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港味道 Taste of HK

您聽說過「食物里程」嗎？

食物里程是指食品生產地與消費者餐桌的運輸距離。香港的食物多達九成都是從其他國家或地區進口的，本地生產的食物只佔小部分。這些由外地進口的食物使用了航空、火車、輪船和汽車等交通工具，於運輸過程中產生的碳排放量，加速氣候變化。計劃目標希望提高公眾對食品里程的認識，並鼓勵他們食用本地生產食品。我們將通過社交媒體，以自創的「港鐵本地食品售賣點地圖」進行教育。我們亦會製作有關本地食品市場和農民的訪問。此外，我們會分析有用的信息，如影響人們購買本地食品的因素，並與公眾分享。最重要的是，我們會進行為期5天的食物里程挑戰，盡可能只食用本地生產的食物，從第一身經驗引起反思。

Have you heard of food mileage?

Food mileage is the distance between where food is produced and where it is consumed. In Hong Kong, 90 percent of the food we eat every day is imported from other countries and regions, while local food only occupies a small share in Hong Kong market. The associated carbon emission from transportation of imported food, such as by air, trains, ships and vehicles, greatly contributes to climate change. The objectives of this project are to raise public awareness on food mileage and encourage them to consume locally produced food. We will educate the public about food mileage through social media. Based on the 'Local Food Market MTR Map' created by us, we will also make a video of local food market visit and farmers interview. Besides, useful information, including factors affecting people's willingness on purchasing local food, will be analyzed and shared with the public. On top of that, we will carry out a 5-day food mileage challenge which we only consume locally produced food. The aim is to gain first-hand experience and provoke reflection.

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