

## **Existing and planned measures on the promotion of racial equality**

### **Vegetable Marketing Organization (VMO)**

The Vegetable Marketing Organization (VMO) is a self-financing, non-profit making organisation established in 1946 under the authority vested in the Director of Marketing by the Agricultural Products (Marketing) Ordinance, Cap. 277. VMO mainly provides wholesale services and a trading platform for vegetable wholesalers and buyers through its wholesale market at Cheung Sha Wan. In addition, VMO provides a reliable and stable supply of safe and quality vegetables to the public, and to support sustainable development of local agriculture.

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| Services<br>Concerned | <ul style="list-style-type: none"><li>• Services provision to people of diverse race including:<ul style="list-style-type: none"><li>- providing a reliable and stable supply of safe and quality vegetables;</li><li>- providing a fair and well-established trading environment for market's stakeholders;</li><li>- plough back surplus from market operation to promote the development of local agriculture.</li></ul></li></ul>                               |
| Existing<br>Measures  | <ul style="list-style-type: none"><li>• Existing measures for promoting racial equality, including the provision of translation between Chinese and English and interpretation services on Chinese, English and Mandarin to service users.</li><li>• The application form for registered buyers and the website of VMO are available in Chinese (traditional and simplified) and English.</li><li>• To enhance communication with people of diverse race,</li></ul> |

the market staff will suitably make use of the Telephone Interpretation Service provided by the Hong Kong Christian Service.

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| Assessment of<br>Future Work                     | <ul style="list-style-type: none"><li>• Checklist of measures on promotion of racial equality in diverse languages will be made available and prominently displayed in the office of VMO market.</li><li>• VMO will continue to keep in view the needs of people of diverse race in the wholesale market and put measures in place when necessary to ensure the services are provided to all members of the public, regardless of racial background.</li><li>• To provide equal employment opportunity to all applicants for jobs of VMO.</li><li>• VMO will arrange training for its market staff to increase their awareness of racial sensitivity and their understanding of the Race Discrimination Ordinance.</li></ul> |
| Additional<br>Measures<br>Taken / To Be<br>Taken | <ul style="list-style-type: none"><li>• The measures are strictly enforced to ensure that services provided by VMO is race neutral.</li><li>• The measures are regularly reviewed for continuous improvement.</li><li>• Feedback from people of diverse racial and ethnic groups/market users will be recorded and reviewed by VMO management regularly to further enhance the market services provided to them.</li></ul>                                                                                                                                                                                                                                                                                                   |

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**Vegetable Marketing Organization**

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