

FarmFest 2021 goes online

The one-month FarmFest 2021 is held online from today (January 8) to February 7 to showcase a variety of local agricultural and fisheries products and gourmet food.

In light of the latest developments of COVID-19, FarmFest, which is jointly organised by the FarmFest Organising Committee, the Agriculture, Fisheries and Conservation Department (AFCD), the Vegetable Marketing Organization and the Fish Marketing Organization, is held online (www.farmfesthk.com). There are over 100 local fishermen and farmers participating in the online sale, including accredited fish farmers, oyster farmers, organic farmers, accredited farmers, traditional premium vegetable farmers and hydroponic farmers. Local vegetables available at the FarmFest website will be harvested and delivered to the consumers on the same day to ensure the freshness.

Premium local produce is always well received by consumers. In view of the market demand, the AFCD has been actively supporting the local agricultural and fisheries sectors to use new technology to raise productivity and to enhance the quality and boost sale of local produce with a view to facilitating sustainable development of the industry. To enable consumers to learn more about the production of premium produce, online exhibitions are available at the FarmFest website. The agricultural zone features a virtual farm tour in which the characteristics and technology used in cultivation of local tomatoes, sweet potatoes and broccoli are introduced. The fisheries zone displays promotional videos and photos of technology applied in the fisheries industry, features of local fisheries products and recreational fishing.

A series of short videos featuring local agricultural and fisheries industry and their products are also available at the FarmFest website. Members of the public can shop for premium local produce in the comfort of their own home while learning more about the development of the local agricultural and fisheries industry. For details of the event, please visit www.farmfesthk.com or www.facebook.com/farmfesthk.

