



"Hong Kong Market", operated under a signee of the Food Wise Charter - the Uni-China Group, has actively integrated sustainable development into its daily operations in recent years. Embracing a ESG (Environmental, Social, and Governance) framework, the brand is dedicated to cultivating a comprehensive green ecosystem across its markets, championing initiatives ranging from food waste recycling to community food assistance.

Comprehensive Implementation of Food Waste Recycling

Traditional fresh markets are inherently fast-paced and high-traffic environments. Consequently, the daily trade of fresh ingredients inevitably generates a significant volume of organic waste, such as vegetable trimmings and meat scraps. To tackle this challenge, "Hong Kong Market" has introduced systematic waste management protocols, embedding waste reduction at source into the very fabric of its daily operations. As an active participant in the Environmental Protection Department's (EPD) "Food Waste Collection Pilot Scheme," every market under the brand is equipped with food waste recycling bins to streamline collection and contribute to environmental protection.

"Hong Kong Market" voluntarily supplies tenants with free, compact food waste bins designed to fit seamlessly within their stalls. This layout allows tenants to sort food waste instantly as they unpack and handle inventory or food. To streamline the collection process, dedicated cleaning staff collect food waste from each stall every two hours. Government's contractor then transports the waste to O·PARK at designated hour every day, where advanced waste-to-energy technology converts food waste into electricity and compost, successfully achieving resources circulation.

Choi Ming Market Food Waste Recycling Process



Overcoming Operational Challenges to Reshape Habits

Reshaping deeply ingrained operational habits is rarely an overnight success, and the initial rollout faced its share of hurdles. Busy vendors focused on daily sales occasionally mixed plastic packaging or price labels into the organic waste bins, which compromised recycling purity. To overcome this, the management team deployed dedicated staff to patrol the market. They offered patient guidance, on-site demonstrations, and continuous education. By maintaining an open dialogue with tenants, management could make agile, real-time adjustments to the workflow.

Previously, the standard practice was to discard all waste into large refuse bins, a habit that frequently triggered odour problems and pest concerns, detracting from the shopping experience. Today, with food waste properly handled by dedicated personnel, waste accumulation is greatly reduced, resulting in a fresher and more hygienic market environment. Some stall owners shared that while they were initially uncomfortable with changing their routines, they credit the management team's patient support for helping them master the routine. What began as a mandatory policy of the market has evolved into a seamless daily habit, and a source of community pride.

Partnering with Food Angel Making Every Ingredient Count



The sustainability strategy by “Hong Kong Market” extends far beyond the recycling bin. Through a meaningful partnership with the local charity Food Angel, the brand rescues safe, surplus food from its vendors before they become waste. All rescued food undergo a rigorous safety screening process before being cleared for consumption. Once approved, professional culinary teams meticulously transform these food into a diverse selection of nutritious meals

designed to provide warmth and sustenance to those in need. This collaboration between “Hong Kong Market” and Food Angel breathes new life into surplus food that would otherwise be discarded, simultaneously supporting underprivileged communities and driving meaningful waste reduction at the source.

The eco-friendly initiatives by “Hong Kong Market” offer a powerful proof of concept: with meticulous planning, efficient facility management, and cross-sector collaboration, even the most traditional community spaces can become engines for urban sustainability. By continuously deepening its commitment to food waste recycling and social assistance, “Hong Kong Market” is steadily guiding local communities toward a greener, more compassionate future. Mr Ling Wai-Hon, Vice Chairman of Uni-China Group and Convenor of the Subcommittee on Food Waste Recycling Facilitation, expressed hope that all sectors of society will adopt waste reduction and food waste management measures tailored to their specific circumstances, working together to enhance Hong Kong’s resource recycling efforts.