

China : Online store gives a boost to our organic vegetable sales

Organic products are becoming increasingly popular in China, and sales are on the rise. This is mainly due to Chinese consumers' growing awareness of food safety. Currently, 30% of the organic products supplied by supermarkets are imported and 70% are locally produced. We hope to fill this gap and provide more local organic products to supermarkets in China.

Over the past years, large supermarket chains have begun to supply more organic products, said Carrie of Hiu Fung (Shenzhen) Company Ltd. The target audience of these supermarkets is mainly middle and high-end consumers who pay more attention to health and food safety and can afford to go organic.

In addition to organic vegetables, Hiu Fung also launched its small-package salad vegetables, which cater to consumers' needs for healthy and convenient food. According to Carrie, fresh-cut mixed salads currently available at the market do not necessarily meet the needs of consumers. "The biggest problem with these salads is that there are always some vegetables that you don't like. In addition, they are not easy to clean at home and cannot meet Chinese people's demands for crispness and freshness. So you may have noticed that many people like to make their own salads. This is why we offer vegetables in small packages so that people can combine salads themselves. The market feedback we get is very positive and we believe that we will continue to get favorable feedback."

Hiu Feng has its own production sites and processing plants. In order to guarantee uninterrupted supply throughout the year, they have production centers in Guangdong, Shandong, and Shanghai. In addition, all of Hiu Fung's products have their own brands, divided into organic and non-organic lines. "We spent extra time to ensure that our entire production process is organic and standardized. We have a special water supply system



for seedlings and transfer seedlings to the ground when they are big enough. The results achieved by using this transplanting technique are very good and it helps us to guarantee a good and stable supply."

Currently, about 40% of Hiu Feng's products are supplied to Hong Kong, and 60% are sold to Guangdong. Starting from this year, they have also opened their own online store that delivers orders across the Guangdong area, so families now can order vegetables online. "As online stores are becoming increasingly popular, we planned to launch our own stores this year. In order to attract more people to shop at our online store, we organize promotions for occasions such as Mother's Day, Dragon Boat Festival, Mid-Autumn Festival, and National Day. These activities have given us an extra boost in online sales and helped consumers to find us. We are just getting started, but we hope that our online store will grow."

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