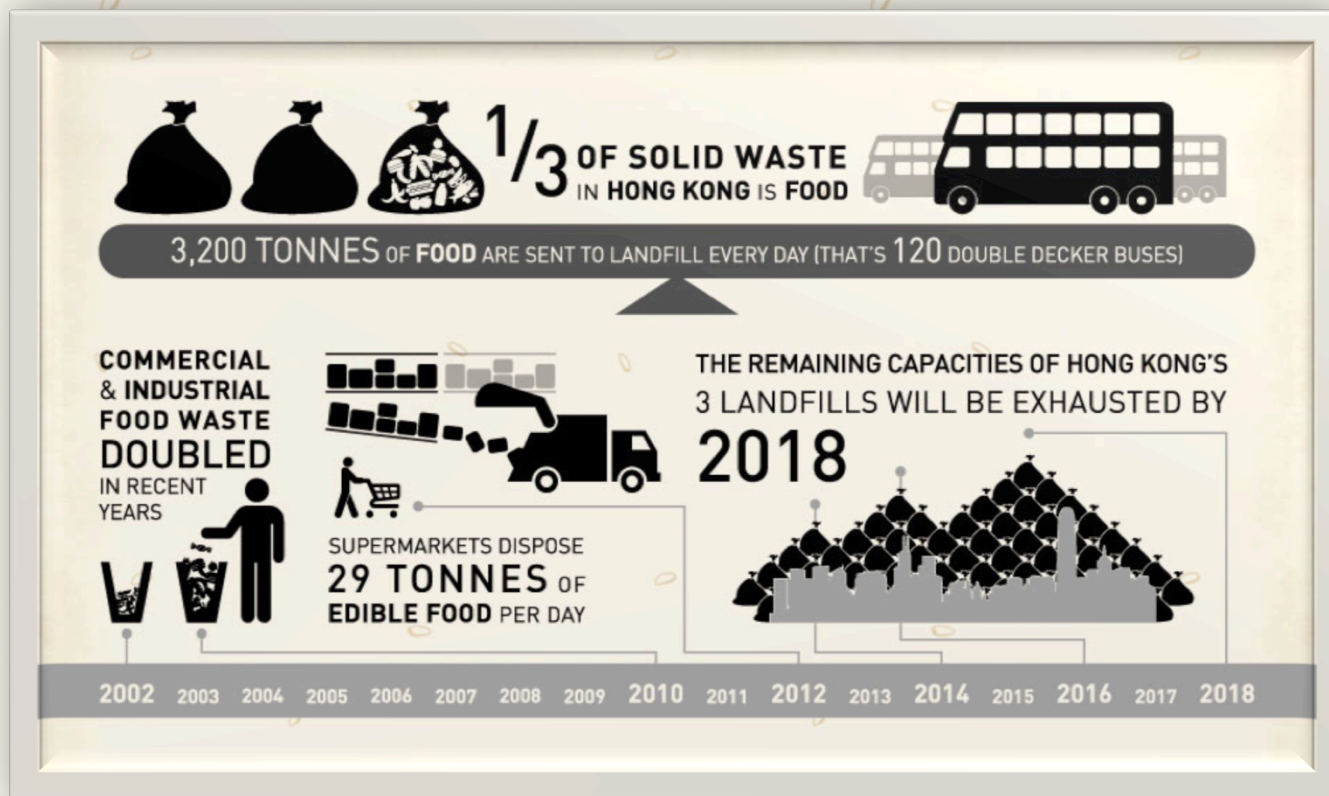


Food waste

# The FHK model



# Why we target donated food instead of purchasing



Challenge



Opportunity



Solution

# Opportunities for companies to donate

Short shelf life

Damaged packaging

Approaching sell-by dates

Minor recipe variation



Surplus inventory

Labelling error

Out-dated packaging

Discontinued products



# The FHK solution



Food rescue



Food banking

# Donations we accept



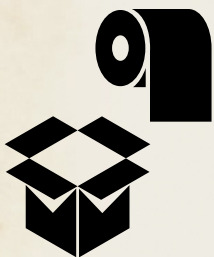
Fresh fruit and vegetables

Canned, packaged, bottled  
non-perishables foods



Baked & fresh prepared foods  
*(Bread, pastries, sandwiches,  
salads etc)*

Refrigerated and frozen foods  
*(including meat, fish)*



Pre-packaged non-foods  
*(Tissues, soap, shampoo etc)*

Dairy products  
*(Milk, yoghurt, butter, cheese etc)*



# Why we deliver to charities, not individuals

## Feeding Hong Kong

- Logistics experts
- Warehouse experts
- Food handling experts



## Charities

- Field experts
- Welfare experts
- Established distribution channels



Separation of expertise = more efficiency and less duplication

# Who our charity partners help



47 charities across 14 districts

Children and the elderly

Homeless and shelter  
insecure

Low income families and the  
working poor

Refugees, migrant workers  
and new mainland arrivals

# A win-win solution



Companies

Safe & sustainable solution for surplus stocks; increase employee engagement; enhance brand & reputation



Charities

Additional resources to help underprivileged individuals & families; increase quality & variety of food distributed



Policy makers

Reduce food waste & extend landfill capacity



Hong Kong

Positive social & environmental impact; stronger sense of community

# Challenges with food donors

- Fear of liability
- Signing of legal agreement
- Surplus nature – when, what & how much
- Short-dated food
- Out of hours collections



# Challenges with charities

- Detailed application process
- Signing of legal agreement
- Meeting their specific food needs
- Short-dated food
- Limited storage facilities



# But challenges can be overcome!



49 Food Donors  
10 tonnes / mth



cruncha ma-me™



莎蓮娜有機蔬菜



WING SANG CHEONG LTD  
榮生祥有限公司



播道兒童之家  
Evangel Children's Home



47 Charities  
17,000 meals / mth



# What next for FHK?



Chefs in the Community



The Breakfast Club

# Thank you



[www.feedinghk.org](http://www.feedinghk.org)