



## Annual Report on the “Adopt a Green Fish Farm” Project December 2005 – October 2006

### 1. Background information

The “Adopt a Green Fish Farm” project aims to develop an agri-environment partnership between WWF and the fish-pond farmers for the conservation of the fishponds in and around the Mai Po Inner Deep Bay Ramsar Site. This involves signing management agreements with participating fish-pond farmers so that they continue to manage their ponds in a way that will maintain the pond’s ecological value. At the same time, the public can support the pond fish farming community by ‘adopting’ the participating fishponds through one-off annual payments. These ‘foster parents’ can then enjoy being actively involved in the management of the Deep Bay fishponds in partnership with the participating fish-pond farmers.



Photo 1. Signage of the “Adopt a Green Fish Farm” project located at the project fishpond at Tam Kon Chau

### 2. Achievements

#### 2.1 Involvement of foster parents and donation received

The project was launched in December 2005. One year later, three individuals, two groups and five organizations have joined the project as foster parents, donating a total amount of HK\$ **HK\$67,960**. Additionally, a consultancy fee of **HK\$30,000** was put into the project as income, therefore the total income for the project was **HK\$97,960** during the first year.

#### 2.2 Expenditure and sum of balance

Regarding project expenditure, **HK\$4,508.56** was spent in running the project for the period from December 2005 to June 2006. For the current financial year from July 2006 to June 2007 **HK\$24,000** has been budgeted as annual payment for Mr. Chan Yau who participated in the project in 2005 to continue a twelve-month management agreement and an estimated **HK\$20,000** would be spent as an expenditure of a lump-sum, in which mainly for event reception, for the project in this year. After deducting these expenditures, the estimated total sum of balance of the project is thus about **HK\$49,000**.

**Table 1.** Summary table to show the income and expenditure from Dec 2005 to

Year 05 - 06	Income	Expenditure	Bala
Dec 05-Jun06	Donation received	Expenses	
	HK\$28,800	HK\$4,508.56 (Table 3)	HK\$:
Year 06 - 07	Income	Expenditure	Balance
Jul 06-Oct 06	Donation received	MA payments HK\$8,000 (Table 3)	
	HK\$39,160		
	Additional income	Expenses HK\$209.43 (Table 3)	
	HK\$30,000		
Nov 06-Jun 07		MA payments HK\$16,000 (Nov 06-Jun 07)	
		Annual dinner HK\$ 8,000 (by estimation)	
		Expenses HK\$12,000 (by estimation)	HK\$24,950.57
	<b>Total Income</b> <b>HK\$97,960</b>	<b>Total expenditure</b> <b>HK\$48,717.99</b>	<b>Estimated</b> <b>sum of balance</b> <b>HK\$49,242.01</b>

**Table 2.** Summary of expenditure breakdown from Dec 2005 to Oct 2006

Period	Particulars	Amount of money	Expenditure
Dec 05 - June 06	Postage	HK\$9.20	
	Event reception / Food	HK\$2,896.40	
	Employment services	HK\$1,000.00	
	Sundries	HK\$271.10	
	Transport fee / petrol	HK\$331.86	
	Sub-expenditure	HK\$4,508.56	HK\$4,508.56
July 06 - Oct 06	Transport fee / petrol	HK\$209.43	
	MA payments	HK\$8,000	
	Sub-expenditure	HK\$8,209.43	HK\$8,209.43
		<b>Total expenditure</b>	<b>HK\$12,717.99</b>

### 2.3 Monthly activities for foster parents

Monthly activities were organized for the foster parents to introduce the background to various aspects of fishponds management and the pond fish farming community. Up to October 2006, 12 activities have been carried out for more than 130 participants. All these activities are aimed at enhancing the participants' understanding of fishpond management and the pond fish farming community.



Photo 2. Foster parents of the project visiting AFCD's fisheries station at Au Tau

## **2.4 Involvement of fish-pond farmers**

One fish-pond farmer, Mr. Chan Yau, has so far joined the project by signing a management agreement with WWF. Three other fish-pond farmers have assisted in the project activities by introducing information related to pond fish farming to the 'foster parents' so enhancing their understanding about the community.

## **2.5 Publicity**

Presentations on the project have been given to various groups, such as to eight Rotary Clubs, one group of university students, and at a meeting of the Business Environmental Council (BEC), to arouse their interest and raise their awareness of pond fish farming in Hong Kong. Two TV programmes on the ATV channel were broadcast to introduce the pond fish farming community as well as the project in December 2005 and August 2006. Mingpao and the South China Morning Post also reported the project in December 2005 and October 2006. Cable TV filmed one the fish harvesting activity in February 2006 and interviewed the foster parents.

## **3. The way forward**

### **3.1 To increase public awareness**

In order to fulfill the goal of raising public awareness of the project, a leaflet will be produced and distributed to all visitors who will visit the fishponds, including students and volunteers. The leaflet will primarily focus on the ecological importance of the fishponds around the Mai Po and Inner Deep Bay Ramsar Site. All foster parents who have been supported the project will be acknowledged in the leaflet. Additionally, started November 2006 the "Adopt a green fish farm" will integrate into WWF Hong Kong education programmes. The education team of the WWF Hong Kong will incorporate the project and its theme of management agreement to Mai Po school visit tours. The project will be used as an example for conserving the fishponds around the Mai Po Inner Deep Bay. In this school year, 20 visits of senior forms secondary school students will be arranged visiting to the green fish ponds.



Photo 3. Volunteers of a corporate taking group photo with the fish-pond farmer after volunteer activity had been carried out

### **3.2 To establish a labeling system**

In terms of sustainability of the project, a business model will be on-trial to establish a new market where the locally produced fish are sold at a slightly higher price so as to provide long-term support for the pond fish farming community. One such approach is to establish a labeling system for the fish produced from the fishponds that have joined the project. It is hoped that there will be consumer demand for such fish and through this the fish-pond farmers will be able to make a higher profit to support their livelihood. In the following year, one of the main tasks of the project staff is to establish a certified labeling system with the collaboration of pond fish community, academic and the Government.