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**“In Time Of” launches “A Date with Seeds” to cultivate an understanding of seeds and soil, and promote seasonal eating that puts a sustainable lifestyle into practice**



**(Hong Kong, 12<sup>th</sup> July 2021)** – Hong Kong’s leading diversified conglomerate **Nan Fung Group (the Group)** launched **Episode IV** of their “**In Time Of**” community initiative, “**A Date with Seeds**”.

Inspired by the concept of a resilient city, “In Time Of” aims to connect people from all walks of life through a variety of themed sustainable community programmes, in this way to realise greater social empowerment, encourage the public to embrace the beauty of our city surroundings, explore the possibilities of living more sustainable lifestyles and build closer bonds between humanity and nature.

In Episode IV, Nan Fung has collaborated with a number of different social stakeholders to focus on the local agriculture industry. These include, **Organic Greenfield**, a local agriculture co-purchasing platform based in Tsuen Wan that has long promoted the concept of “community-supported agriculture”; the **Sustainable Ecological Ethical Development Foundation (SEED)**; the **School of Everyday Life**, a non-profit educational organisation committed to environmental education; and a group of local farmers. Together they will create an exclusive seasonal food pop-up farm shop, along with an array of farmer’s markets and interactive workshops during July and August all at the Group’s iconic cultural landmark, The Mills.

The overall aim of the programme is to invite the public to discover the relationship between seeds and the soil from different perspectives, learn the importance of cultivating seasonal planting and eating habits, and support the sustainable development of the industry.



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**Him Lo, Senior Manager of Nan Fung Business Innovation, Cultural and Community Engagement Team** said: “The Group is committed to building for the communities to co-create a sustainable environment. To achieve this goal, we are taking a leading role in encouraging the public to adopt a variety of sustainable lifestyles. Seeds are the origins of the food and continuation of life, so we decided to use them as the theme of Episode IV and call it ‘A Date with Seeds’. Providing a platform for everyone to interact with local farmers, learn more about our local food resources. Ultimately, we want to inspire people to live more sustainably and develop self-sufficient urban lifestyles.”

Living in a prosperous city, we can easily enjoy food from all over the world. However, planting off-season crops usually requires more fertiliser and possibly an artificial environment for them to grow. These farming practices increase carbon emissions and degrade the soil, which in the long run negatively affects our health and the environment. The Group hopes to collaborate with a group of industry contributors through “A Date with Seeds” to foster a better understanding of the importance of planting and consuming seasonal food, connecting humans and the land.

#### Exploring “Seasonal Eating” and sustainable lifestyles



Exclusive Seasonal Food Pop Up Farm Shop created by Organic Greenfield

Under the theme of “A Date with Seeds”, the Group cooperated with Organic Greenfield to set up a seasonal food pop-up farm shop at The Mills, strengthen the relationship between local farmers and consumers and promote the idea of seasonal consumption by selling local farm products and hosting farming workshops. Organic Greenfield selected a variety of fresh and seasonal ingredients, work along with different food manufacturers to create a series of innovative processed food products for visitors to purchase in-store.

Exclusive products include “**Amaranth Green Sauce**” made by **Little Life Project**, a practice-based platform that loves to try out new recipes by using amaranth that is grown locally in Pat Heung ; “**Winter Melon Syrup in fig leaves and lemon flavors**” produced by an innovative brand of farm produce called **LoCoFARMS** which uses seasonal organic green-skinned winter melons



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from Lai Chi Wo boiled with local fig leaves and lemons; and handcrafted **“Luk Keng Plum Wine”** made with fresh green plums and other local ingredients through a complicated soaking process by Ms Wah from the **Wan Chai Kai Fong Chateau**.

Besides supporting local agriculture products, the Group recognised that it is also important for the public to understand the idea of eating seasonally to achieve a sustainable living style. So, in addition to the pop-up farm shop, Organic Greenfield also hosted **“Seasonal Eating”** workshop for students from the **Caritas Jockey Club Artkids Studio** and the **Baptist Oi Kwan Social Service Integrated Children and Youth Service Centre** to help teach people the benefits of seasonal eating and cultivating a sustainable eating style from an early age.

Instructors from both organisations also invited the students to create illustrations of seasonal foods to display along with the interesting stories behind each product in the shop to support the initial idea of **“In Time Of”**, to promote sustainable living through art and culture.

The Sustainable Ecological Ethical Development Foundation (SEED), who are dedicated to promoting local values and ethical consumption to achieve an organic and sustainable lifestyle, will also host several weekend farmer’s markets at The Mills on 31 July, and 1, 21 and 22 August. Visitors will also be able to participate in farming workshops, organised by a group of local farmers, to gain hands-on experience, of fresh products, and techniques for picking the best seasonal crops.

The programme also includes a series of interactive handicraft workshops, where visitors can experience tasty recipes and creative ideas using seasonal ingredients, to put sustainable lifestyles into practice.

The experiences include, **“A lesson in Perilla Leaves: Summer Perilla Leaf Miso Rice Paper Roll Workshop”** by Organic Greenfield and the Little Life Project. Participants can enjoy a special urban farm-to-table experience by making the rice rolls with ingredients harvested from the rooftop farm at The Mills.

Wine lovers can join the **“Handcrafted Local Longan Wine Workshop”** hosted by Ms Wah from the Wan Chai Kai Fong Chateau, uses local organic Longan, **“Sheung Ching Rice Wine”** from Yuet Wo and ice sugar from Groundworks to produce an authentic Longan wine. Ms Wah will also demonstrate how to make wine and share her experiences of handcrafting wines with different seasonal fruits.

Meanwhile, coffee enthusiasts can participate in the **“Handcrafting Coffee Grounds Soap Workshop”** hosted by local café **KOKO COFFEE ROASTERS** together with the eco-friendly social enterprise - **Eco-Greenergy**. Visitors can enjoy the taste of freshly roasted coffee while learning how to make handcrafted soap with coffee grounds and upcycling coffee residue.

Humans and nature form a community of life. However, the rapid pace of development in the contemporary world has sometimes led to the disconnection of humans from nature. Under the theme of the campaign, the School of Everyday Life, a local registered non-profit educational organisation dedicated to creating values for daily life and bringing positive change to



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society through arts and experimental learning activities, will set up a Pop-up “Plastic Free” mobile truck at The Mills in July. This will act as an interactive forum for the public to discuss plastic waste issues and explore the possibility of developing a “plastic-free” society.

### Hong Kong's First Yellow Pages for Local Farmers



“The Yellow Pages for Local Farmers” published by Hong Kong Agriculture 3.0

In addition to the creative workshops and farmer’s markets, **Hong Kong Agriculture 3.0** will host a book launch on 1 August 2021 at The Mills to celebrate the recently published **“The Yellow Pages for Local Farmers”**: the first farming and agricultural guidebook of its kind in Hong Kong.

During the event, Mr Lam Chi Kwong, Chairman of SEED and Fiona, the researcher will discuss the book with the Hong Kong Agriculture 3.0 team. Those who are interested in local farming can talk with a local farmer Mr Fu Wai Cheung in the Q&A session about the challenges facing Hong Kong's farming industry. The farmer will also introduce different recipes using seasonal ingredients such as winter melons and pumpkins to encourage visitors to put seasonal eating into practice.

### In Time Of – “A Date with Seeds”

**Venue:** The Mills, Tsuen Wan



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**Date:** 3<sup>rd</sup> July 2021 to 31<sup>st</sup> August 2021

**“A Date with Seeds” Activities**

Activities	Date	Time	Location	Fee	Collaborators
Seasonal Food Pop-up Store (Weekend)	July: 3,4,10,11, 17, 18, 24, 25, 31 August 1,7,8,14,15, 21, 22,28,29	12nn-6pm	G/F @ The Mills	N/A	Organic Greenfield
Weekend Farmer’s Market	July: 10,11,31 August: 1,21,22	12nn-6pm	2/F, The Deck @ The Mills	N/A	Sustainable Ecological Ethical Development Foundation (SEED)
“The Yellow Pages for Local Farmers” Book Launch Event	1st August 2021	2pm-3pm	G/F @ The Mills	N/A	Hong Kong Agriculture 3.0
Please refer to The Mills website and social media platforms for more workshop’s details	10 <sup>th</sup> July to 28 <sup>th</sup> August		The Mills	\$150 - \$390	

To find out more about “In Time Of” and “A Date with Seeds”, please go to the official website and follow the social media platforms below.

Website: <https://www.intimeof.com/>

Facebook: <https://www.facebook.com/InTimeOf>

Instagram: <https://www.instagram.com/intimeofhk/>

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**High Resolution Images can be downloaded in the link below:**

<https://www.dropbox.com/sh/br03q58deuiq45y/AAAhmOHxdeEys50Q4S-LQ-dQa?dl=0>

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### **About “In Time Of”**

The “**In Time Of**” programme is a community initiative launched by **Nan Fung Group** that engages society on multidisciplinary levels ranging from culture and arts to social design and sustainable development. Inspired by the global “Resilient Cities” concept that refers to a city with the resilience to absorb, recover from and prepare for future shocks in different areas of society - economic, environmental, social, infrastructural, and institutional. The programme aspires to empower the community to accumulate social capital in neighbourhoods, advocating sustainability, and reshaping a continuous relationship that bridges humanity and nature.

**The Group** will partner with a diversity of social stakeholders including non-profit organisations, social enterprises and community designers through the “**In Time Of**” programme to develop sustainable community programmes including exhibitions, seminars, workshops, and guided tours, realise social empowerment and improve the efficiency of resource utilisation in the hope of creating a more resilient future for local neighbourhoods.

### **About Nan Fung Group**

Nan Fung Development Limited is a subsidiary of Nan Fung Group, one of the largest privately held conglomerates in Hong Kong with global interests in real estate development and investment and holds a well-diversified, substantial financial investment portfolio. The Group was founded in 1954 and has a track record spanning over 50 years with over 165 projects including residential, commercial and industrial buildings. The Group also strategically focuses on first-tier cities in Mainland China and recognises attractive opportunities for development and investment overseas, including New York and London.

In recent years, the Group expanded its investment focus on ICE (Innovation, Creativity and Entrepreneurship), exemplified by its signature project, The Mills, a revitalization of its legacy yarn factories into a hub promoting techstyle (intersection of technology and style) and an integrated destination housing an experiential shopfloor, startup incubator and interactive gallery. The Group also made significant progress in investments related to life sciences in the US via Pivotal; and in Mainland China via an affiliate, New Frontier, which focuses on healthcare, elderly care, education and new technology.