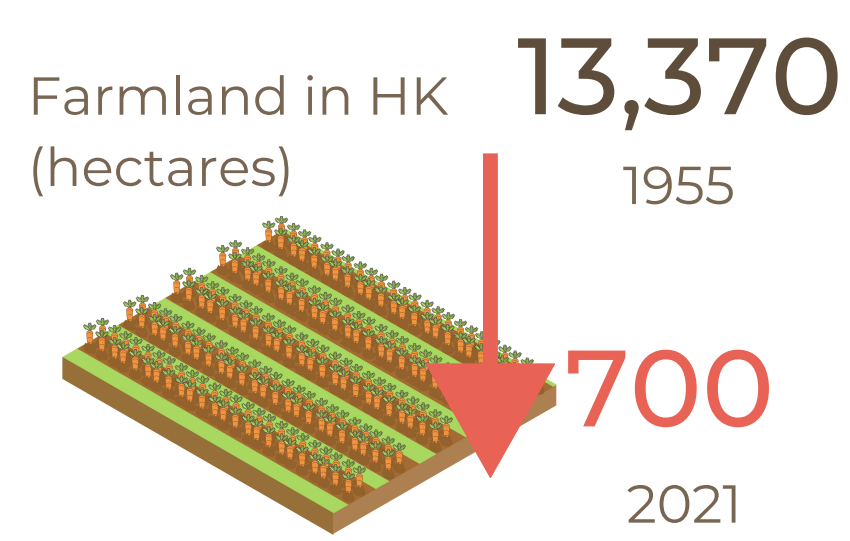


Public's perception of local food crop: challenge and potential of expanding local food production in Hong Kong

MAK Tsz Kwan

INTRODUCTION

The local food crop production in Hong Kong has been shrinking. While we rely mainly on imported food crop, the food supply chain are vulnerable to global change.



RESEARCH OBJECTIVES

1. To identify the major factors affecting consumers to support local food crop production
2. To explore the motivates for farmers to support local food crop production
3. To understand the major challenges faced by farmers
4. To understand the views of consumers and farmers towards the expansion of local food crop production

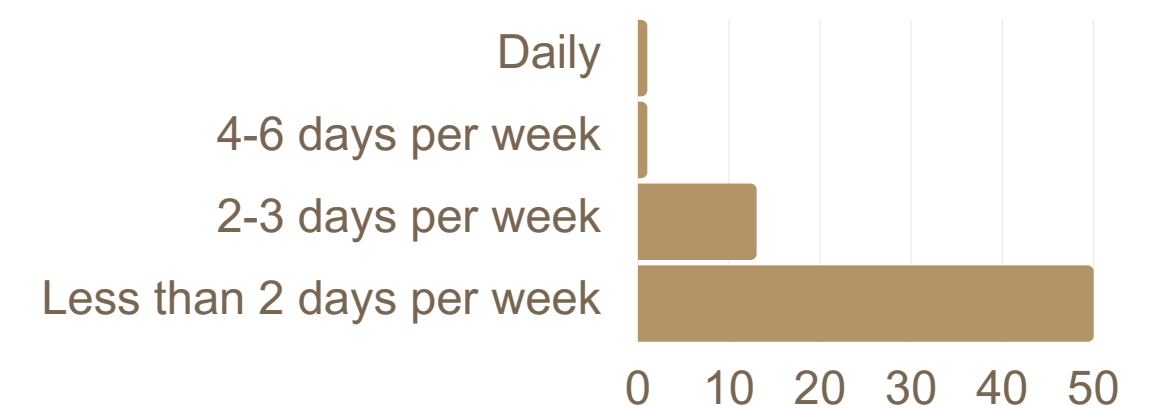
MAJOR FINDINGS

Which group of respondents have higher likeliness in consuming local food crop?

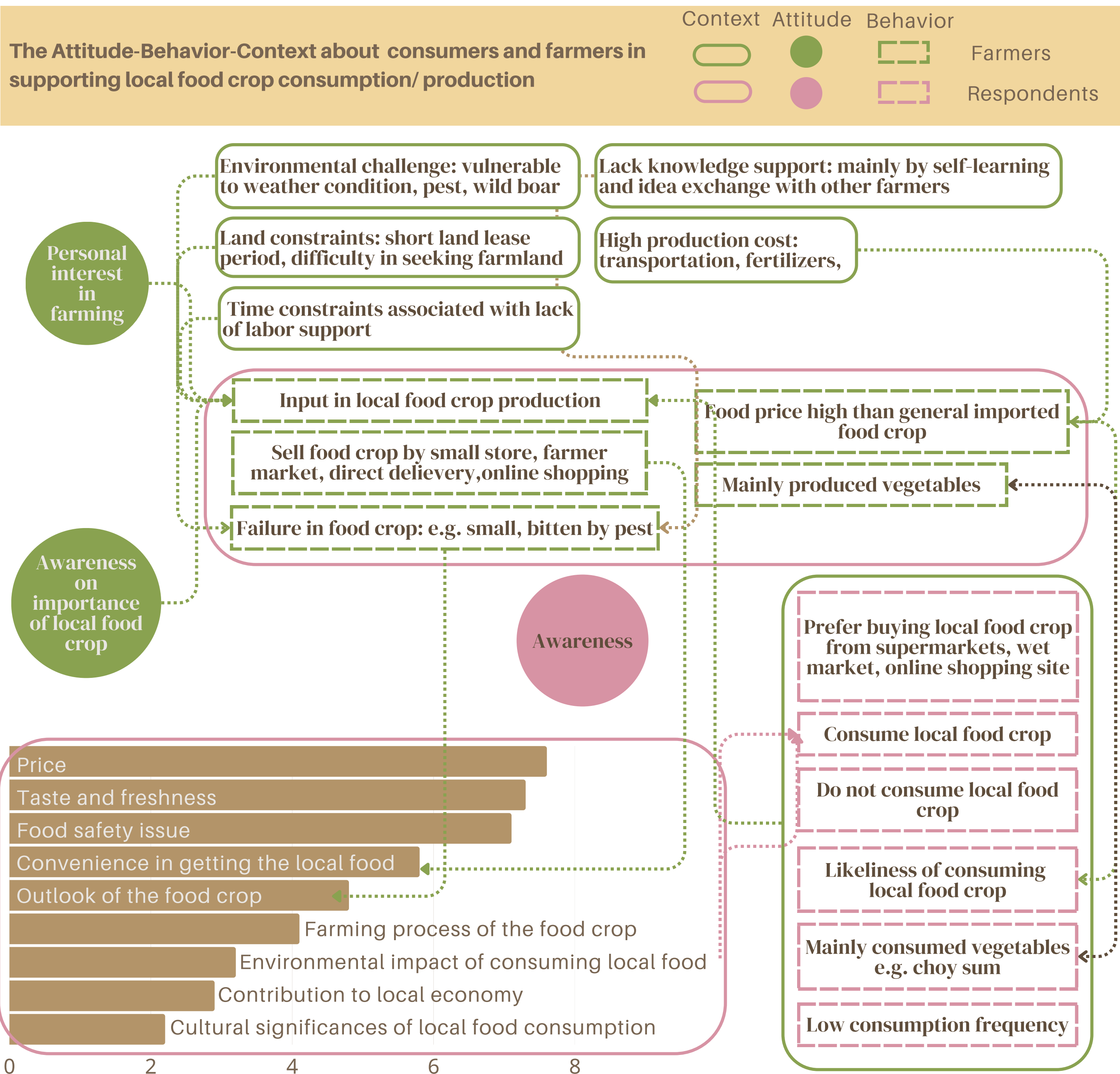
1. Female
2. Respondents aged 30 to 49
3. Respondents with higher educational level, the higher likeliness for them to consume local food crop
4. Respondents living in New Territories, who are more accessible to farm in countryside



Local Food Crop Consumption Frequency



The Attitude-Behavior-Context about consumers and farmers in supporting local food crop consumption/ production



What do you think about expanding local food crop production in Hong Kong?

Respondents

78% of respondents agreed there was a need to expand local food crop production in HK but it is not regarded as an urgent issue; most agreed to expand food crop production by:

- Revitalizing the abandoned farmland
- Increasing rooftop farming
- Increasing vertical crop production

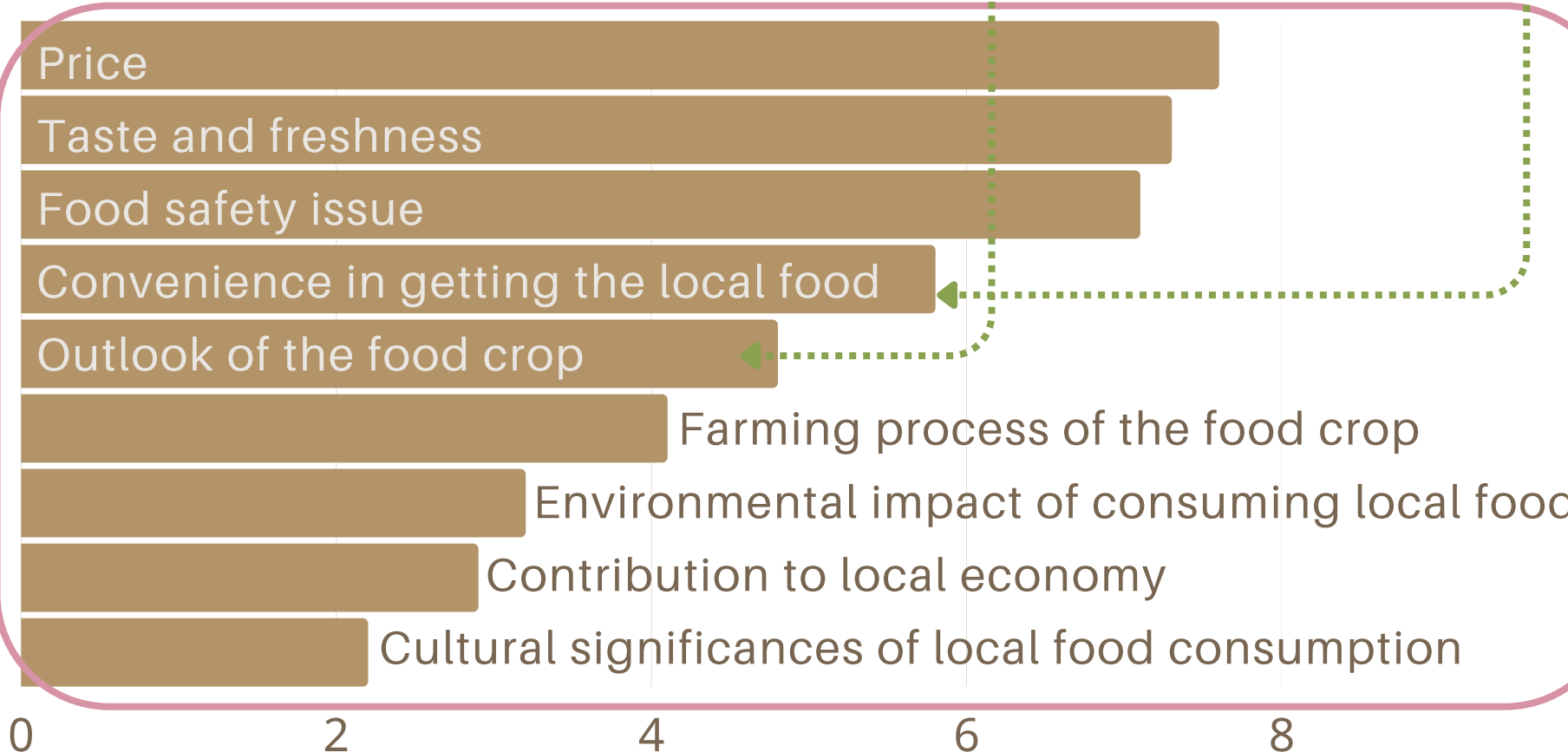
Farmers

Agreed. Some reasons are

- Increase share of local food crop
- Enhance the food resilience
- Build up good cycle for agricultural development

Concerns:

- Lack of labor supply
- Lack of market demand: promoting local food crop with new features e.g. more variety, edible without cooking
- Resources support for start-up farmers



IMPLICATIONS

Factors affecting farmers in producing local food crop Factors affecting consumers in consuming local food crop

It is discovered that the context factor affecting farmers includes behavior from consumers, while the context factor affecting consumers include the It shows a close relationship with how farmers and consumers **affect each others in the local food market**. Some contracticts are found between them, for instance, consumers prefer buying food in supermarket and while the intervieweed farmers prefer selling their food in farmer market.

Support over expansion of local food crop production

- Both farmers and consumers show support to
- Farmers' attitude towards the expansion highly influenced by the context which includes labor supply and the market demand
- To engage more farmer in the prodcing local food crop, these