

農耕體驗 豐富了 他們的生命

綠田園基金企業夥伴計劃

於 2010 年初，我們開展了企業夥伴計劃，邀請不同的企業贊助活動經費，讓不同年齡、背景的人士可免費或減費參與我們的農耕體驗活動，這些活動不單是一種綠色生活教育，更豐富了他們的生命。迄今，已籌辦了 8 個企業贊助活動，並獲得各類媒體的報導，成績令人鼓舞！



贊助機構	贊助活動名稱	受惠對象
1. 協力建業有限公司	長者田園香草樂	4,000 位長者
2. 錦隆實業有限公司	有機農耕體驗課程	18 間中小學
3. 錦隆實業有限公司	有機稻賞	5,000 位中小學生
4. 瑞士再保險有限公司 及 匯康有限公司	有機選擇睇真 D	1,200 位小學生
5. 匯康有限公司	拉闊有機	50 間中學
6. 渣打銀行（香港）有限公司	有機農場學習遊	約 150 位小學生及義工
7. 綠色概念顧問有限公司	親子田園半日閒	約 50 位親子家庭成員
8. 新世界發展有限公司	綠色新世界——綠遊田園樂	約 50 位中學生及義工

綠田園基金

綠田園基金為註冊非牟利慈善團體，於 1988 年秋天，由一群關心現代農業，關心人類環境的人士所組成。一年後，我們在粉嶺鶴藪村後山谷裡建立了全港首個有機教育農場，農場逐步擴展，至今面積達 35.5 萬平方呎（約 3.3 公頃）；於 2003 年，我們在荃灣建立香港第一個大型長者社區園圃，面積約 1.7 萬平方呎。在這兩個場地裡，我們開展本地的有機及綠色生活教育工作，讓參加者藉著接觸泥土，體驗自然生活。



聯絡

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綠田園基金企業夥伴計劃 2010-2011

長者田園香草樂

協力建業有限公司贊助

受惠對象： 4,000 位 60 歲或以上的長者

目的： 讓長者學習新事物和知識，增進對社會的了解，與社會一齊進步，更可擴闊生活圈子，結交新朋友

內容： 認識有機耕種、沖泡有機香草茶、焗製有機香草麵包、磨製有機香草鹽、參觀農場，更可獲贈《有機生活手冊》。費用全免。

傳媒報導：《太陽報》、《東方日報》、《繼續再玩》、《溫暖人間》

有機農耕體驗課程

錦隆實業有限公司贊助

受惠對象： 18 間中小學校

目的： 透過理論與農務實踐，讓學生體驗有機耕種的樂趣，同時，更可認識有機農業與環境保育及可持續糧食生產的關係

內容： 認識有機耕種原理、有機肥力管理、有機病蟲害認識及防治、有機耕種對抗全球暖化，以及有機生活的實踐；學習翻土、施肥、下種、移苗、澆水、疏苗、培苗及收割。免費全免。

有機稻賞

錦隆實業有限公司贊助

支持機構： 教育局

受惠對象： 5,000 位中小學生

目的： 讓學生親身考察稻米的種植，培養對稻米文化的珍惜，及對自然環境保育的意識

內容： 認識有機稻米、稻米農具、脫穀殼活動、稻草工藝應用、當造蔬菜、嘗試盆栽稻米種植，並可獲贈《有機生活手冊》及活動證書。減費活動。

傳媒報導：《明報》、《東方日報》、《文匯報》、《大公報》、《明報週刊》、《飲食男女》、《新報》、《繼續再玩》





有機選擇睇真 D

瑞士再保險有限公司 及 匯康有限公司贊助

受惠對象：1,200 位來自基層的小三至小六學生

目的：透過參觀、講解和遊戲，認識有機耕種環境保育的關係，從選擇有機耕種，並配合食物來源，牽動更大的減碳效益

內容：農場導賞、有機真偽辨識遊戲、製作有機麵包，更可獲贈《有機生活手冊》。費用全免。

傳媒報導：《蘋果日報》



拉闊有機

匯康有限公司贊助

支持機構：教育局

受惠對象：50 間中學

目的：認識有機耕種在食物安全、社區建設、環境保育、緩和全球暖化等方面的貢獻，學習分辨有機菜，鼓勵實踐有機生活

內容：以講座形式介紹有機耕種原理、食物里程、有機減碳、社區園圃、有機認證等，更可獲贈《有機生活手冊》。費用全免。



有機農場學習遊

渣打銀行（香港）有限公司贊助

受惠對象：約 150 位小學生及義工

內容：農場導賞、田務實習、焗製有機麵包，更可獲贈盆栽種植套、《有機生活手冊》。費用全免。



親子田園半日閒

綠色概念顧問有限公司贊助

受惠對象：約 50 位親子家長成員

內容：農場導賞、田務實習、焗製有機麵包，更可獲贈盆栽種植套、《有機生活手冊》及由贊助機構送出的有機草本茶（兒童系列）。費用全免。



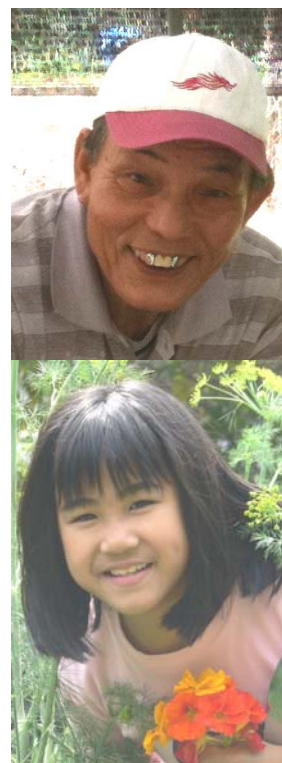
綠色新世界——綠遊田園樂

新世界發展有限公司贊助

受惠對象：約 50 位來自低收入家庭的中學生及義工

內容：農場導賞、田務實習、磨製有機豆漿，更可獲贈盆栽種植套及《有機生活手冊》。費用全免。

Farming experience has enriched their lives



Partnership Projects with Business

At the beginning of 2010, we commenced our partnership projects with business. We invited corporations to sponsor people of different ages, with different backgrounds to gain farming experience with no or reduced fee. Other than serving as a kind of green living education, these activities also enriched the lives of our participants. So far, we have successfully developed 8 partnership projects with various businesses and received good exposure from different media. The result is very encouraging!

	Sponsor	Activity	Beneficiaries
1.	Concentric Construction Ltd.	Herb Activity for Elderly	4,000 elderly
2.	Kim Lung Fashion Ltd.	Organic Farming Course	18 secondary and primary schools
3.	Kim Lung Fashion Ltd.	Paddy Tour	5,000 secondary and primary students
4.	Swiss Reinsurance Co. Ltd. and Union Healthcare Ltd.	More on Organic Choices	1,200 primary students
5.	Union Healthcare Ltd.	Organic in Live	50 secondary schools
6.	Standard Chartered Bank (HK) Limited	Organic Farm Study Tour	c. 150 primary students and volunteers
7.	Croton Consultant Ltd.	Family Farm Tour	c. 50 parents and kids
8.	New World Development Co. Ltd.	Green New World – Green Tour	c. 50 secondary students and volunteers

Produce Green Foundation

We are a registered non-profit charitable organization. It was established in the autumn of 1988 by a group of local enthusiasts concerning modern farming and the environment. The following year, we set up Hong Kong's first educational organic farm in a valley at Hok Tau Village, Fanling. The farm reached an area of about 355,000 sq. ft. (about 3.3 ha) recently. We also established Hong Kong's first large scale elderly community garden, which spanned around 17,000 sq. ft., in Tsuen Wan in 2003. Through activities organized in the two sites and getting in touch with soil, participants can experience a natural way of living.



綠田園基金
PRODUCE GREEN FOUNDATION

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Produce Green Foundation Registered charitable organization (Ref.: 91/4374) Member of Hong Kong Council of Social Service Member of International Federation of Organic Agriculture Movements 18, Hok Tau Village, Fanling, New Territories, Hong Kong Tel: 2674-1190 Fax: 2674-8077 Webpage: <http://www.producegreen.org.hk>

Produce Green Foundation Partnership Projects with Business 2010-2011



Herb Activity for Elderly

Sponsored by Concentric Construction Ltd.

- Beneficiaries:** 4,000 elderly of age 60 or above
- Aim:** To provide learning opportunities and activities for older adults and thus to facilitate better integration into society and to widen their social circle.
- Content:** Introduction of organic farming, brewing organic herbal tea, baking organic herbal bread, grinding herbal salt, touring the farm and with free organic living booklet. Free of charge.
- Media coverage:** The Sun, Oriental Daily News, Toysreplay Monthly and Buddhist Compassion

Organic Farming Course

Sponsored by Kim Lung Fashion Ltd.

- Beneficiaries:** 18 Secondary and primary schools
- Aim:** To encourage the enjoyment of organic farming through learning its principles and practice. Students may also gain knowledge on the relationship of environmental conservation, sustainable food production and organic agriculture.
- Content:** Introduction of organic farming, organic fertility management, organic pests and diseases control, organic farming and combating climate change, practical tips for organic living. In practice, students learn ploughing, fertilizing, seeding, transplanting, watering, thinning, seedling preparation and harvesting. Free of charge.

Paddy Tour

Sponsored by Kim Lung Fashion Ltd.

- Supported by:** Education Bureau
- Beneficiaries:** 5,000 secondary and primary students
- Aim:** To provide a close encounter with paddy for the students to increase their appreciation of our rich rice culture and to raise their awareness of environmental conservation.
- Content:** Introduction of organic paddy, paddy tools, grain dehusking, straw art, tour the farm, paddy in pot and with free organic living booklet and certificate. Charge reduced.
- Media coverage:** Ming Pao Daily News, Oriental Daily News, Wen Wei Po, Ta Kung Pao, Hong Kong Daily News, Ming Pao Weekly, Eat and Travel Weekly and Toysreplay Monthly





More on Organic Choices

Sponsored by Swiss Reinsurance Co. Ltd. and Union Healthcare Ltd.

- Beneficiaries: 1,200 grassroots students of primary 3 to 6
- Aim: To encourage greater carbon reduction by choosing organic living and food with shorter food miles via touring and games
- Content: Farm tour, Knowing the true organic game, baking organic bread and with free organic living booklet. Free of charge
- Media coverage: Apple Daily News

Organic in Live

Sponsored by Union Healthcare Ltd.

- Supported by: Education Bureau
- Beneficiaries: 50 secondary schools
- Aim: To encourage organic living via learning the contribution of organic farming on food safety, community building, environmental conservation, combating global warming and by learning how to differentiate organic vegetables
- Content: Talk on organic farming principles, food miles, organic and carbon reduction, community gardening, organic certification and with free organic living booklet. Free of charge.

Organic Farm Study Tour

Sponsored by Standard Chartered Bank (HK) Ltd.

- Beneficiaries: c. 150 primary students and volunteers
- Content: Farm tour, farm practice, organic bread baking and with free potted plant kit and free organic living booklet. Free of charge

Family Farm Tour

Sponsored by Croton Consultant Ltd.

- Beneficiaries: c. 50 parents and kids
- Content: Farm tour, farm practice, organic bread baking and with free organic herbal tea (children series) from sponsor and free organic living booklet. Free of charge.

Green New World – Green Tour

Sponsored by New World Development Co. Ltd.

- Beneficiaries: c. 50 grassroots secondary students and volunteers
- Content: Farm tour, farm practice, making organic soya milk and with free potted plant kit and free organic living booklet. Free of charge.