



FRUTODOR

New Fruit Era

With the quality of fruits diminishing in most markets, LEO CHEUNG and MANDY CHAN are determined to bolster Good Growers and their produce by advocating a new fruit culture.

In describing the Hong Kong diet, fresh fruit would not make first string. In fact, among those who can distinguish truly fresh product, many believe that the item is hardly available in the city. A greater number of people cannot tell the difference.

Leo Cheung and Mandy Chan, veterans of the fruit trade and advocates of natural, healthy eating, saw in this both opportunity and calling. In 2010, they formed a company that would deliver good fruits of consistent quality straight to a customer's doorstep.

Straight from the Orchard

Highly urbanized Hong Kong seems hardly the ideal setting to adapt fresh fruits in its citizens' lifestyles. Frutodor (FTD) makes the best picks of the season available and convenient for busy metropolitans.

"We welcome customers to pick and pack fruits of their choice and provide a monthly fruit box package which we deliver each week. Customers do not need to think hard about what to eat as we recommend what is best in season and deliver to their doors. Our company provides all these services to meet with specific demands."

FTD's passion for its products goes beyond the function of common fruit vendors. "We are not just an online fruit seller nor delivery company. We regard ourselves as messengers and advocates in the fruit revolution: to reform consumers as well as the fruit growing industry," says Chan.

Consumer education is top priority for FTD. "There are fruit lovers in Hong Kong. Nonetheless, not too many people know much of exactly what they are eating. For example, many people love cherries. But they do not know that varieties of cherry switch at a swift pace, and



there are more than 10 varieties in any given season.

"With FTD, we want to educate customers about eating the best quality fruit at the best available time; to instill this 'real fresh fruits' concept. The fruits we deliver are of the shortest delivery cold chain, hence the freshest. In addition, what we offer are traceable in origin. Our customers have the right to know where their fruits are grown or packed, to assure them that our fruits are completely safe."

Plant the Seed

"We work only with, as well as for, select good growers (GG). These growers grow fruits without using hormones or chemicals in the pursuit of short-term market return, or big harvest crop.

"The role of FTD is ensuring that in the course of R&D and thereafter, we help GG stabilize their income by seeking the most reasonable market return for them. This allows them to reinvest into their orchards or R&D program. In turn, the GG will be able to maintain their cost of production at a steady rate. This is vital for society to help curb unnecessary or unprecedented fluctuations of cost."

Uplifting producers goes back to evangelizing the market. "On a societal level, we want to promote the health of the Hong Kong public and the next generation," says Chan.

"As Hongkongers, we want to

retrieve Hong Kong people's passion for eating fruits. Hong Kong is a reputed 'gourmet heaven' where top Michelin restaurants and five star chefs are found, and the highest rated Robert Parker wines are imported. What about fruits? As a free trade port, Hong Kong is lucky to try the widest spectrum of fruits imported globally. Ironically, there is no index of best fruit in Hong Kong. Frutodor aims to offer such an index to Hong Kong people through persistent education."

Fruit of One's Labor

Leo Cheung and Mandy Chan encounter their fair share of challenges and setbacks to accomplish their long-term plan. For now, Frutodor's steady growth is a sign of a bountiful harvest to come.

"We aim at motivating our GG partners to keep innovating new varieties that can ultimately fit the needs of end customers in terms of taste or shelf life. Through proactive education, our customers have come to appreciate that the fruits they eat are a product of good growers' effort and patience." ■

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Frutodor Limited
We work for Good Growers