



THE
FELIX
PROJECT

GOOD FOOD FOR GOOD CAUSES

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August-October 2024

HE HALL & SON

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- 4 days a week for 7 weeks
- Amazon provided all logistics, including 4 vans a week, an artic unit and trailer once a week and are also supporting with Juicing logistics
- 99.2 tonnes of fresh long life organic fruit rescued



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VOLUNTEERS

AIB	DAC Beachcroft	Killik	Pip & Nut
Allied Irish	Deliveroo	King	Pret
Amazon	Eden McCallum	Knight Frank	RBC Brewin
Arnold and Porter	EY	Koto	Realstar
AWS	Fareshare	Legal & General	S&B Herba
Bally's	Flutter	Liberty Global	Sainsbury's
Bank of America	Fortnum	Logistics UK	Sharegift
Bloomberg	Freshfields	Markerstudy	Stockdale Street
Blys	Good and Proper	Mindful Chef	Shroders
BOL	Gov Health & Security	Mitie	SUEZ
Bregal	Howden	Morgan Stanley	Tao Group
CAN Hardy	IH International	Nacora	The Northern Trust
Canopus	Impax	Natixis	Toast
Casanove Capital	ING	Nomura	TP ICAP
CBRE	Invesco	Northern Trust	UKHSA
Citi	Investec	Oddbox	Vibrant
Collectiv	Julius Baer	One Hyde Park	Virgin Media
Coti	Julius Rutherford	Pacific Life	VM02
Cream	Jupiter	Partners Capital	Work There
Cushman & Wakefield	K&N	Pension Protection Fund	WTW

- 944 Volunteers from 80 organisations committed 2,832 volunteer hours
- To employ the equivalent staff would have cost £39,223 based on the London Living Wage of £13.85/hr



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VOLUMES OF FRESH FRUIT

H E Hall & Son Ltd (FFR)

71.21

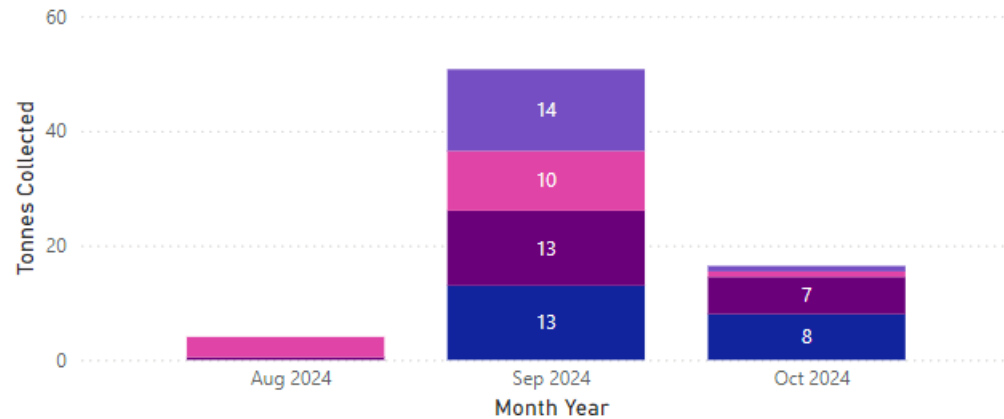
Tonnes Collected

170.18K

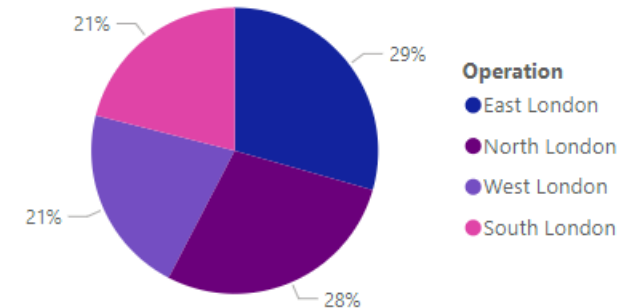
Meals Collected

Tonnes Collected by Month Year and Operation

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



Tonnes Collected by Operation



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FRUIT PICKED BY TYPE, ESTIMATE

Estimate of fruit picked based on trays filled@12kg a tray		
	Trays	kg
Worcester	2,331	27,972
Early Windsor	360	4,320
Early Windsor	260	3,120
Bob's Cox's	824	9,888
TOTAL APPLES		45,300
Conference	969	11,628
Concorde	1,113	13,356
TOTAL PEARS		24,984
	5,857	70,284
Apple Bins @300kg	80	24,000



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BENEFICIARIES



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SOCIALS

Over 700,000 apples and pears picked this year at HE Hall & Son in Marden, Kent.

That's the equivalent to 238,100 meals!

We sent 70% straight out to our amazing community organisations and primary schools across London, giving people who are struggling access to delicious, fresh organic fruit. The remainder will be kept back to make 20,000 litres of fruit juice which will last well into 2025.

A big shout out to all our volunteers as well as the 80 companies who took their teams out to help us pick, racking up 2,844 volunteer hours in total!

In the rain or mud (some of you got lucky with glorious weather!) your enthusiasm was infectious. We are so grateful for the incredible support from everyone that got involved.

And do you work in farming? The Felix Project would love to do more projects like this. If you can help, drop us a DM!



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APPLE JUICE

- Started juicing Monday 25th November
- 80 bins of apples
- 24 tons
- 16,000 litres of juice
- RRP £64,000



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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



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1 litre^e
Pasteurised

Ingredients:
Apples
Antioxidant
Vitamin C
Ascorbic Acid

Apple Juice

NOT FROM CONCENTRATE

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

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 continued support this autumn. Throughout the 7 weeks, 4 days a week, Amazon transported 71 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 28 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.



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PHOTOS



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CHARITY DISTRIBUTION



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JOIN US IN THE FIGHT AGAINST FOOD WASTE AND HUNGER

Online: thefelixproject.org

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

Email: supply@thefelixproject.org or fundraising@thefelixproject.org



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