



Homegrown Foods Expands its Product Offerings with All Natural and Handmade Ai-Funan Soaps and Petit Vegetable Box and Daily Essentials

15 February 2012 - Homegrown Foods, the premier online shop dedicated to selling products with integrity through sustainable sources, has added two more offerings to their vegetable packages, creating greater flexibility for larger and smaller households alike.

The '**Petit Box**' is a pre-bundled selection of 10-11 vegetables from the weekly harvest and 1-2 special items. The 'Petit Box' is ideal for couples without children, who like to cook at home 2-3 times a week. The new smaller selection is priced at between HK\$258-\$288 per delivery, depending on the package ordered. One-off deliveries, 4x, 12x and 24x deliveries are available.

'**Daily Essentials**' meanwhile, are all the essential basic vegetables that a family needs throughout the week to cook the freshest and most nutritious meals for their families. The 4-5 varieties are picked from the weekly in-season harvest and are specially selected to include items that are more typically used by families with children. The 'Daily Essentials' are priced at between HK\$178 - \$208 per box, depending on the package ordered. One-off deliveries, 4x, 12x and 24x deliveries are available.

Homegrown Foods has also added organic soap to its online store. The soap created by women in Timor-Leste are called AI-FUNAN or "flower" in Timorese, are 100% handmade, organic and available exclusively in Hong Kong through Homegrown Foods.

With the help of the Hummingfish Foundation, the Ai-Funan ladies have re-branded their soap and have started exporting their products increasing their production and income. Prior to working with the Hummingfish Foundation, the soaps were sold to the domestic market only. The re-



branded and exported product generates more income for these impoverished women, having a long-lasting impact on their lives and families. Their success stories are helping the community, turning these green entrepreneurs into role models and paving the way for other nature-friendly business ideas across Timor-Leste.

Priced at HK\$58 per bar, the all-natural soaps are available in six sumptuous scents (3 of the soaps are unscented) and are handmade with ingredients including locally-produced organic coconut and palm oils. The scents include Coconut Guava, Candlenut, Frangipani, Lemongrass and Coffee.

For product details, call the customer service team at 2671-2771 or visit the website at <http://homegrownfoods.com.hk/soap> for details.

*For any 12 / 24 week Homegrown Foods subscribers, you will now receive a free box of Ai-Funan Hand-made soaps.

For high resolution photos, please access our share-drive as below:

Ftp link: www.yousendit.com
User name: geoffrey.wu@ihm.com.hk
Password: socialmedia
Folder: Homegrown Foods >>> **Ai-Funan Soap**

About Homegrown Foods

As a premier supplier of locally grown sustainable clean produce, Homegrown Foods advocates its increased consumption and production and aims to educate the public through external resources and community projects. Dedicated to providing a convenient, high-quality sustainable food source, it is positioned to change the landscape of local agriculture and the supply of clean food in Hong Kong.

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