

Sponsor:



漁業持續發展基金  
Sustainable Fisheries  
Development Fund



優質養魚場計劃  
Accredited Fish Farm Scheme

Promotion  
Partner:



BUSINESS  
ENVIRONMENT  
COUNCIL  
商界環保協會

# **“Accredited Fish Farm Scheme (AFFS)” Supplying Locally Certified Fish**

**Presenting to CMAHK,  
at Club Lusitano, 8 September 2020**





BUSINESS  
ENVIRONMENT  
COUNCIL  
商界環保協會

## About BEC



- An independent, corporate membership-based non-profit organisation
- Established in 1992 by business sector in Hong Kong
- A charitable institution exempt from tax under section 88 of the Inland Revenue Ordinance
- A global network partner of World Business Council for Sustainable Development (WBCSD)
- A network partner of the We Mean Business coalition

## About BEC



### **Our Vision**

That Hong Kong's businesses will be recognised as leaders in practicing and enabling environmental protection, and in contributing to the transition to a low carbon economy



### **Our Mission**

To advocate environmental protection amongst our members and the broader community, the uptake of clean technologies and practices which reduce waste, conserve resources, prevent pollution, and improve the environment

# About BEC



To identify practical means to address environmental concerns and focus business sentiment on matters related to **protecting and sustaining the environment**

To harness the commitment of Hong Kong's business leaders in influencing change and at the same time feeding back to maximise the value of their efforts, and **improve overall environmental performance and competitiveness of Hong Kong**

To **partner with the government, business and community organisations** to address environmental concerns, with the overall objective of improving performance, and moving Hong Kong towards a more sustainable society



BEC Building



# Board of Directors (2020-22)



**Chairman – Mr Richard Lancaster**  
CEO, CLP Holdings Limited



**Deputy Chairman – Mr Eric Chong**  
President & CEO, Siemens Ltd



**Immediate Past Chairman - Prof John Chai**  
Managing Director, Fook Tin Technologies Ltd



Mr Mike Kilburn  
Assistant General Manager  
Sustainability  
Airport Authority Hong Kong



Mr Donald Choi  
Chief Executive Officer  
Chinachem Agencies Ltd.



Mr Ricky Ng  
General Manager  
Investor Relations Department  
COSCO SHIPPING Ports



Ir Prof Daniel M Cheng BBS, MH, JP  
Managing Director  
Dunwell Enviro-Tech (Holdings) Ltd



Mr Anthony James Small  
Director  
Health, Safety, Sustainability & Audit  
Gammon Construction Ltd



Mr Randy Yu  
General Manager – Community Relations  
Henderson Land Development Co Ltd



Mr Victor Kwong  
Chairman,  
Environmental Working Committee,  
Towngas



Mr Huifeng Zhang  
Head of Corporate Sustainability  
Asia Pacific, HSBC



Mr Andy Yeung  
Director and Head of Technical Services  
and Sustainability  
Hongkong Land Limited



Mr Kevin O'Brien  
Chief Executive, JEC  
(representing Jardine Matheson Group)



Mrs Margaret Brooke  
CEO  
Professional Property Services Ltd



Ms Joanna Chow  
General Manager - Commercial  
Shell Hong Kong Ltd



Ms Susanna Wong  
Director of Planning & Operations, Non-  
property Portfolio Businesses, Sun Hung  
Kai Properties Limited



Mr Mark Harper  
Sustainable Development Manager,  
John Swire & Sons (H.K.) Limited  
(representing Swire Pacific Limited)



Dr Raymond Yau  
General Manager –  
Sustainable Development  
Swire Properties Ltd



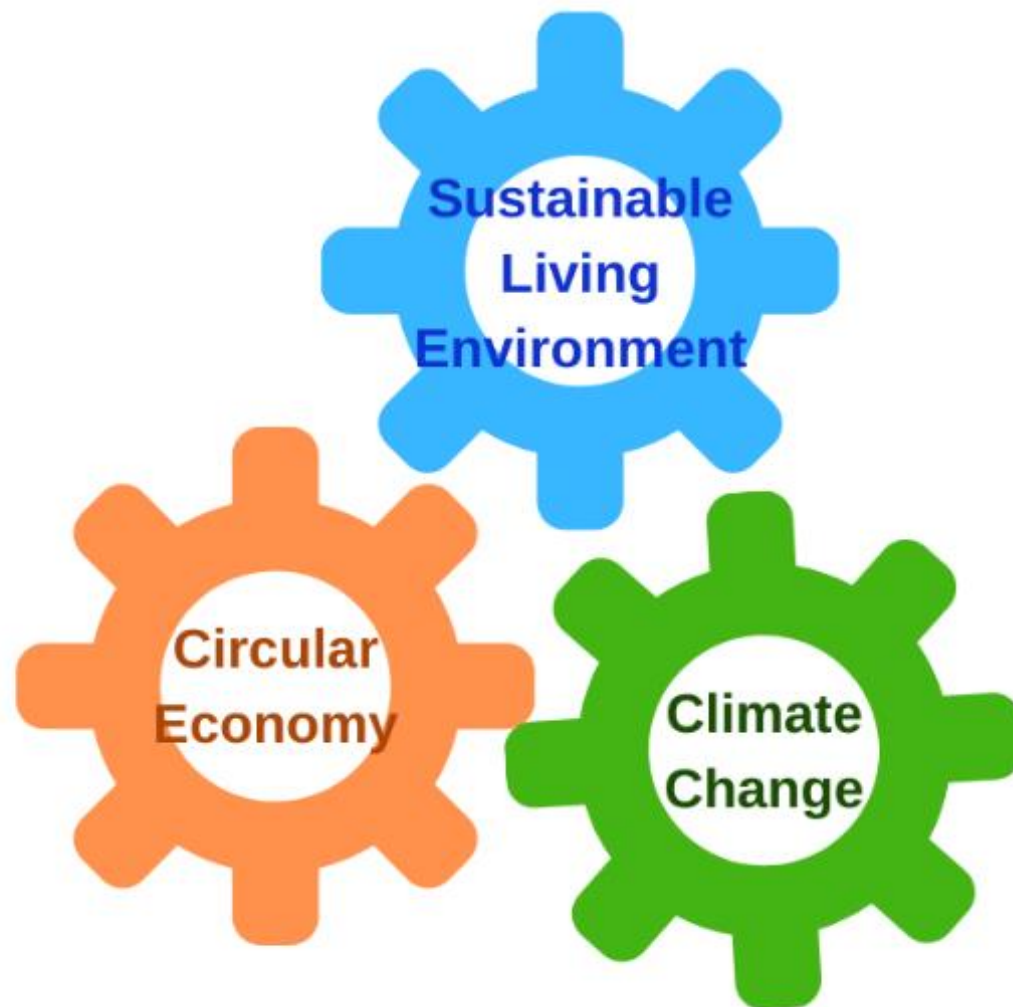
Mr Charles Chiu  
Assistant General Manager  
Project Management  
Wheelock and Company Ltd

Listed in alphabetical order of company names



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## BEC Environmental Focus Areas (EFAs) - 2019-22





## BEC's Attributes





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# Policy Contribution



Advisory Group Meeting



Summer Meet-up with  
Secretary for the Environment



EU Plastic Waste  
Reduction Workshop



Road Transport Dialogue  
Platform



Policy Dialogue Series –  
Policy Address



Deputation in LegCo



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# Environmental Advocacy



BEC Jockey Club Intelligent  
Resource Management  
Programme



Student Dialogue with  
Secretary for the  
Environment



Waste Reduction Guidebook  
for Large Scale Event  
Organisers



Sustainable Consumption  
Promotion



Housing Estates  
Environmental Promotion



Corporate Volunteer  
Activities



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# Stakeholders Connection

## BEC Stakeholders Networking



Anniversary Dinner



Leadership Networking Series



Seasonal Cocktails



Best Practice Sharing



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# Stakeholders Connection Partnership Programme



Sustainable Financing Programme with HSBC



BEC CEO Luncheon with  
WBCSD President and CEO



BEC Low-carbon School –  
Eco Expo with EPD



Fostering Sustainable Consumption  
for Hong Kong Business and the  
Community with SDF



C-Suite Roundtable



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# Stakeholders Connection Award Programme



BOCHK Corporate  
Environmental Leadership  
Awards



HSBC Living Business Awards



Sustainable Consumption  
Award Scheme



Hong Kong  
Awards for  
Environmental  
Excellence

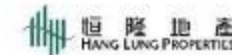


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# Stakeholders Connection BEC Low Carbon Charter



# Signatories



Listed in alphabetical order of company names

## Signatories (cont'd)



Listed in alphabetical order of company names



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# Knowledge Transfer



EnviroSeries Conference



ESG Advisory



Green Building Advisory



Industry Visit



BEC Institute of  
Environmental Education

## Accredited Fish Farm Scheme (AFFS)

- Launched by the Agriculture, Fisheries and Conservation Department (AFCD) since 2005
- Systems for fish farm registration, fish fry registration and product quality assurance
- “Good Aquaculture Practices” are performed in those registered farms
- Products are up to the AFCD’s pledged food safety standard
- Promotes sustainable development of the local aquaculture industry



## Objectives of BEC's promotion scheme

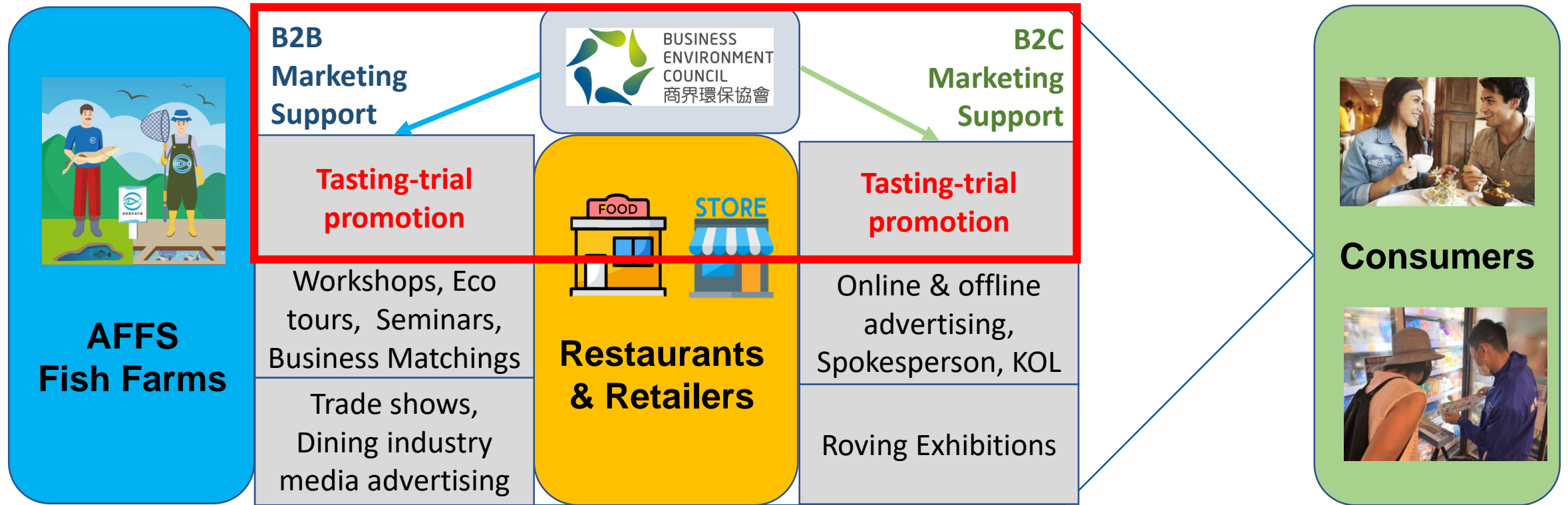
- To strengthen the branding of AFFS
- To engage the community to support food safety, local production, sustainable fishery development
- To raise the market awareness of AFFS and the consumer intension to buy
- To connect AFFS fish farms with buyers of F&B and retail industry

<https://www.facebook.com/BECxAFFS/videos/2262922917333622/>

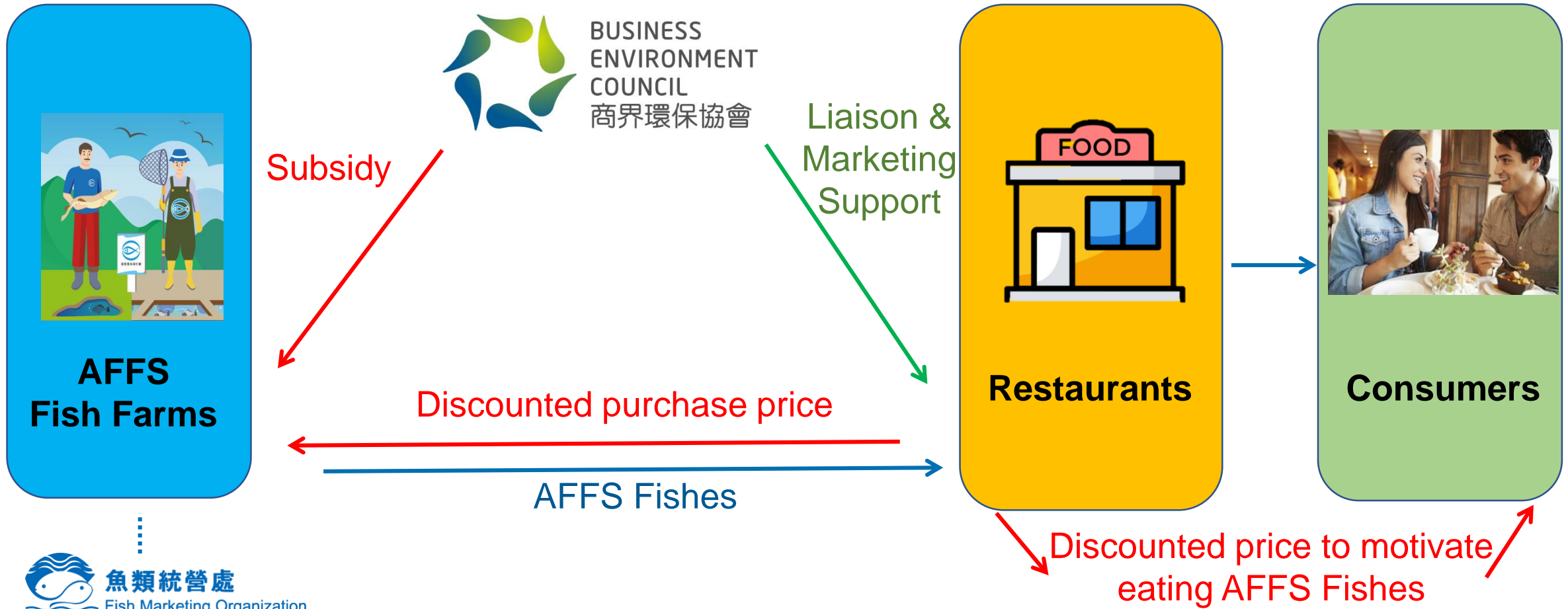




# BEC's role in AFFS project



# BEC's role in AFFS project: Connecting AFFS fish farmers with buyers



**魚類統營處**

Fish Marketing Organization

(partnership to support  
processing and/or packaging)

# Accredited Fish Farm Scheme (AFFS)

1

Registered fish farms adopt good aquaculture practices to maintain a good quality of culture environment



2

Fish fry registration



3

Appropriate use of fish feed



4

The culture environment and water quality of registered fish farms are regularly monitored.



8

Through the "AFFS Fish Tag" with QR Code, customers can easily access information such as the farm of origin and accreditation certificates.



7

Only registered fish products that have passed all the quality assurance tests can be tagged with "AFFS Fish Tag".



6

Registered fish products must pass all the quality assurance tests before going into the market.



5

Registered fish farms will be inspected regularly to ensure fish health.



# AFFS Product Types

## Frozen



## Chilled



## Fresh





## Major AFFS Fish Species



Giant Grouper



Pompano



Red Snapper



Star Snapper



Grey Mullet



Jade Perch



Cobia



Sea Bass



## Main features of AFFS products



**Sustainably  
developed**

**Food safety  
assured**

**Locally  
produced**

**Traceable**



## Locally-produced



- High-quality
- Fresh
- Trustworthy
- Low carbon emission





## Food safety assured



- All are traceable
- Free of drug residues, malachite greens, heavy metals
- Pass the tests for muddy smell



## Sustainably-developed



- Sustainable development of the local aquaculture industry
- Less carbon emission in transportation
- The culture environment and water quality monitored

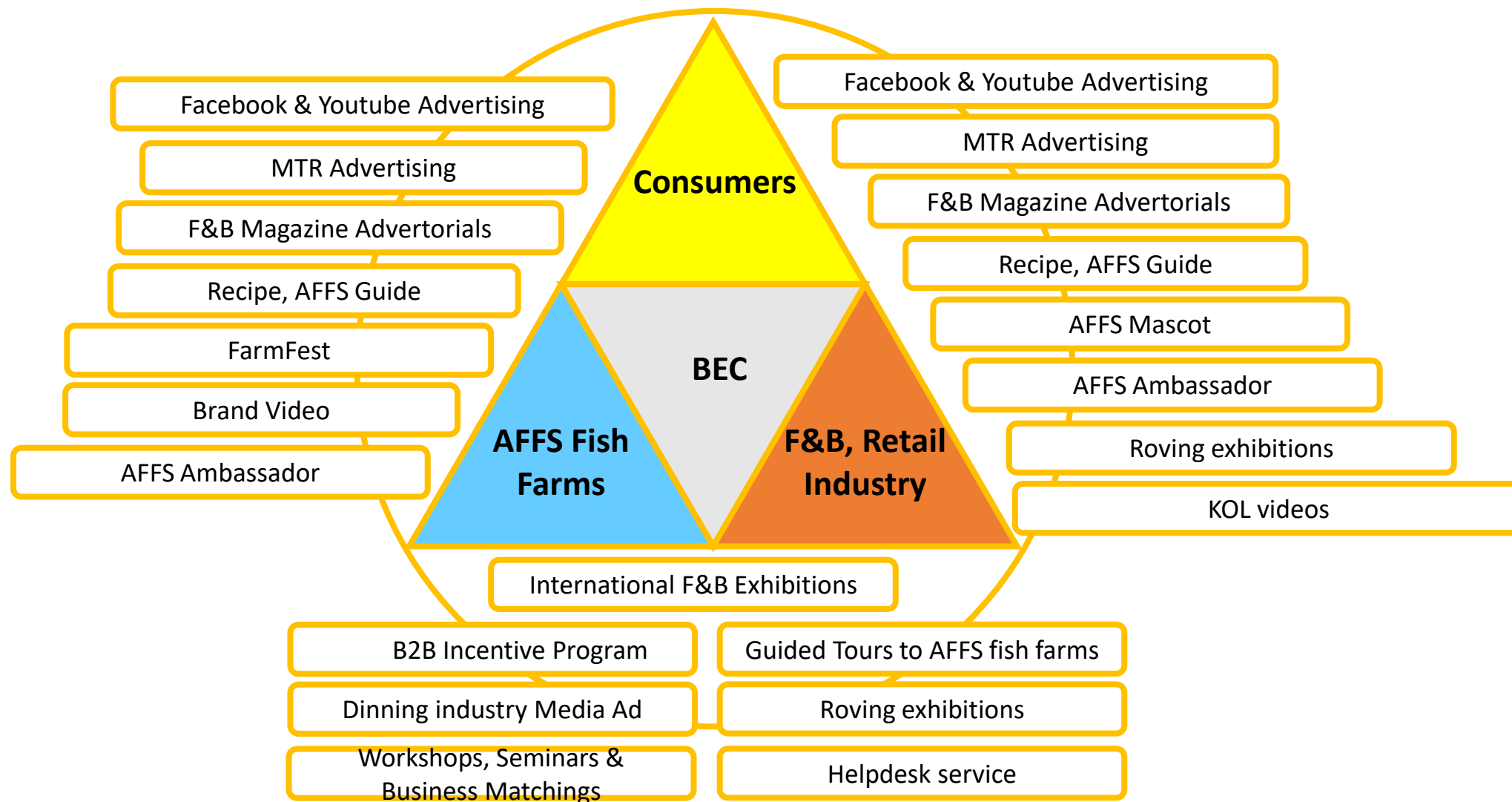
# Traceable



- Pass quality assurance tests with accreditation certificates
- A QR code tag is attached on each accredited fish
- Customers can read the farm of origin via the QR code



# BEC's Integrated Promotion Strategies





# AFFS Ambassador



本地優質養魚場計劃

@BECxAFFS · Brand

[Send Message](#)



# Online Advertising – Digital & Social Media Ads



(Ufood)



(Facebook Page - BECxAFFS)

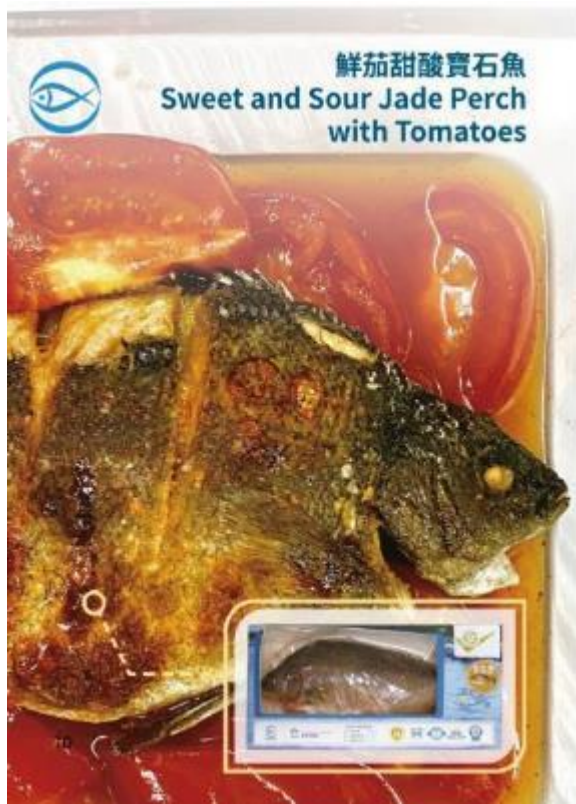
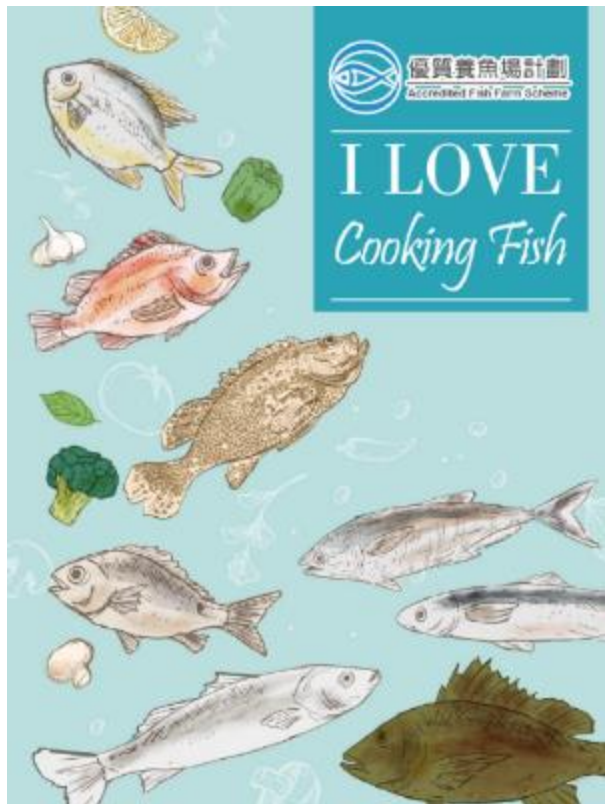
<https://www.facebook.com/BECxAFFS/>



(HK01)



# Recipe booklet



## 材料 Ingredients:

寶石魚	1條	Jade Perch	1
蕃茄	2個	Tomatoes	2

## 調味 Seasoning:

白醋	½ 茶匙	White vinegar	½ tbsp.
生粉	1茶匙	Corn starch	1 tbsp.
冰糖	1粒	Rock sugar	1 pc
茄汁	2湯匙	Ketchup	2 tbsp.
生粉水	適量	Desired amount of cornstarch water	

## 做法 Directions:

1. 洗淨魚並徹底抹乾水分。  
Wash the fish and dry it completely.
2. 在魚身兩邊各切2刀。  
Put 2 cuts on each side of the fish.
3. 在魚身兩側塗上生粉。  
Rub the whole fish evenly with cornstarch.
4. 起油鑊，爆香薑片，下魚煎至兩面全黃，盛起備用。  
Fry ginger slices in hot oil until fragrant. Pan fry the fish until both sides are golden. Take out for later use.
5. 切開2個蕃茄，放入滾內爆香，放入茄汁、冰糖及白醋，將冰糖煮溶後加入生粉水煮滾即可。  
Cut the 2 tomatoes into small pieces and fry them until fragrant. Add ketchup, rock sugar and white vinegar, then stir-fry until the rock sugar is fully melted. Add cornstarch water and bring to boil.
6. 將煮好的醬汁倒上寶石魚即完成。  
Pour the sauce on the fish and enjoy!



11



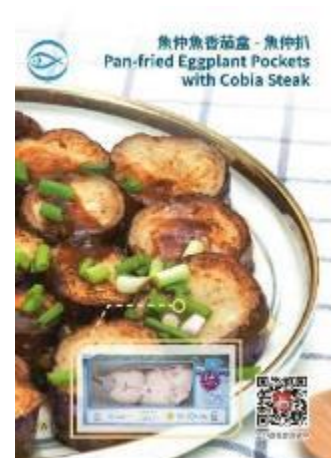
材料 Ingredients:

大鱸魚	1條	Sea Bass Steak	1
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調味 Seasoning:

鹽	適量	Salt	適量
糖	適量	Sugar	適量
白胡椒	適量	White pepper	適量
黑胡椒	適量	Black pepper	適量
日式燒肉醬	適量	Japanese yakiniku sauce	適量
牛油	適量	Butter	適量

- 做法 Directions:
1. 大鱸魚洗淨並徹底抹乾水分。  
Wash the fish and dry it completely.
  2. 在魚身兩側各切2刀。  
Put 2 cuts on each side of the fish.
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  6. 將煮好的醬汁倒上寶石魚即完成。  
Pour the sauce on the fish and enjoy!



材料 Ingredients:

魚柳	2條	Cobia	2
茄子	2條	Eggplant	2

調味 Seasoning:

鹽	適量	Salt	適量
糖	適量	Sugar	適量
白胡椒	適量	White pepper	適量
黑胡椒	適量	Black pepper	適量
日式燒肉醬	適量	Japanese yakiniku sauce	適量
牛油	適量	Butter	適量

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  6. 將煮好的醬汁倒上寶石魚即完成。  
Pour the sauce on the fish and enjoy!

# AFFS Recipe videos



#本地優質魚 #優質養魚場計劃 #優質魚

【優質養魚場計劃 - 食譜分享】荷香花尾龍躉片 | 優質魚食譜 簡單又美味

43,019 views • 11 Aug 2020

👍 2 🗨️ 0 ➡️ SHARE ⚙️ SAVE ...

[https://www.youtube.com/watch?v=GkjisD9\\_R2U&feature=youtu.be](https://www.youtube.com/watch?v=GkjisD9_R2U&feature=youtu.be)







# AFFS Guide



# Print Advertising – Dining industry magazine



**Accredited Fish Farm Scheme (AFFS) - Ensuring the safety of local aquaculture products**

To safeguard the quality of local aquaculture products, the Agriculture, Fisheries and Conservation Department (AFCD) has, since 2008, launched the Accredited Fish Farm Scheme (AFFS).

This comprehensive scheme includes Farm Registration System, Fishery Registration System and Quality Assurance System, ensuring that good aquaculture practices are performed in registered farms and aquaculture products are up to the prescribed food safety standards. Currently, there are over 120 local fish farms registered under the scheme.

**MAJOR FEATURES OF AFFS**

- Food safety**  
Consumers can expect AFFS products to be free of drug residues, insecticide traces and excessive levels of heavy metals, as AFCD regularly inspects and monitors farm hygiene, management practices, the use of drugs, fish health and water quality of registered fish farms. All registered aquaculture products labelled under the "Accredited Fish Farm" brand name have to undergo quality assurance tests to ensure compliance with the relevant statutory safety standards on the levels of heavy metals (including arsenic, cadmium, chromium, lead, mercury and iron), drug residues (including veterinary drugs and antibiotics), and the microbiological quality of water (including faecal coliform and faecal streptococci) for fish products that are made for ready-to-eat.
- Local production**  
Accredited fish products are fresh, traceable and trustworthy as they have to pass the quality assurance tests and meet the requirements of the scheme. For easy recognition, a QR code tag is attached on each accredited fish. By scanning the code, fish farm information and certificates will be shown.
- Sustainability**  
To enhance the sustainability of local aquaculture products, the scheme aims to reduce energy consumption, water wastage and carbon emissions in the production, transportation and storage processes of AFFS products.

The aquaculture practices registered by AFCD also contribute to the sustainable development of the local aquaculture industry by providing quality and safe aquaculture products to the public, as well as assisting local fish farmers to increase the competitiveness of their aquaculture products.

For more information, please check [www.hkaffs.org](http://www.hkaffs.org)

Follow us on Facebook (Chinese only)

**優質養魚場計劃 Accredited Fish Farm Scheme**

1. Registered fish farms adhere good aquaculture practices to maintain a good quality of culture environment.
2. Fish farm registration.
3. Registration use of fish food.
4. Only registered fish products that meet standard of the quality assurance tests can be supplied with "AFFS" label tag.
5. The culture environment and water quality of registered fish farms are regularly monitored.
6. Through the "AFFS" fish tag and QR Code, consumers can easily access information with the farm of origin and accreditation certificate.
7. Registered fish products shall pass all the quality assurance tests before going into the market.
8. Registered fish farms will be inspected regularly to ensure food safety.

**Retailers of Accredited Fish Farm Products**

Retail locations	Online Shop
<ul style="list-style-type: none"> <li>• 4000s (7/F)</li> <li>• Angel Tails</li> <li>• Farmer Organic Shop</li> <li>• Freshlane</li> <li>• Fusion</li> <li>• Green-Edible</li> </ul>	<ul style="list-style-type: none"> <li>• In Store (7/F)</li> <li>• HKTV Mall</li> <li>• Joo Sui</li> <li>• "Local Food" APP</li> </ul>

**Partner Direct Sales Location:** 一號店

**Business Environment Council**  
Email: [affs@bec.org.hk](mailto:affs@bec.org.hk)  
Tel: 2764 3964 / 2764 3970



- Gourmet Guide
- Food and Wine Magazine

# Print Advertising – Newspaper

## 毋懼疫情在家嘆海鮮

受 新冠疫情及限聚令影響無法外出用膳，許多人被逼「閉關修練」廚藝，造就了不少「疫境廚神」。然而疫情肆虐，不少街市均出現確診個案，為健康著想唯有盡量避免去街市，但又想「嘆海鮮」。可以試試香港「優質養魚場」出產的各種速凍海產，不但百份百本地生產，而且經過零下40度速凍處理及真空包裝，保證海產處於新鮮狀態。是次介紹的香煎黃立倉，便採用本地優質魚作食材，而且產品包裝前已預先去除魚鱗及內臟，可以即開即煮，亦可以長時間存放於雪櫃以供隨時烹調，方便又衛生！

## 本地優質魚

輕鬆買

安心食



(資料由客戶提供)

▲蒜茸豆豉香煎黃立倉

材料：黃立倉1條、薑片約2片、鹽適量  
汁調味：豆豉15克、蒜茸30克、薑茸30克、糖2茶匙、水4湯匙、生粉水適量、蔥花適量

1. 先把魚洗淨後並徹底抹乾水分

2. 切碎豆豉

3. 魚用鹽醃約20分鐘，徹底抹勻魚身。抹走魚上粗鹽，在魚身厚肉位置輕切數刀

4. 起油鑊，爆香薑片，下魚煎至兩面金黃，盛起備用

5. 原鑊爆香薑蓉、蒜蓉、豆豉，下糖和清水，拌勻後加入魚，加蓋煮約3分鐘

6. 魚上碟，餘下豉汁以生粉水勾芡，淋在魚面

7. 灑上蔥花即成，完成！

黃立倉魚肉柔嫩鮮美，多肉少骨，適合怕骨的大小朋友食用。而所有的本地優質魚，品質均受漁護署監管，無論魚苗、水質、飼料及出品均需通過檢測，確保可安全食用。通過檢測的魚產品會獲發合格證書，市民可透過每條魚獨有的QR Code，查看證書及來源。

除了黃立倉外，本地「優質養魚場」出產的，還包括烏頭、寶石魚、紅魚、魚仲、石斑、花鱸等多種不同海鮮。

### 銷售網絡

優質魚的銷售點遍佈全港大型超市、地鐵站、網店及手機App包括HKTV Mall、Jou Sun、「本地魚菜直送」手機App、Taste、百佳、一田百貨、点点綠等。可以上網訂購，足不出戶已可購買本地優質海產，自然食得更安心。想了解更多食譜短片、優惠及資訊，請留意著「本地優質養魚場計劃」的Facebook專頁及Youtube Channel。



香港「優質養魚場」的產品，於包裝均有「優質養魚場計劃」標誌。

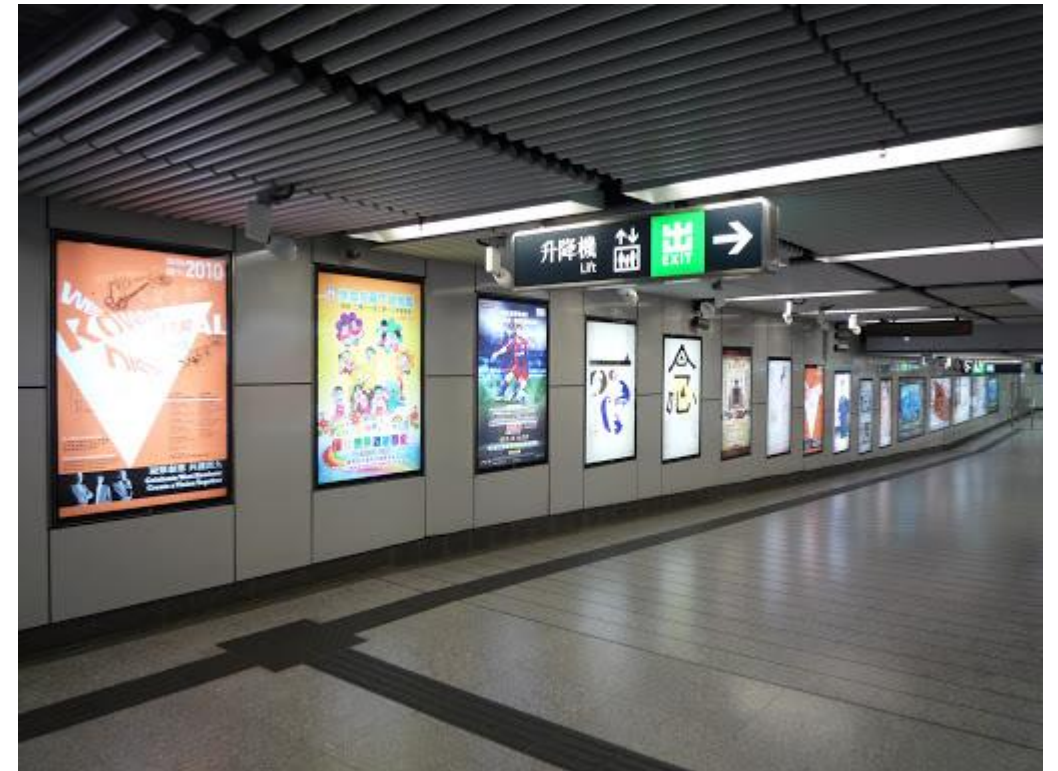
my choice . my paper  
**am730**

# Transit Advertising – MTR Ad



(planned)

(MTR Ad)



# FarmFest

## 本地漁農美食 嘉年華 FARMFEST 2020



Highlights:

<https://www.facebook.com/BECxAFFS/videos/2262922917333622/>

# International F&B Exhibitions



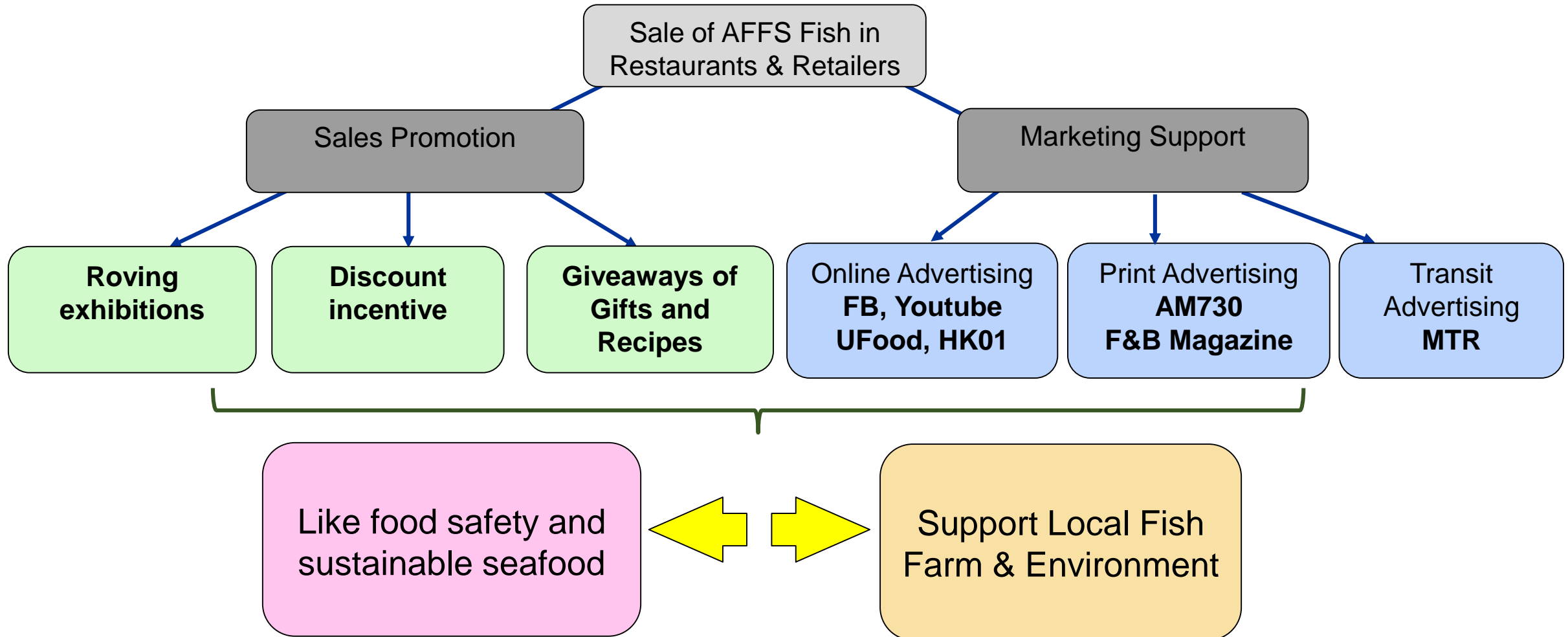
(planned)



(planned)



## B2B Incentive Program :



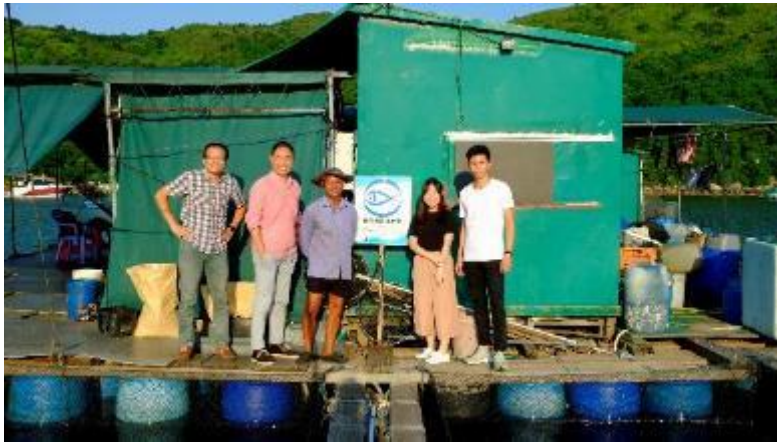
# Roving Exhibitions at Restaurants and Retail Locations

- Exhibition booths are set up
- Introduction of AFFS fish by on-site promoters
- Giveaways of Gifts and Recipes upon purchase of AFFS fish



Cutlery set

## Guided Tours to AFFS fish farms



For representatives in F&B and retail industry and their family members



Getting to know the fish farming processes from the source



Communicating with fish farmers

- **Free of charge**
- Please contact us for details if interested



Introduction of “Good Aquaculture Practices”



Tasting of AFFS Fish



# Workshop, Seminar & Business Matching



**Stay tuned!**

## Retailers of AFFS Products



### Retail locations

- ◆ AEON STYLE
- ◆ Angel Taste
- ◆ Farmer Organic Shop
- ◆ Foodwise
- ◆ Fusion
- ◆ Green dot dot
- ◆ Green
- ◆ Health Aims
- ◆ International
- ◆ JK Organic
- ◆ Just green
- ◆ Little Organic
- ◆ Organic Oasis
- ◆ Organic Plus
- ◆ Organic Town
- ◆ Our Daily Bread
- ◆ Parknshop
- ◆ People's Market
- ◆ Soda Mall
- ◆ Taste
- ◆ We Family
- ◆ Wellcome
- ◆ YATA Department Store
- ◆ 和平優質店
- ◆ 景揚凍肉食品有限公司
- ◆ 有機生活 (旺角)

### Online Shop

- ◆ e Sea Click
- ◆ HKTV Mall
- ◆ Jou Sun
- ◆ Man Fai
- ◆ People's Market
- ◆ "Local Fresh" APP

### Farmer Direct Sale Location

- ◆ 一帆漁業



Detailed  
Locations



Sponsor:



漁業持續發展基金  
Sustainable Fisheries  
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Promotion Partner:



BUSINESS  
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## Contact Information



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(Chinese only)



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Sustainable Fisheries  
Development Fund



優質養魚場計劃  
Accredited Fish Farm Scheme

Promotion  
Partner:



BUSINESS  
ENVIRONMENT  
COUNCIL  
商界環保協會

Not only support the sustainable food sourcing,  
but also food safety, the industry, the environment...

Thank you!