

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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ATO Hong Kong Combats Food Waste - U.S. Foods to the Needy

Report Categories:

Agricultural Trade Office Activities

Export Accomplishments - Events

Export Accomplishments - Other

CSSF Activity Report

Livestock and Products

Poultry and Products

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Report Highlights:

ATO Hong Kong recently partnered with local charity Food Angel, which operates a Hong Kong-based food rescue and food assistance program to help the local underprivileged community. Building on the publicity generated through a week-long U.S. Consulate Diplomatic Culinary Partnership program in November 2013, ATO Hong Kong facilitated and participated in several events to raise awareness of the issue of food waste and helped to rescue surplus food to turn into hot meal boxes for the needy.

General Information:

ATO Hong Kong first visited the facilities of Food Angel in August 2013 with U.S. cooperator groups to see firsthand the operations of one of a handful of organizations dedicated to reducing food waste and to explore potential areas of collaboration. Specifically, Food Angel is a food rescue and food assistance program with the mission of "WASTE NOT, HUNGER NOT." The program rescues edible surplus food from restaurants, hotels and supermarkets in Hong Kong. Following strict safety protocols, the rescued food items are then prepared as nutritious hot meals in their central kitchen and redistributed to serve underprivileged communities in Hong Kong.

Given that over \$1 billion in U.S. meat and poultry products are expected to flow through Hong Kong in 2013, the ATO worked with U.S. Cooperators, U.S. Meat Export Federation (USMEF) and USA Poultry and Egg Export Council (USAPEEC), to identify Hong Kong importers that could be of assistance in an area of need of the charity; finding protein sources to be used in preparing nutritionally balanced meals. Both Cooperators successfully arranged donations of high-quality protein sources to the charity and we continued to look for more opportunities to raise awareness of food waste and poverty issues in Hong Kong.

In November 2013, U.S. Culinary Ambassador Ben Ford visited Hong Kong as part of the U.S. Diplomatic Culinary Partnership Program. ATO Hong Kong and the U.S. Consulate's Public Affairs Section organized the program for Chef Ford's week-long stay in Hong Kong that enabled him to explore Hong Kong's rich culinary culture, and to share his unique American craft-driven approach to cooking. To take advantage of the publicity surrounding the visit, ATO Hong Kong invited Food Angel to participate in several events during the week to raise awareness of its program and to make sure the local U.S. food and beverage importers were aware of surplus food programs.

Nov 22, 2013 – Kitchen Work in Food Angel: ATO Hong Kong arranged a work session for Chef Ford alongside members of the ATO and U.S. Consulate General, including the Consul General, to prepare and pack meal boxes in Food Angel's kitchen. The team packed 1,100 lunch boxes for the needy, and the program was shared on the U.S. Consulate Facebook page drawing massive attention and support from the local community.



U.S. Consulate General Hong Kong and Macau
 為左支持本地慈善機構「惜食堂」，總領事黃千禧、廚師Ben Ford同領事館職員喺上個禮拜五就為公公婆婆包裝左總共1,100個飯盒。你支唔支持慈善機構嘅工作呢？
 Last Friday, Consul General Hart, Chef Ben Ford and Consulate staff supported a local charity, Food Angel, by packing meals for the elderly. They ended up packaging a total of 1,100 boxed meals. Do you support a charitable organization?

Unlike · Comment · Share · 1,049 · 55 · 220 · November 26 at 8:30am ·

Photo (left): U.S. Consul General Clifford Hart (left) and Director of ATO Hong Kong Erich Kuss (right) worked at Food Angel’s kitchen.

Photo (Right): U.S. Consulate General Facebook’s post about Food Angel gained over 1,000 “LIKE”

Nov 23, 2013 – Thanksgiving Barbeque at Asia Society Hong Kong: The next day after packing meal boxes, Chef Ford participated in a Thanksgiving barbeque lunch of over 150 attendants in Asia Society Hong Kong where proceeds went to Food Angel. ATO Hong Kong coordinated with U.S. food sponsors to support the event.



Asia Society Hong Kong

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Thanksgiving with Chef Benjamin Ford at Asia Society Hong Kong Center

Chef Benjamin Ford, guest (left) and Ann Fong, Consul (Public Affairs) of U.S. Consulate General (right) at Thanksgiving Barbecue at Asia Society Hong Kong Center on November 23, 2013.

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Photo (Left): Chef Ben Ford and his signature dish at Asia Society Thanksgiving Barbeque

Photo (Right): Asia Society shares success of Thanksgiving Barbeque on their webpage

Nov 26, 2013 - The Great American Texas Barbeque: Chef Ford also participated in the Great American Texas Barbeque, which is an annual event organized by the U.S. Meat Export Federation in conjunction with the ATO Hong Kong and the Texas Beef Council. During this event, Chef Ford and the organizer addressed to the crowd Food Angel’s mission and how people could help. The event attracted over 1,000 guests from the Hong Kong food industry. Gigi Tung, founder of the organization, wrote after the event, “we have gained tremendous exposure in the industry, and obtained many contacts who are interested in our work... lots of food was rescued (130kg) last night, hundreds of meal boxes were made and many needy were fed from the food collected.”



Photo (Left): Food Angel’s booth at the Great American Texas Barbeque

Photo (Right): The

Great American Texas Barbeque attracted a crowd of over 1,000 on Nov 26.

ATO Hong Kong will continue to dedicate efforts to reducing food waste, and to link up U.S. foods to charity programs to help the needy.