

Marketing and Promotion For Local Agriculture

In order to facilitate public to buy local organic and accredited vegetables, the V.M.O. has been actively cooperating with markets, supermarkets and property management companies with the purpose to open up more sales channels.

On the other hand, the V.M.O. itself is also an active member of the vegetable industry, promoting local premium vegetable products by applying different types of advertisement. The V.M.O. actively participates in activities including exhibitions, lectures and carnivals etc, to provide more opportunities for local residents to have a clearer understanding of local vegetable products.



蔬菜統營處

Vegetable
Marketing
Organization

簡介

蔬菜統營處(簡稱菜統處)由統營處處長根據香港法例第277章【農產品(統營條例)】所賦予的權力在1946年成立，是一所自負盈虧、非牟利的機構。

菜統處在九龍長沙灣經營蔬菜批發市場，為蔬菜批發商及買家提供交易設施、農藥殘留檢定及會計等優質服務。

Introduction

The Vegetable Marketing Organization (V.M.O.) is a self-financing, non-profit making organization established in 1946 under the authority vested in the Director of Marketing by the Agricultural Products (Marketing) Ordinance, Cap. 277.

The V.M.O. operates a wholesale vegetable market at Cheung Sha Wan, and provides vegetable wholesalers and buyers with trading facilities, accounting, pesticide residue testing and other premium services.



優質蔬菜

菜統處致力加強配套設施，於1992年成立設備完善的「優質蔬菜部」，建立冷藏車隊，在質量、農藥檢測及運送等方面加強管理，並將蔬菜分級及加工，用指定的包裝袋來盛載及分類，再以訂單合約形式全年二十四小時供應新鮮安全的優質蔬菜予各大酒店、安老院、酒樓及超級市場等。

Premium Vegetables

The V.M.O. enhances its facilities by establishing a well equipped Premium Vegetables Section in the year 1992. It operates a fleet of refrigerated trucks, enhances the management of quality, pesticide residue testing analysis and delivery. It grades and classifies vegetables by using specific packaging, receives orders on contract basis, and supplies fresh, safe and premium vegetables to hotels, home for elderly, restaurants and supermarkets etc. 24 hours daily throughout the year.





信譽蔬菜

漁農自然護理署(漁護署)和菜統處於1994年攜手推行「信譽農場計劃」。該計劃鼓勵及指導農民採用良好的農耕操作、病蟲害綜合防治技術及正確、安全地使用農藥。

信譽農場的蔬菜須接受農藥殘留水平檢測，在菜統處特別認可的信譽零售商(獲授「信譽零售商」標誌)售賣，以保障市民的健康。



Accredited Vegetables

The Agriculture, Fisheries and Conservation Department (A.F.C.D.) and V.M.O. have jointly run the Accredited Farm Scheme since 1994. The scheme aims at promoting the adoption of good horticultural practice and environmental friendly production, integrated pest management and proper use of pesticides to the farmers.

Vegetables that are harvested from Accredited Farm should be sample for pesticide residue analysis and sold in the accredited retailers (rewarded with accredited retailers signboard) assigned by the V.M.O. to safeguard the public health.

本地有機蔬菜

有機蔬菜是以天然耕作方式所生產的蔬菜。整個種植過程不施用化學肥料和殺蟲劑、不使用基因改造的作物或產品。

本地有機農場需嚴格執行漁護署所編訂的「有機作物生產守則」及接受監管，並由菜統處協助運銷。

現時本地有機農場分佈於上水、粉嶺、大埔、八鄉、元朗、西貢等新界各區。



本地有機認證

由菜統處「農業發展基金」資助成立的「香港有機資源中心」是「浸會大學」、「綠田園基金會」和「香港有機農業協會」聯合組成的非牟利機構，為香港的有機農場及加工場提供獨立的認證服務。菜統處優質蔬菜部的包裝中心已獲此有機認證。

Local Organic Certification Service

The V.M.O. helps to establish the Hong Kong Organic Resource Centre (HKORC) through its Agricultural Development Fund. The HKORC (co-founded by the Hong Kong Baptist University, the Hong Kong Organic Farming Association and the Produce Green Foundation) was established to provide an independent organic certification service for farmers and food processors. The packaging centre of the V.M.O. Premium Vegetables Section has already been awarded with this organic certification.

Local Organic Vegetables

Organic Vegetables are grown by natural farming method. During planting, vegetables are grown without chemical fertilizers and pesticides. Also, it does not use genetic modification crop or products.

Local organic farms have to strictly follow the requirements of the A.F.C.D.'s Protocol for Organic Vegetable Production, whereas the V.M.O. assists in marketing of organic vegetables.

Most local organic farms are located at New Territories, such as Sheung Shui, Fanling, Tai Po, Pat Heung, Yuen Long, Sai Kung etc.



市場拓展及宣傳本地農業

為方便市民購買本地有機及信譽蔬菜，菜統處一直積極與街市、超級市場及物業管理公司合作，務求為本地蔬菜拓展更多銷售渠道。

此外，菜統處亦積極參與業界的各項活動，通過多元化的宣傳以推動本地優質農產品。活動類型包括展覽、講座及嘉年華會等，為市民提供更多認識本地農產品的機會。



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