



THE  
FELIX  
PROJECT

GOOD FOOD FOR GOOD CAUSES

THE FELIX PROJECT

August-October 2023

HE HALL & SON

# H E HALL & SON

- 802 Group Volunteers from 50 organisations committed 2,406 volunteer hours
- Amazon provided all logistics, including 4 vans a week an artic unit and trailer once a week and are also supporting with Juicing logistics
- 106 tonnes of fresh long life organic fruit rescued



	Tonnes	Meals	£
Plums	2	5,057	£15,718
Apples	23	55,648	£52,587
Pears	50	118,857	£109,824
Juicing	30	71,429	£250,002
<b>Total</b>	<b>106</b>	<b>250,991</b>	<b>£428,130</b>

# VOLUNTEERS

Alix Partners	Clifford Chance	Jamie Oliver	Nomura
Amazon	Collectiv Food	JP Morgan	Oddbox
Avanade	Cushwake	Julius Baer	Pip and Nut
Avignon	CWG	K & N	Pret
Aviva	Fidelity	Knight Frank	Realstar
AXA	Fortnum	L & G	Ropes & Gray
Bank of America	Freshfields	Landsec	Roth & Co
BDO	Harbour Vest	Lexis Nexis	RSM UK
Bloomberg	Hello Fresh	Little Freddie	Tideway
Bregal	ING	M S Amlin	TP ICAP
CBRE	Innocent	Mace	Work There
CH & CO	Investec	Morgan Stanley	
Citi	ISI Markets	Natixis	

- 802 Group Volunteers from 50 organisations committed 2,406 volunteer hours
- To employ the equivalent staff would have cost £31,639 based on the London Living Wage



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# VOLUMES

## H E Hall & Son Ltd

75.98

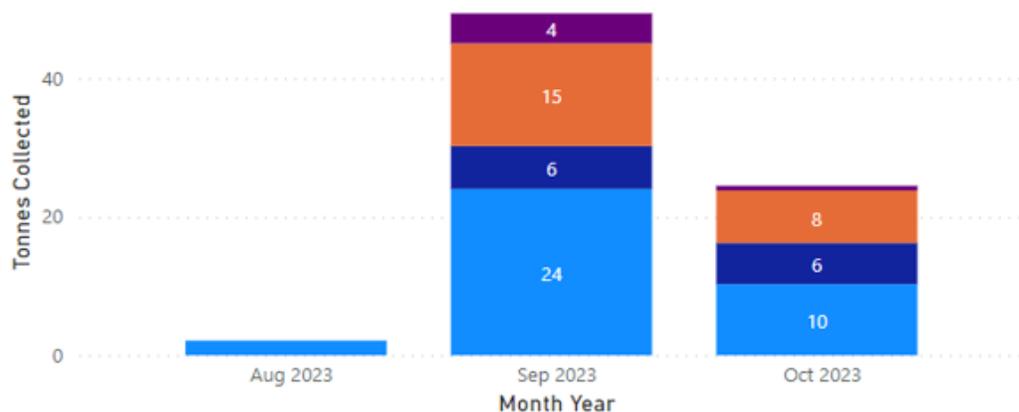
Tonnes Collected

181.58K

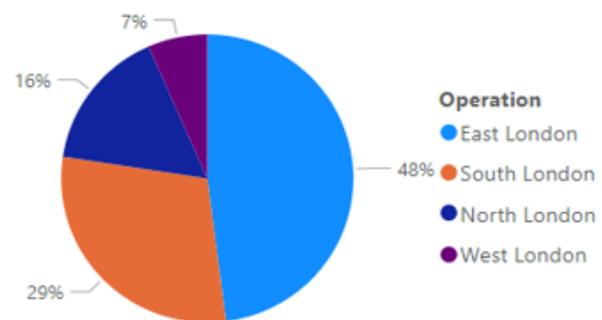
Meals Collected

Tonnes Collected by Month Year and Operation

Operation ● East London ● North London ● South London ● West London



Tonnes Collected by Operation

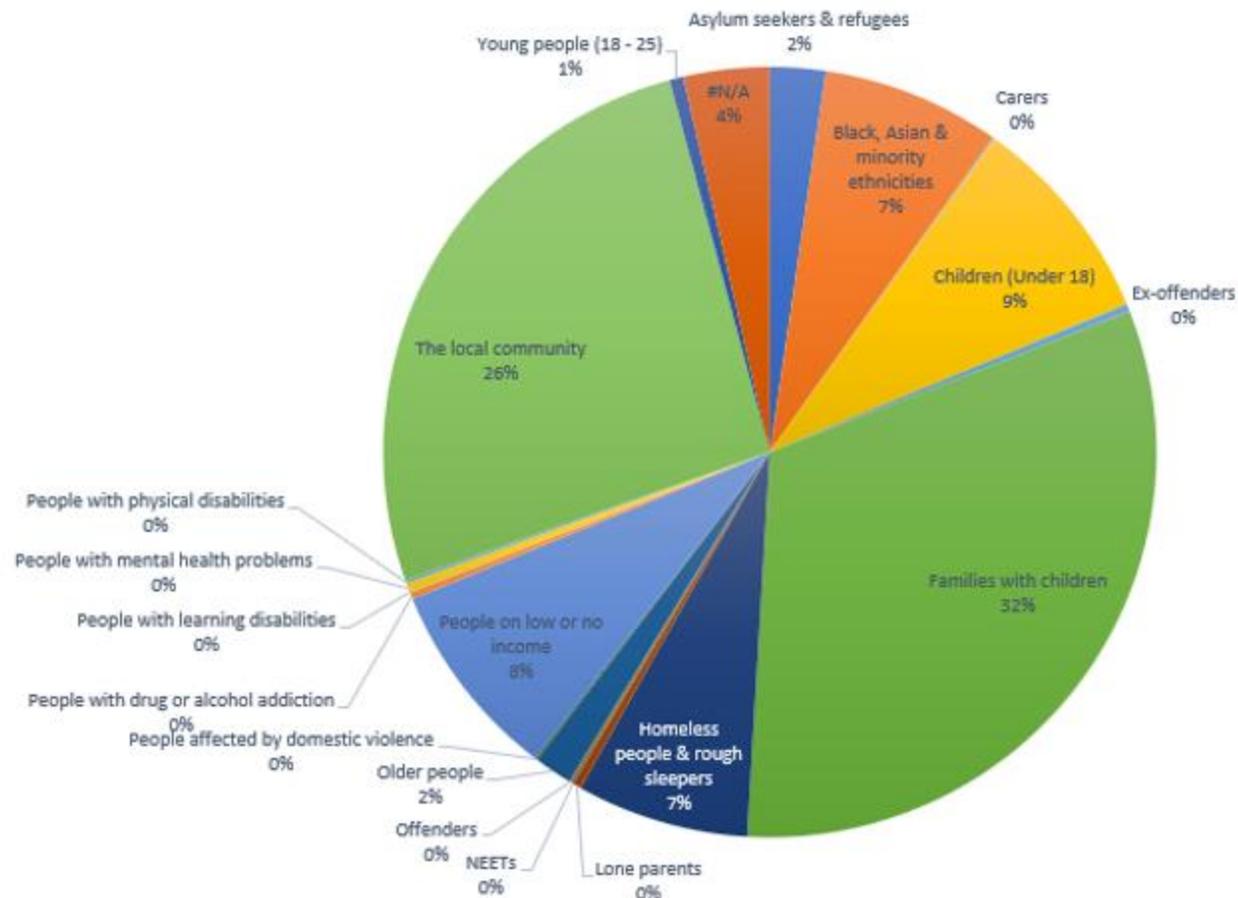


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# BENEFICIARIES

Total Distribution of fruit (KG) by Beneficiary Group

Row Labels	%
Asylum seekers & refugees	2.33
Black,Asian & minority ethnicities	7.48
Carers	0.09
Children (Under 18)	8.85
Ex-offenders	0.31
Families with children	31.92
Homeless people & rough sleepers	7.22
Lone parents	0.35
NEETs	0.10
Offenders	0.09
Older people	1.61
People affected by domestic violence	0.10
People on low or no income	8.39
People with drug or alcohol addiction	0.29
People with learning disabilities	0.01
People with mental health problems	0.40
People with physical disabilities	0.14
The local community	26.22
Young people (18 - 25)	0.58
#N/A	3.60
<b>Grand Total</b>	<b>100</b>



# PRESS RELEASE

London charity is set to rescue hundreds of tonnes of organic fruit from going to waste, thanks to a farmer kindly donating his entire orchard for free. The Felix Project is working at HE Hall and Son in Marden, Kent. Teams of volunteers will be picking apples and pears throughout September and October. The fruit, that would otherwise have been left to rot, will instead be donated to community organisations and schools across the capital.

The orchard is owned by Peter Hall and last year his fruit crop ended up losing him tens of thousands of pounds. Peter explains more: "So many fruit growers, both organic and conventional, are facing a perfect economic storm. Production, picking, storage and distribution costs have risen out of all proportion to what retail customers are prepared to pay for the fruit. When available, imported produce can often be brought in for less and retailers drive to maintain their own margins and deliver customer value has rendered my business in its current form uneconomic."

Peter continues: "I could not bear to see this season's fantastic crop simply drop on the ground and rot so I invited The Felix Project to harvest what they could and use it to feed those struggling during these difficult times. By great good fortune, we have grown one of the best crops both in terms of quantity and quality for years and hope that this will be the start of a long and fruitful relationship with Felix."

In August, the London based The Felix Project rescued 2,124 kg of plums from the farm, the equivalent of 5,057 meals. The team are now picking up to three tonnes of tree ripened Worcester eating apples every day, that is the equivalent to more than 7000 meals, and it is expected that there will be between 15 to 18 tonnes in total.

The Felix team will then move onto the pear crop - it is anticipated that there could be as much as 150 tonnes to pick if the weather is kind. Richard Smith, Head of Food Supply at The Felix Project said: "We are thrilled with how much fruit we have already saved and the quality, size and flavour of the produce is amazing. We know many people are struggling to afford the basics, especially fruit and vegetables at the moment. Having access to farms like this means we have an incredible supply and can ensure we can get as much fresh and delicious produce to the people that need it the most."

Every day around 30 volunteers, many of whom are from large corporates, have been spending their day picking the fruit. The apple picking began on Monday and so far around 15 tonnes have been sent out to community groups and schools, one example is St Pauls Primary in Whitechapel. Darren Rubin is the Executive Head there and said: "The apples went down really well with the parents and it's fantastic to know they are homegrown and organic. They are perfect for our families - so many children love to eat apples and they make a great healthy snack for parents to give quickly and easily - we are looking forward to getting plenty more!"

Picking the apples not only means people will actually get to eat the fruit, it also benefits the health of the orchard itself. Leaving the fruit to drop and rot negatively impacts the soil and the trees and means fewer apples the following year. Peter is planning on inviting the charity back in 2024 and quite probably for years to come.

The Felix Project has worked with farms in the past, each year heading out to rescue thousands of tonnes of food, from apples and pears to potatoes and leeks. This is the first time the charity has been given an entire orchard and would love to do more projects like this. If you can help please contact Food Supply Team on 20 3034 4350 or email [kate.brookes-smith@thefelixproject.org](mailto:kate.brookes-smith@thefelixproject.org)

# APPLE JUICE

- Started juicing Monday 20<sup>th</sup> November
- 108 bins of apples
- 36 tons
- 20,000 litres of juice
- RRP £60k



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**Nutritional Information:**

Amount per	100ml
Energy	216 Kj / 51Kcal
Carbohydrates	11.7g
Fibre	0.5g
Protein	0.4g
Fat	0.2g

**Felix** THE FELIX PROJECT  
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**1 litre<sup>e</sup>**  
Pasteurised

**Ingredients:**  
Apples  
Antioxidant  
Vitamin C  
Ascorbic Acid

**Apple Juice**

Refrigerate after opening and consume within 3 days.

Best before date

Batch code

Pressed & bottled for  
**The Felix Project**  
by Ringden Farm,  
Flimwell TN19 7QY

[www.thefelixproject.org](http://www.thefelixproject.org)

NOT FROM CONCENTRATE

Apples kindly donated by  
**H.E HALL & SON LIMITED**



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# LOGISTICS

- Amazon provided us with one van 4 days a week for the duration of picking fruit. The van made 2 runs to the chiller on the farm and one run to a depot.
- Every Thursday Amazon provided an artic and apples & pears were delivered to 2 depots each week.
- Amazon also transported the apples to the juicer.



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# AMAZON'S IMPACT

“We are incredibly grateful for the support this autumn. In the past 2 months, for 4 days a week, Amazon have transported 76 tons of fresh organic plums, apples and pears from our Kent orchard HE Hall & Son. to our four depots. This super fresh fruit was then redistributed to schools and charities across London. Added to this, a further 36 tons of apples - which were not suitable for eating - were collected and taken to be juiced, producing 20,000 bottles of delicious apple juice that The Felix Project can give out over the next year. Amazon's work on the orchard has been invaluable and the impact and reach couldn't have been achieved without their support.”

Charlotte Hill, CEO The Felix Project



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# 2024 LEARNINGS

- Only one train arrival for volunteers – 9.23
- Local mini bus for morning runs
- Use Amazon vans to ferry throughout the day, rather than tractor
- Bigger, sturdier gazebo
- New harvest buckets (£60.00) or just buckets (£1.00)
- Recycling/rubbish disposal
- Days for Felix volunteers/Schools & Staff
- Staff name badges
- Ensure that we have the same level of support (or more!) from the rest of the organization, including depots returning crates and bring sustenance and Volunteer team managing group volunteers
- Lunch to be provided by food partner or sponsored by a corporate partner
- Photographer to come in first week
- Case Studies (CO's/Amazon/Corporates)/how do we amplify our work  
<https://www.npr.org/2023/11/27/1214197904/millions-of-u-s-apples-were-almost-left-to-rot-now-theyll-go-to-hungry-families>

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# PHOTOS



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# PHOTOS



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## JOIN US IN THE FIGHT AGAINST FOOD WASTE AND HUNGER

**Online:** [thefelixproject.org](http://thefelixproject.org)

**Instagram & LinkedIn:** @thefelixproject **Twitter:** @felixprojectuk

**Email:** [supply@thefelixproject.org](mailto:supply@thefelixproject.org) or [fundraising@thefelixproject.org](mailto:fundraising@thefelixproject.org)



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