Our Social Mission:
To reduce food waste and ease the financial burden and stress of the low-income families in the Sham Shui Po District. Since this project started in 2012, about 69,371 kg of produce, bread, and packaged food were collected in every year. About 5145 kg of the inedible produce was recycled as fish feed and compost, and about 250 families were able to receive vegetables and bread once a week.

Student Learning:
Students will learn to apply marketing and resource management strategies to tackle environmental and social problems. Through the process, students will also learn about the issues and problems about poverty, the dichotomy between food waste and food surplus, the existing service gap, the impact of uneven food availability, as well as the needs and challenges on the redistribution, reuse and recycling of valuable resources in Hong Kong.

Project Opportunities:
• Visit wet markets and bakeries to collect food donations from more than 85 vendors.
• Deliver the collected food to HKFWC’s local center, categorize and organize them.
• Distribute the food to the low-income families and elderly in need.
• Send the inedible food to Lai Kok Estate’s food waste collection point, where a contractor will recycle them into fish feed.
• Design a guided tour on this project and develop a marketing plan for potential corporate supporters by drawing their attention to the problem of food waste in Hong Kong.