

ZERO FOODPRINT ASIA



ANNUAL IMPACT REPORT

7/2021 - 7/2022

LETTER FROM OUR EXECUTIVE DIRECTOR



Today's industrialized food system subsidizes practices that degrade soil, release carbon, deplete nutrients, and mistreat animals and resources. Coupled with post-pandemic shocks, and the fragility of our global food system has now been fully exposed. Having founded and operated one of Hong Kong's most recognized 'green' restaurants 10 years ago, we know that setting targets such as halving food waste and shifting to more plant-rich diets are just the beginning of what we can be doing to help combat climate change. The decisions we make in our day-to-day businesses now require us to go beyond just certifying best practices but to actually make changes where changes need to be made - **economic and agriculture policy reform.**

We know that starting a conversation around this topic is important, especially here in Asia where we account for up to 50% of the world's carbon emissions. HK itself with the highest density of restaurants in the world per capita, an industry worth HKD100 billion annually demands that we play a leadership role in helping solve some of the biggest crises of our time - food insecurity, nutrition and climate change. Using and leveraging this power is integral to the longevity and sustainability of not only the food and hospitality sector we love, but our planet.

At its core, Zero Foodprint is about uniting the hospitality sector around agricultural climate solutions. Because restaurants are not only places to enjoy good meals with loved ones, nor are chefs and FOH staff merely there to serve customers. As an industry that generates so much excitement, our collective belief is that on top of turning a monetary profit, restaurants can be a force for environmental and social good.

The science around regenerative agriculture as a vital solution to combatting climate change is ripe and well underway. But for us, the real science happens in the actual doing - where food businesses actively participate to help shift dollars on acres of farmland across China and South East Asia in order to rapidly restore mother earth's almighty natural carbon sinks.

A handwritten signature in black ink, appearing to read 'Peggy'.

Peggy

ABOUT US



Zero Foodprint Asia (ZFPA), an extension of Zero Foodprint (ZFP) in California, is a nonprofit organization mobilizing the food world around agricultural climate solutions. ZFPA hosts a crowdfunding program that gathers funds from member food businesses such as restaurants, cafes, bars and food retailers. Members pledge 1% of every restaurant purchase to ZFPA to fund regenerative farming practices that draw down carbon from the atmosphere and help combat global warming.

Licensed and managed by Grassroots Initiatives Consultancy, ZFPA operates as a registered non-profit (charitable status in process), but in the spirit of a start-up social enterprise. ZFPA aligns itself to globally approved, science-backed carbon reduction and carbon removal strategies and goals. Simultaneously, our organization allocates manpower and resources to prioritize projects that would result in generating the most social and environmental impact.

MISSION

Mobilising the food world around agricultural climate solutions and to promote regenerative agricultural practices to help undo the damage that extractive agriculture has done to our planet, our health, our food, and our people. ZFPA program is designed to help restaurants act against climate change by addressing greenhouse gas emissions through investments in carbon farming.

VISION

A renewable food economy that restores our climate

VALUES

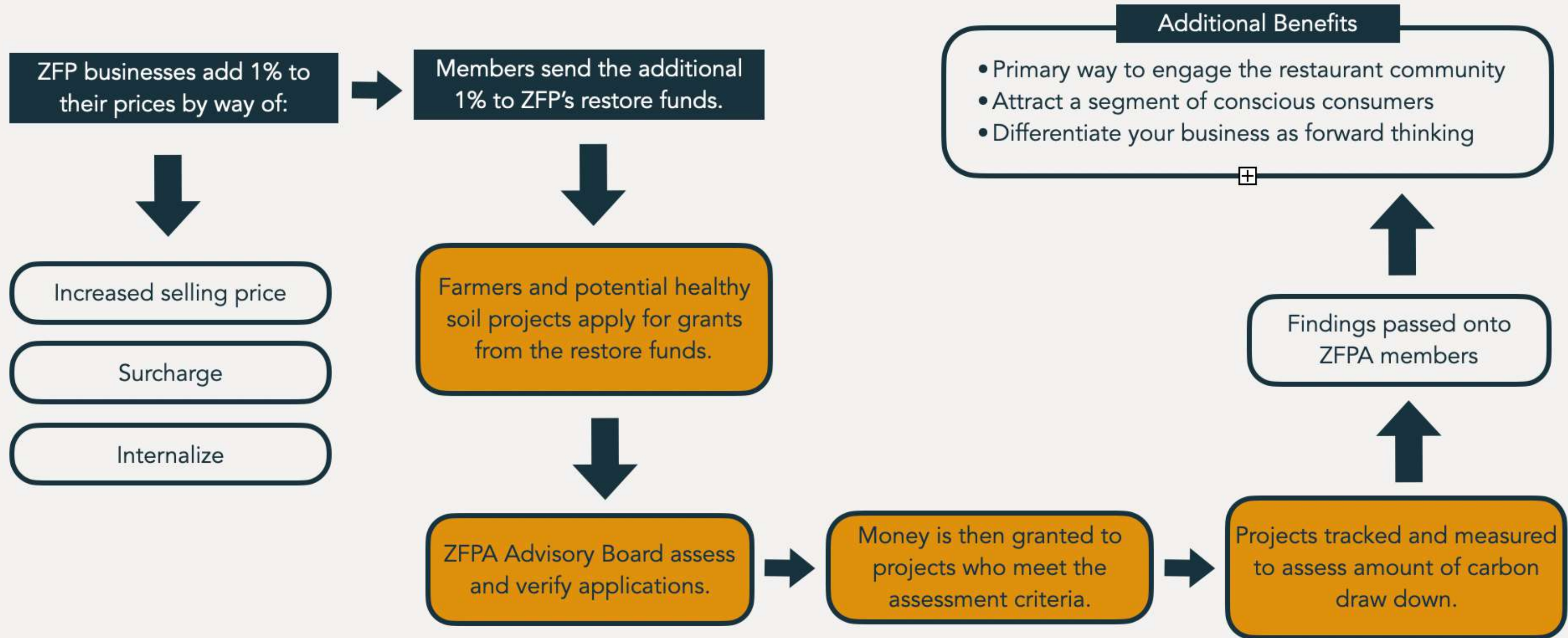
- Regenerative
- Collective Action
- Justice
- Prosperity
- Transparency

SUCCESS MEASURES

- Restaurant Memberships
- Funds raised/disbursed
- Acreage under regenerative management
- Number of participating farmers
- Estimated CO₂e sequestered

PHASE 1: 1% PLEDGE

Members pledge 1% of every restaurant purchase to ZFPA to fund regenerative farming practices that draw down carbon from the atmosphere and help combat climate change



A person is shown from the waist down, kneeling in a garden. They are holding two sliced beets in their hands, showing the vibrant red interior. The background is a blurred garden with various plants and flowers.

WHY 1%?

Zero Foodprint has been analyzing restaurants' carbon footprints since 2015, and findings suggest that adding a charge of 1% towards carbon farming would accomplish as much environmental benefit as offsetting the estimated impact from the restaurant's operation.

But 1% makes a lot of sense on a global scale as well: According to the scientists and climate experts who analyzed 80 climate solutions for [Project Drawdown](#) (2017), implementing drawdown projects around the world would cost between [USD 22.5-28.4 trillion by 2050](#). Which when based on 2019's global GDP trajectory (USD87.6 trillion), is about 0.91-1.2% of the global economy; which we have rounded to 1% as a general guide.

ZFPA RESTAURANT PARTNERS



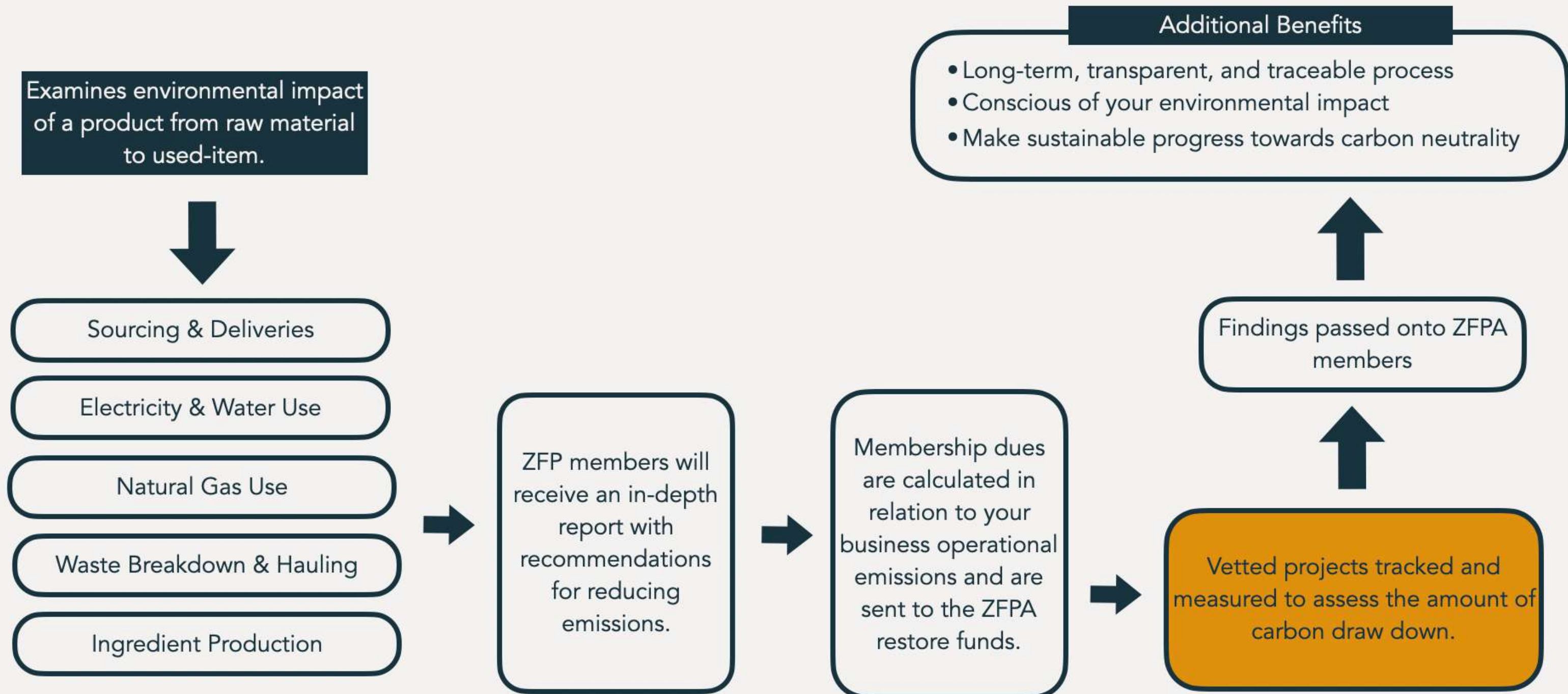
SPONSORS & SUPPORTERS

... and more!

PHASE 2: CARBON NEUTRALITY PILOT

(To Launch Q4 2022)

Aligning with global net zero targets and goals, the Carbon Neutrality Program equips food businesses with the tools to become increasingly aware of their environmental impact while generating measurable change for future operations.



CARBON NEUTRALITY PROGRAM PILOT PARTNERS



Foodsteps



香港城市大學
City University of Hong Kong

B E D U

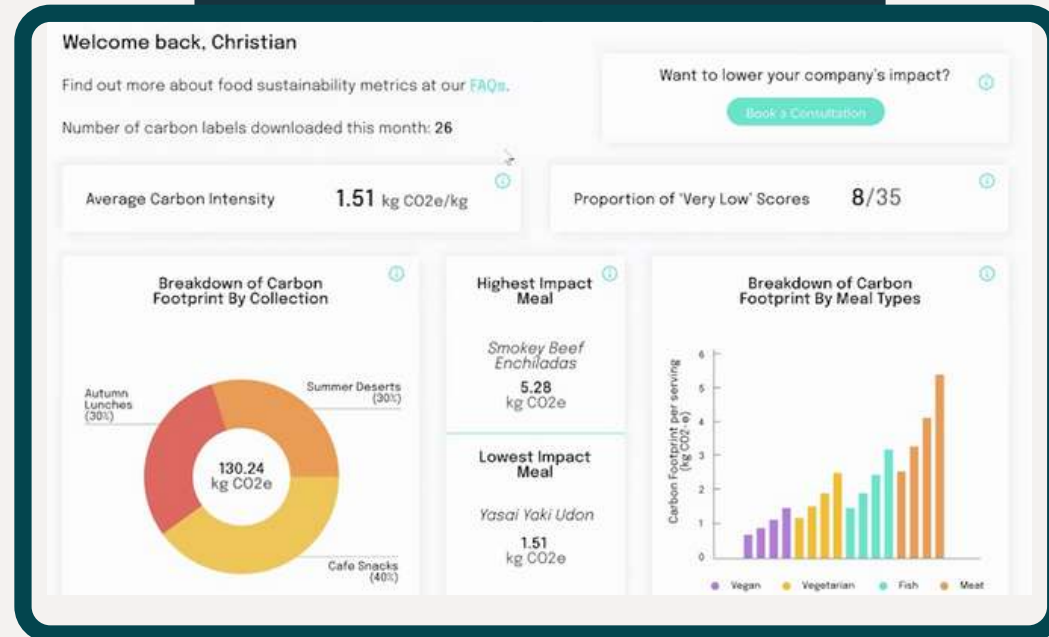


Sustainabl.
PACKAGING WITH PURPOSE

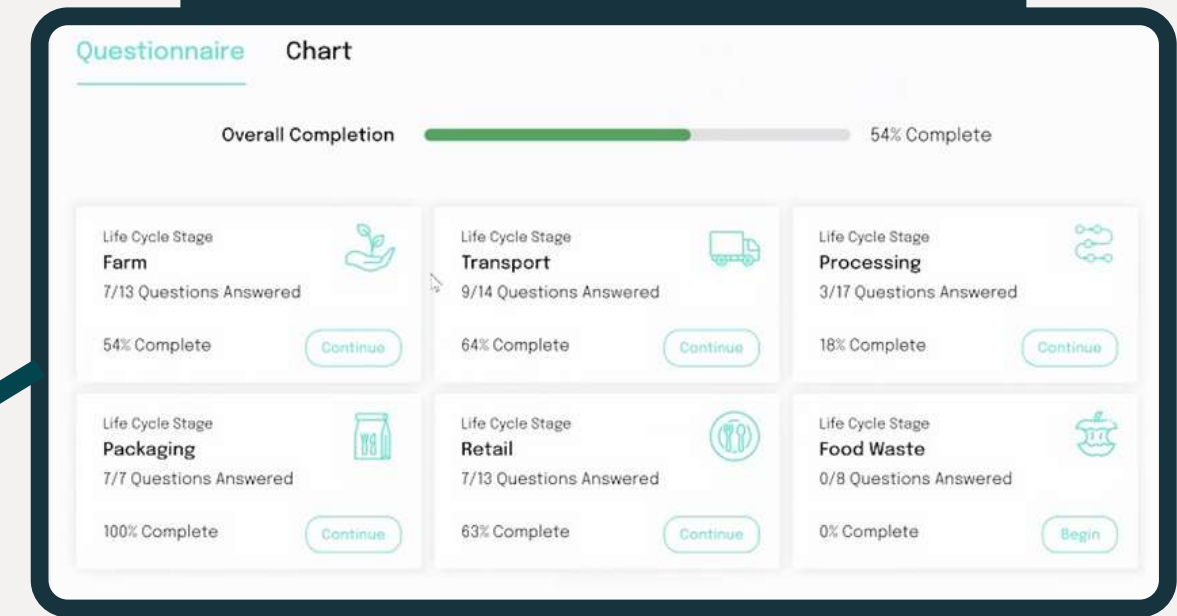
ZFPA X FOODSTEPS

LIFECYCLE ASSESSMENT TOOL

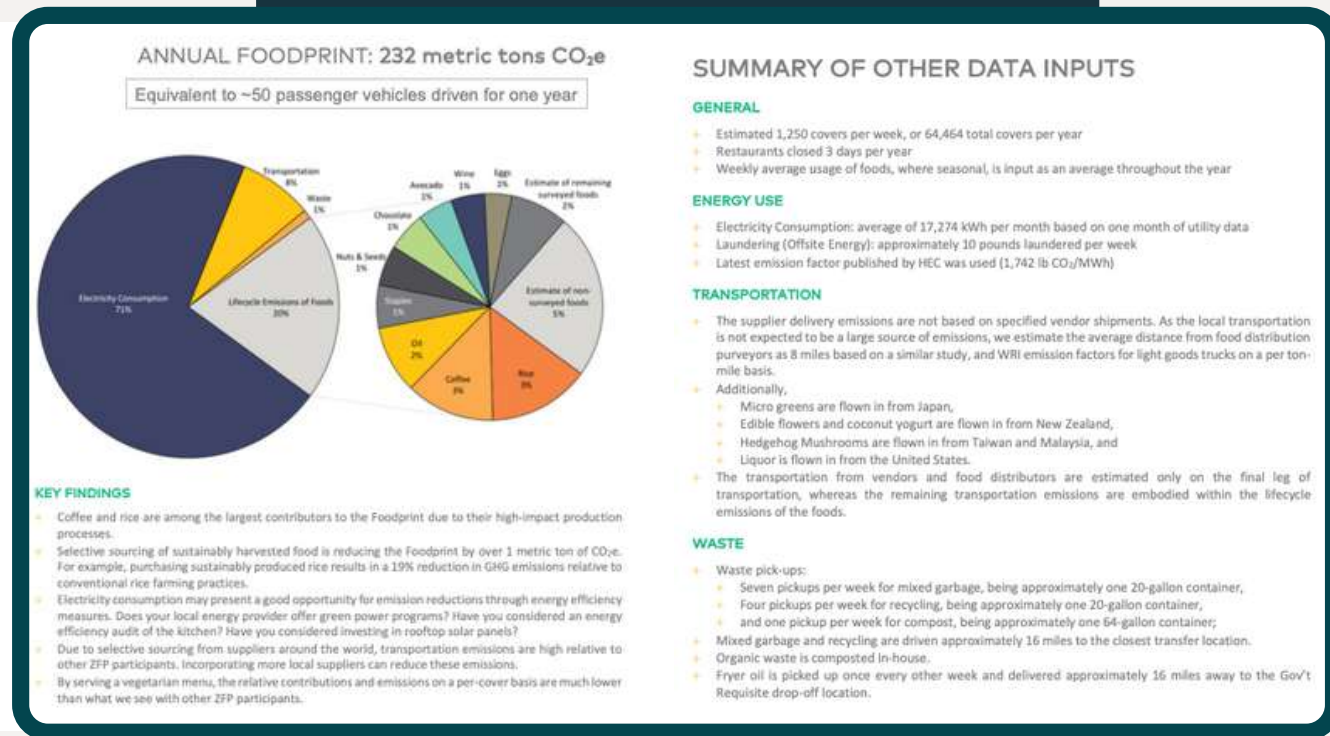
Dashboard



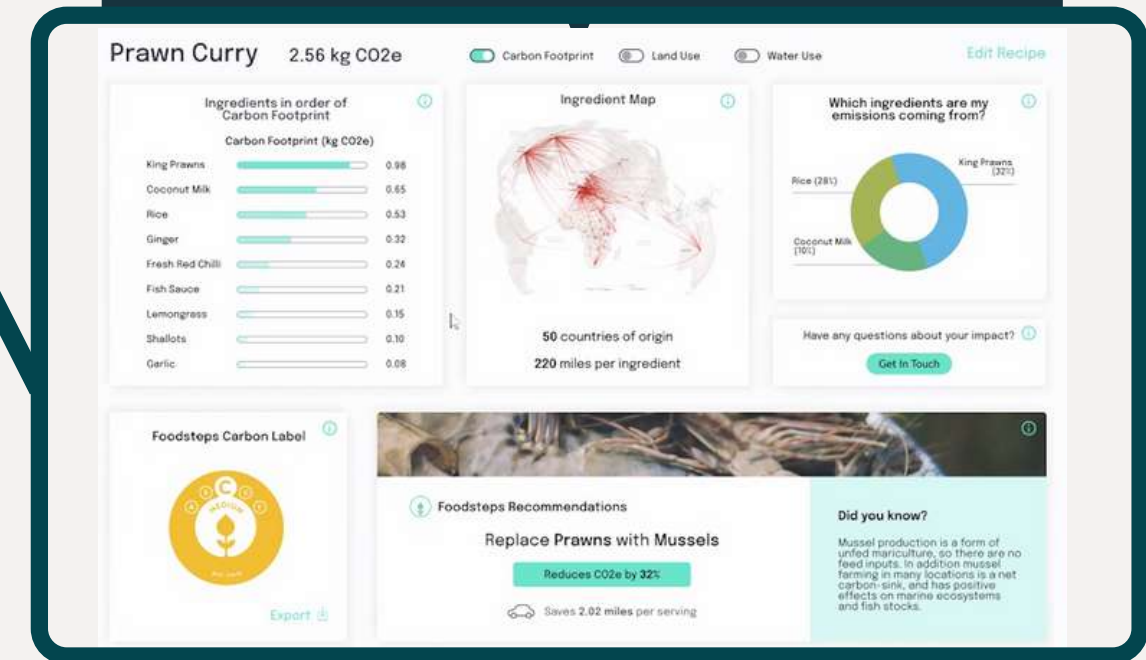
Carbon Calculation Criteria



Foodprint Results



LCA Report for Ingredients & Dishes



RESTAURANT PARTNERS

15

Restaurant Partners

20

Sponsors/Donors

99%+

POSITIVE DINER
RESPONSE

100%

PILOT RESTAURANTS
TO REMAIN IN THE
PROGRAM FOR A
SECOND YEAR!

FUNDS RAISED

HKD 1,888,296.11



ZFPA RESTORE FUND

RESTORE FUND

Healthy soil is the building block for healthy ingredients and a balanced ecosystem. But to have farmers implement regenerative practices requires subsidies and a ripe consumer market that demands for regeneratively-grown foods.

The funds that are raised via our restaurant partners along with individual donations work for both of these fronts. The Restore Fund sets the trajectory for a renewable food future that honours the work of farmers not only as food producers, but as stewards to our planet's ecosystem.

Grants are awarded primarily on the basis of:

- the degree of soil improvement
- the opportunity for enhancing both below-ground and above-ground microbiology and biodiversity
- the readiness for implementation
- the possibility for increasing soil carbon sequestration potential

ZFPA received **16 applications** with 13 Hong Kong applicants and 3 Mainland China applicants, varying in range of experience and years of farming.



Regional Soil Health & Conservation Advisors



8 RECIPIENTS AWARDED

Farm Name	Farm Size (Acres)	Location	Regenerative Practices to Implement	Carbon Sequestration Potential (Tons of CO2-)
Bak Li Hang	9.8	Nam Shan District, Shenzhen	Conservation crop rotation, Compost application on annual cropland, Alley cropping	38
Cham Shan Farm	1.6	Fanling, Hong Kong	Mulching, Nutrient management, Compost application on annual cropland, Tree/shrub establishment	3
Hong Miu Organic Farm	2.3	Kam Tin, Hong Kong	Nutrient management, Cover crop, Mulching, Forage & biomass planting	11
Ngan Lam Ecology Farm	11.2	Conghua District, Guangdong	Compost application on perennial cropland/annual cropland, Alley cropping	25
Sun Fung Farm	1.3	Fanling, Hong Kong	Mulching, Nutrient management, Composting	2
Fa Liu	0.6	Tai Po, Hong Kong	Mulching, Compost application, Alley cropping, Nutrient management	2
Noah's Forest	0.3	Ta Ku Ling, Hong Kong	Mulching, Compost application, Alley cropping, Nutrient management	1
YLS Ecology Farm	20	Conghua District, Guangdong	Conservation Crop Rotation, Mulching, Compost application on annual cropland, Compost application on Perennial	40




"Crops to Shops" is a local table-to-farm sourcing initiative propped up as a short-term solution to help HK farmers deal with the shortened fall-winter harvest. As a way to support farmers in bringing produces to the local market, ZFPA has partnered with Hong Kong Farmers' Pride (HKFP) and their network of rigorous, experienced organic farmers to link with the wider restaurant community. Our organizations' combined experiences have allowed us to build an ordering, delivery and pick-up system to best communicate and move seasonal produces effectively from farm to table.

Commenced on 19/12/2021
Season Ended 31/5/2022

OTHER PROJECTS

 1400.35 KG
produce distributed

 HK\$145,168.35 worth
of produce purchased



2 Market Stalls
Mercato & Bedu
67 KG
HKD5,037.30



14+
restaurants & bars



100+
varieties of produce



Adopt a Farm:
Mono, Fernet Hunter,
Roganic, Yardbird



OTHER
PROJECTS

EARTH WEEK GLOBAL INITIATIVE

APRIL 17 -23
#Eat4Earth

ZFPA makes it easy to have a real impact by investing in farmers to put carbon back where it belongs - in the soil!

Between April 17-23, [ZFP](#), [ZFPA](#) and [ZFP Deutschland](#) collectively launched the #Eat4Earth campaign to convert every purchase into climate action.

A total of **HKD\$187,401.95** was raised during the one-week campaign which involved over 130 restaurant supporters.

FOOD WASTE TO COMPOST PROGRAM

OTHER PROJECTS

The Soil-Care Hospitality program makes the sensible reintegration of food waste in regenerative local food cultivation viable and transparent for the eco-socially responsible hospitality industry.

Soil Trust customizes the waste diversion to the partner's operation, coordinates its crops with the chef's menu plan and caters farm-related events and documentation to the marketing needs of all involved. Linking regenerative farming directly with the hospitality industry offers tangible pathways for greenhouse gas reduction, restoring local soil health and revitalizing the agricultural sector that translate into delectable food choices.

Facilitated by Dr. Markus Wernli (Poly U School of Design), Shing Wai Ng, certified Permaculture Practitioner (PDC), with scientific advisory from Poly U's Research Institute for Future Food, the program seeks to demonstrate cross-sectorial support models for smallholder farm innovation, and soil-care directed commercial food waste diversion, benefits, and impacts.



FOOD WASTE TO COMPOST PROGRAM PARTNERS

OTHER
PROJECTS



SPONSORS
TBA

OTHER PROJECTS

CARBON FOOTPRINT MANAGEMENT & REPORTING SYSTEMS IN HOSPITALITY RESEARCH

MAY-DEC 2022

In light of the HK and China governments' announcements to become carbon neutral by 2050 and 2060 respectively, the hospitality sector is generally overlooked as a major contributor. HK as a city has set out goals, but with no real defined targets or a plan for the industry to prioritize measuring, reducing, and mitigating embodied and operational emissions.

In collaboration with Polytechnic University School of Hotel and Tourism Management and Grassroots Initiatives Consultancy, our preliminary research involves investigating where carbon emissions derive from within Hotel Icon, the awareness that employees and departments have of carbon footprinting frameworks and tools, and the role that hotel stakeholders play in our city's ability to meet net-zero.



2021-2022 EVENTS



ZFPA Launch Events

19 July 2021 - English Industry Launch 50pax
18 October 2021 - Chinese Press Launch 40pax



Farm Trips

5 July 3pax
23 September 20pax
6 February 15pax



Pop-ups

22 April 2021- Earth Day at Arcane
30 June 2021 - Tatler House
3 August 2021 - Bedu
3 October 2021 - Roganic & Friends of Sustainability
19 July 2022 - KIN Food Halls



Market Stalls

29 January - Mercato - Hollywood Road
5 February - Bedu - Gough Street



PRESS & PANELS

1 June 2021

Green Queen "1% Pledge To Restore The Planet: Zero Foodprint Asia Launches Hong Kong Restaurant Program To Capture Carbon"

16 June 2021

Tatler Asia "Zero Foodprint Asia: Peggy Chan's New Initiative To Address The Climate Crisis"

6 August 2021

Green Queen "Why These Hong Kong Restaurateurs Are Supporting Regenerative Agriculture"

6 October 2021

Re-Think - "Importance of Soil Health" Presentation

2 November 2021

In the Moo for Love - "Why Soil?" Presentation

8 November 2021

The Mills Fabrica Newsletter

2 December 2021

Business of Design Week "Making Sustainability Palatable"

21 February 2022

Tatler Dining Awards - "Sustainability Champion"

21 February 2022

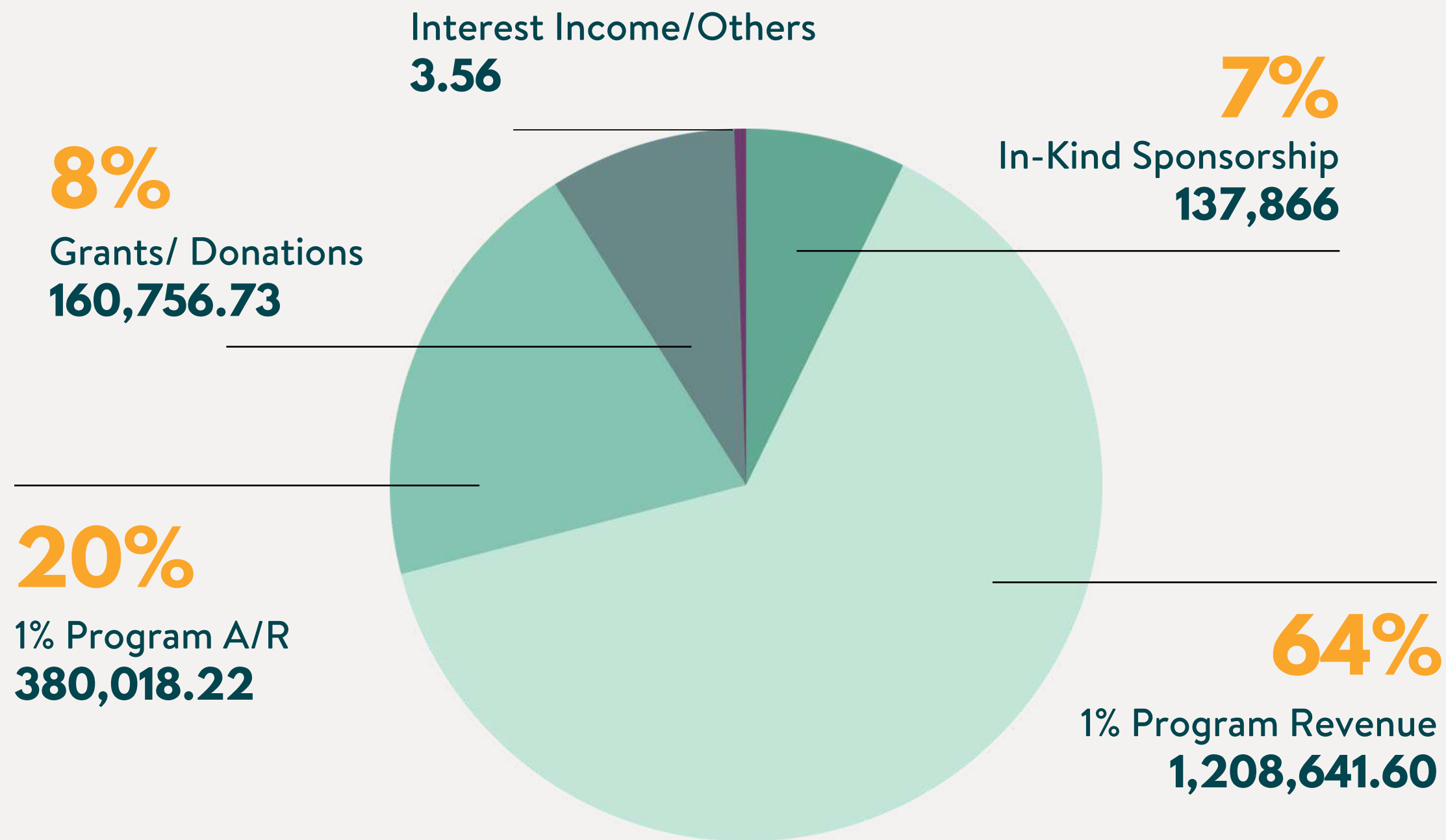
The Loop - Catching Up with Peggy Chan on ZFPA

28 June 2022

Green Monday Academy - Food Systems & our Global Impact Seminar

FUND BREAKDOWN

REVENUE (HKD)



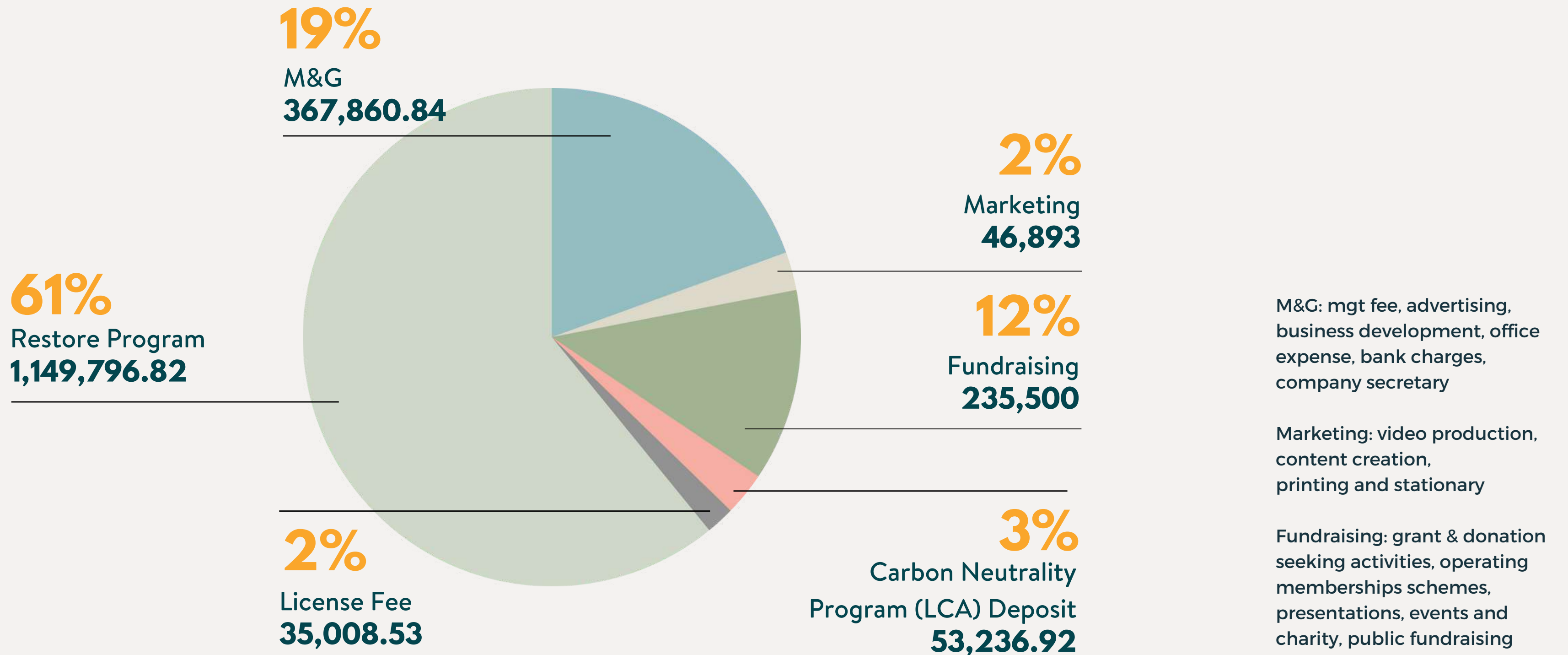
In-Kind Sponsorship: direct funding for operations

1% Program Revenue + A/R: income received from 1% pledge program and carbon neutrality pilots

Grants & Donations: via pop-ups, direct individual donations

FUND BREAKDOWN

EXPENSES (HKD)



MEET OUR TEAM



Peggy Chan
Executive Director



Joel Tomas
Director of Partnerships



Tarana Bhargavan
Communications Coordinator
4/2021-3/2022



Lois Schotanus
Programs Coordinator
5/2021-4/2022



Kevin Lui
Translator & Copywriter
2/2022-present

SUMMER INTERNS: 6/2022-9/2022



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Kylie Law
Multimedia



Tim Li
Business & Communications



Om Melwani
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Yoanna Wan
Promotional Video

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Conservation & Agriculture Director TNC China | Plant Pathology & Soil Science



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Legal Advisor
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David Leung

Founder of Hong Kong Farmers Pride, an organic farmers association

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Founder of Honestly Green & Capsule 48 |
Prominent Food Writer & Journalist



Katherine Desbaillets Braha

Owner of SaladStop!



Alvin Li

Co-founder of The Kommon Goods |
Public Policy and Social Innovation

THANK YOU



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