# The Felix Project expands apple rescue efforts amid UK orchard decline



London’s largest food distribution charity, The Felix Project, has expanded its efforts to rescue surplus fruit by incorporating Hazel Street Farm’s apple orchards in Kent into its growing network of food rescue initiatives. The farm, owned by HE Hall and Son, donated the entire orchard after its apple crop became financially unviable to sell, a reality that reflects the broader struggles faced by many UK apple growers.

This donation comes amid rising production costs, changes in government policy, and adverse weather conditions, which collectively have cast a shadow over the UK’s apple-growing sector. Industry warnings suggest that orchard numbers could be halved within the next 12 years if these financial pressures continue. The Felix Project’s intervention helps prevent large quantities of valuable fruit from going to waste while providing much-needed fresh produce to London’s vulnerable communities.

Throughout September and October, more than a thousand volunteers from The Felix Project, supported by local groups such as The Hythe Environmental Community Group and companies like Vacherin, have been harvesting the donated fruit. This collaborative effort has resulted in the picking of over 23 tonnes of apples, nearly 50 tonnes of pears, and more than 2 tonnes of plums. The rescued fruit is distributed primarily to community organisations and hundreds of primary schools across London, supporting families experiencing food insecurity.

Expanding beyond just rescue and distribution, The Felix Project has also moved into producing apple juice from the surplus fruit. Last year, over 20,000 bottles of apple juice were produced from donated apples, including those from Peter Hall’s farm. This additional step not only maximises the use of the fruit but also provides a versatile, longer-lasting product that can be distributed widely.

The Felix Project’s work with the Kent orchards has been recognised for its impact. At The Grocer Awards 2024, the charity won in the 'Waste Not Want Not' category, underscoring the significance of their food waste reduction efforts. The rescue operation demonstrates a successful model of community engagement, sustainability, and social support by transforming what would otherwise be lost crops into vital nourishment for those in need.

This initiative highlights the complex challenges within UK agriculture and food systems, while showcasing how innovative partnerships and volunteer commitment can make a meaningful difference in reducing food waste and addressing food poverty.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thegrocer.co.uk/news/the-felix-project-adds-apple-farm-to-growing-food-rescue-list/710903.article), [[2]](https://www.thegrocer.co.uk/news/the-felix-project-adds-apple-farm-to-growing-food-rescue-list/710903.article) (The Grocer)
* Paragraph 2 – [[2]](https://www.thegrocer.co.uk/news/the-felix-project-adds-apple-farm-to-growing-food-rescue-list/710903.article) (The Grocer)
* Paragraph 3 – [[3]](https://thefelixproject.org/news/fruitful-new-partnership-saves-tonnes-of-apples-from-going-to-ground), [[6]](https://thefelixproject.org/news/kent-fruit-will-feed-those-in-need-across-the-capital), [[7]](https://vacherin.com/whats-cooking/vacherin-partners-with-the-felix-project/) (The Felix Project, Vacherin)
* Paragraph 4 – [[4]](https://thefelixproject.org/news/charity-jumps-into-the-world-of-juicing) (The Felix Project)
* Paragraph 5 – [[5]](https://thefelixproject.org/news/felix-celebrates-success-at-grocer-awards) (The Felix Project, The Grocer)
* Paragraph 6 – [[2]](https://www.thegrocer.co.uk/news/the-felix-project-adds-apple-farm-to-growing-food-rescue-list/710903.article), [[3]](https://thefelixproject.org/news/fruitful-new-partnership-saves-tonnes-of-apples-from-going-to-ground), [[5]](https://thefelixproject.org/news/felix-celebrates-success-at-grocer-awards) (The Grocer, The Felix Project)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thegrocer.co.uk/news/the-felix-project-adds-apple-farm-to-growing-food-rescue-list/710903.article> - Please view link - unable to able to access data
2. <https://www.thegrocer.co.uk/news/the-felix-project-adds-apple-farm-to-growing-food-rescue-list/710903.article> - The Felix Project, London's largest food distribution charity, has begun rescuing apples from Hazel Street Farm in Kent. The farm donated its orchards after the crop became financially unviable. This initiative highlights the challenges faced by UK apple growers due to rising production costs, government policy changes, and adverse weather conditions, which have led to warnings that orchard numbers could halve over the next 12 years. ([thegrocer.co.uk](https://www.thegrocer.co.uk/news/the-felix-project-adds-apple-farm-to-growing-food-rescue-list/710903.article?utm_source=openai))
3. <https://thefelixproject.org/news/fruitful-new-partnership-saves-tonnes-of-apples-from-going-to-ground> - The Felix Project has partnered with HE Hall and Son in Marden, Kent, to rescue hundreds of tonnes of organic fruit from going to waste. The farm's owner, Peter Hall, donated his entire orchard after realising that selling the crops would result in significant financial losses. Volunteers have been picking apples and pears throughout September and October, with the rescued fruit being distributed to community organisations and schools across London. ([thefelixproject.org](https://thefelixproject.org/news/fruitful-new-partnership-saves-tonnes-of-apples-from-going-to-ground?utm_source=openai))
4. <https://thefelixproject.org/news/charity-jumps-into-the-world-of-juicing> - The Felix Project has ventured into juicing by producing over 20,000 bottles of apple juice from fruit rescued last year. The apples were donated by farmer Peter Hall, who faced financial losses from selling his crop. Between August and October 2023, volunteers picked 2.1 tonnes of plums, 49.9 tonnes of pears, and 23.3 tonnes of apples. The fruit was distributed to hundreds of primary schools and community organisations supporting those experiencing food insecurity. ([thefelixproject.org](https://thefelixproject.org/news/charity-jumps-into-the-world-of-juicing?utm_source=openai))
5. <https://thefelixproject.org/news/felix-celebrates-success-at-grocer-awards> - The Felix Project won the 'Waste Not Want Not' category at The Grocer Awards 2024 for rescuing tonnes of fruit from a farm in Kent. H.E Hall and Son donated their entire organic orchard after the farmer realised he would lose money selling the crops. Between August and October 2023, 1,008 volunteers picked 2.1 tonnes of plums, 49.9 tonnes of pears, and 23.3 tonnes of apples. The fruit was distributed to hundreds of primary schools and community organisations supporting those experiencing food insecurity. ([thefelixproject.org](https://thefelixproject.org/news/felix-celebrates-success-at-grocer-awards?utm_source=openai))
6. <https://thefelixproject.org/news/kent-fruit-will-feed-those-in-need-across-the-capital> - Over 1,000 kilograms of Canterbury-grown fruit were saved from going to waste and fed to those in need across Southeast London. Volunteers from The Felix Project, The Hythe Environmental Community Group, and Deal With It spent a day at Hoaden Court Farm picking 862kg of plums and 155kg of cherries. The fruit was distributed to local community groups and foodbanks in London. ([thefelixproject.org](https://thefelixproject.org/news/kent-fruit-will-feed-those-in-need-across-the-capital?utm_source=openai))
7. <https://vacherin.com/whats-cooking/vacherin-partners-with-the-felix-project/> - Vacherin partnered with The Felix Project to assist in harvesting surplus plums, pears, and apples at an organic farm in Marden, Kent. From early September to late October, Vacherin's team volunteered to pick fruit, ensuring that more of The Felix Project's partners have access to fresh produce for distribution. Clare Clark, Head of Sustainability at Vacherin, expressed hope that the initiative would bring their team closer to where food is grown and give back to the community. ([vacherin.com](https://vacherin.com/whats-cooking/vacherin-partners-with-the-felix-project/?utm_source=openai))