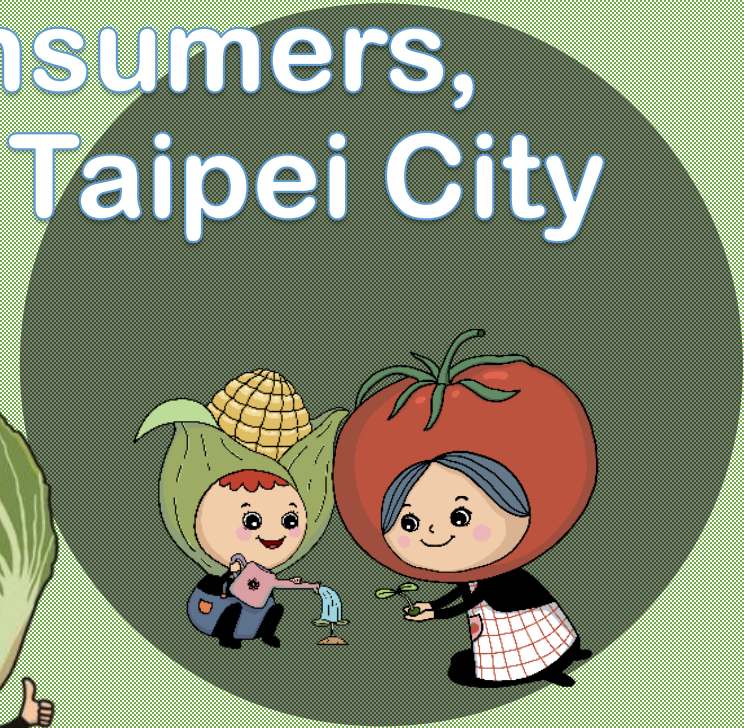


Connecting Farmers, Consumers, and Communities in New Taipei City

Hui-Jung Chen*, Sheng Hsiung Hung,
Yung-Ting Chia, Shu-Chuan Kuo, Ting-An Wen,
Hui-Ting Chang

*Tse-Xin Organic Agriculture Foundation /
New Taipei City Government (Taiwan, R.O.C.)*

2018/09/20



Who we are?



新北市政府

New Taipei City Government



新北市政府農業局

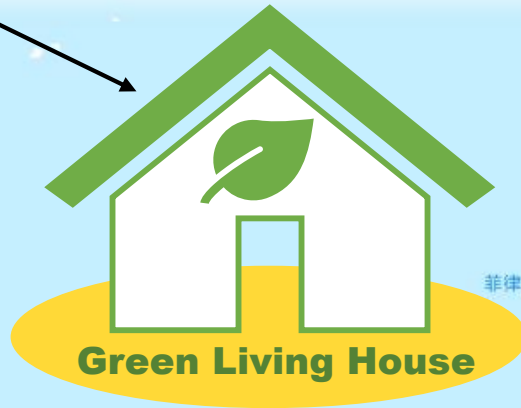
Agriculture Department, New Taipei City Government



財團法人

慈心有機農業發展基金會

Tse-Xin Organic Agriculture Foundation



台北

台灣

高雄

菲律賓海

New Taipei City (NTPC)



Basic Facts

- Area: 205,257 ha
- Population: 3.97 million (2016)

Agriculture Facts

- Farm land acreage: 24,793 ha
- Agriculture population: 127,721(2016)
- Featured crops:
 - Bamboo shoot
 - Yam
 - Sweet potato
 - Pomelo
 - Water bamboo

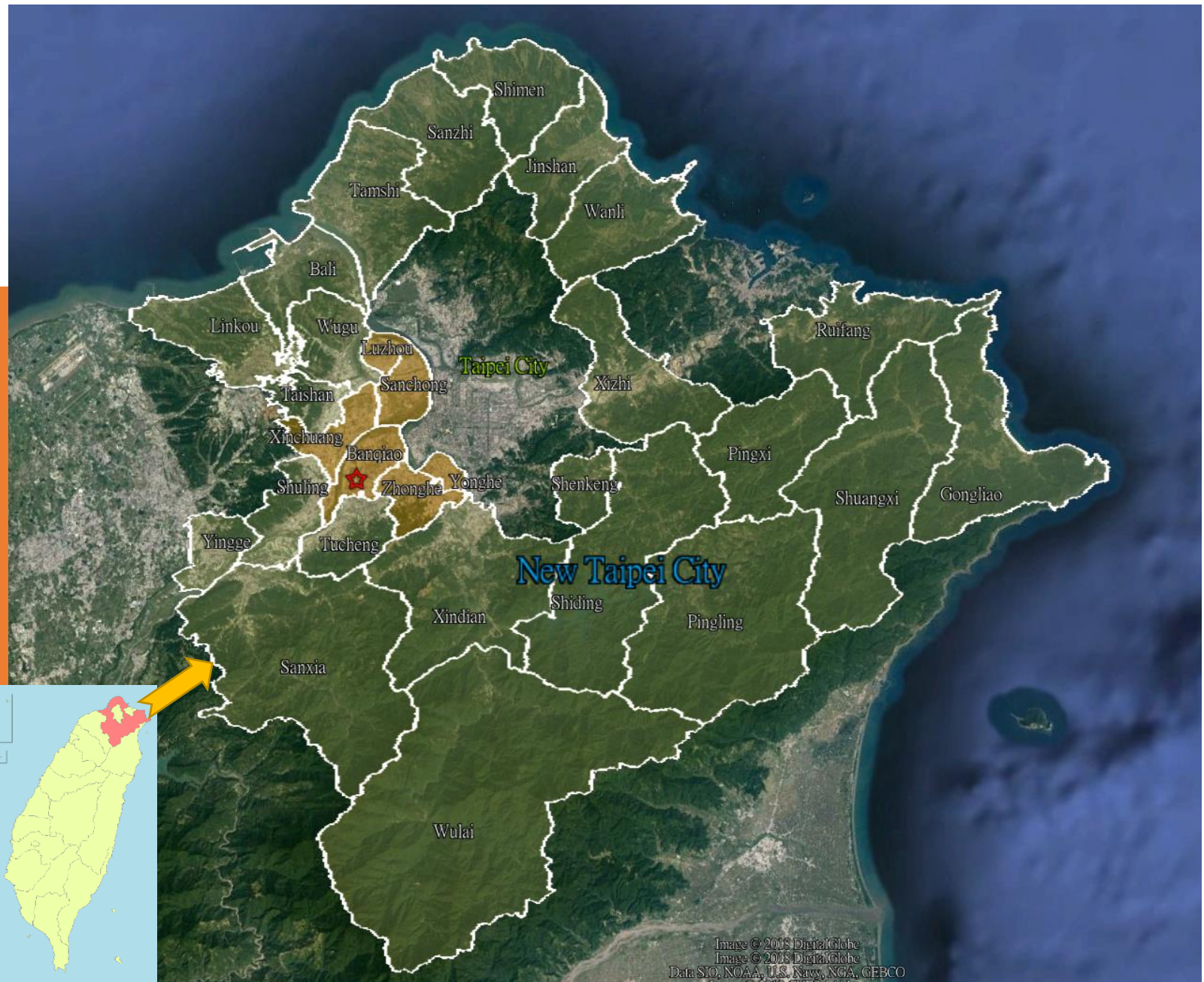
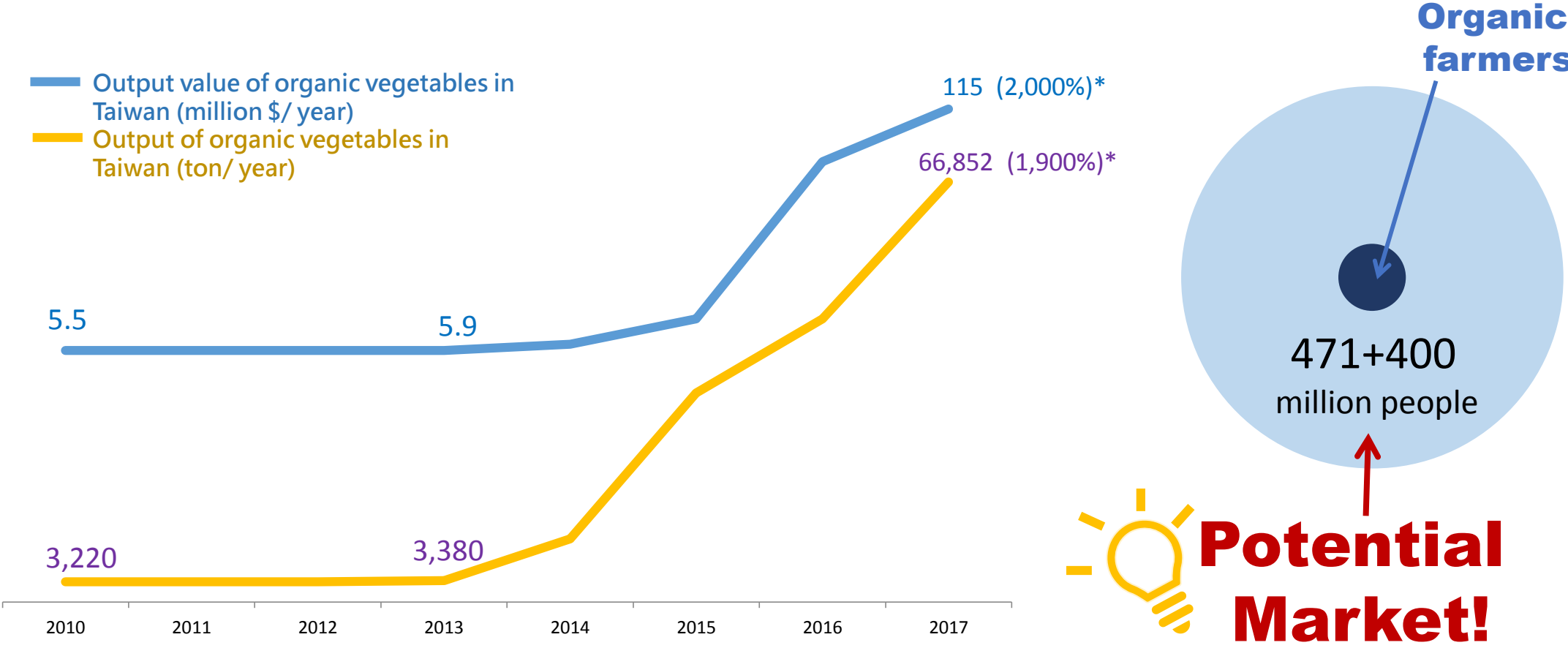


Image © 2018 DigitalGlobe
Image © 2018 DigitalGlobe
Data: SIO, NOAA, U.S. Navy, NGA, GEBCO

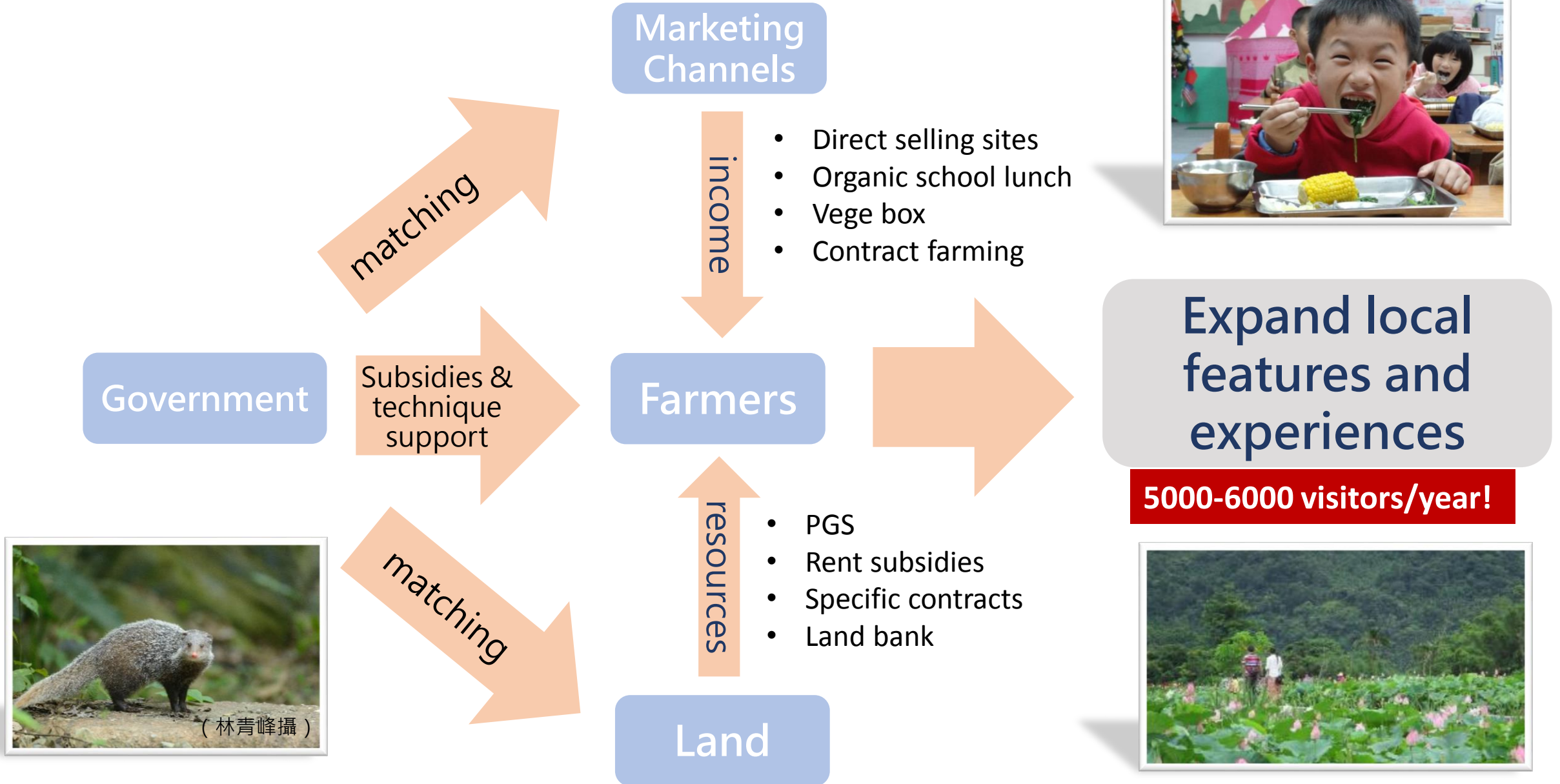
The potential of the organic market in Greater Taipei area



■ Eco-friendly Farming Project



Eco-friendly Farming Initiatives



(林青峰攝)



Environmentally friendly farming areas in NTPC

- 2015- Shuangxi City's backyard
- 2016- Jinshan eco-friendly rice
- 2017- Sanzhi & Tamshui villages of Rural Rejuvenation
- 2018- Gongliao, Shimen & Wulai

>142ha

Until 2018/08



PGS



綠色保育

Green Conservation Program:

A system of certification for Biodiversity Conservation & Sustainable Agriculture

- ✓ practice Eco-friendly agriculture
- ✓ trains, supports, and certifies producers
- ✓ promotes ecological balance and biodiversity conservation

7 Application Categories:

Protected Species

Endangered (2011) Rare (2013)
Symbolic (2015) Indicator (2015)

Creating Habitats

Terrestrial, Freshwater,
Diverse (2015)



Pheasant-tailed Jacana (林青峰攝)

Green Living House: Eco-friendly Agriculture Platform in NTPC

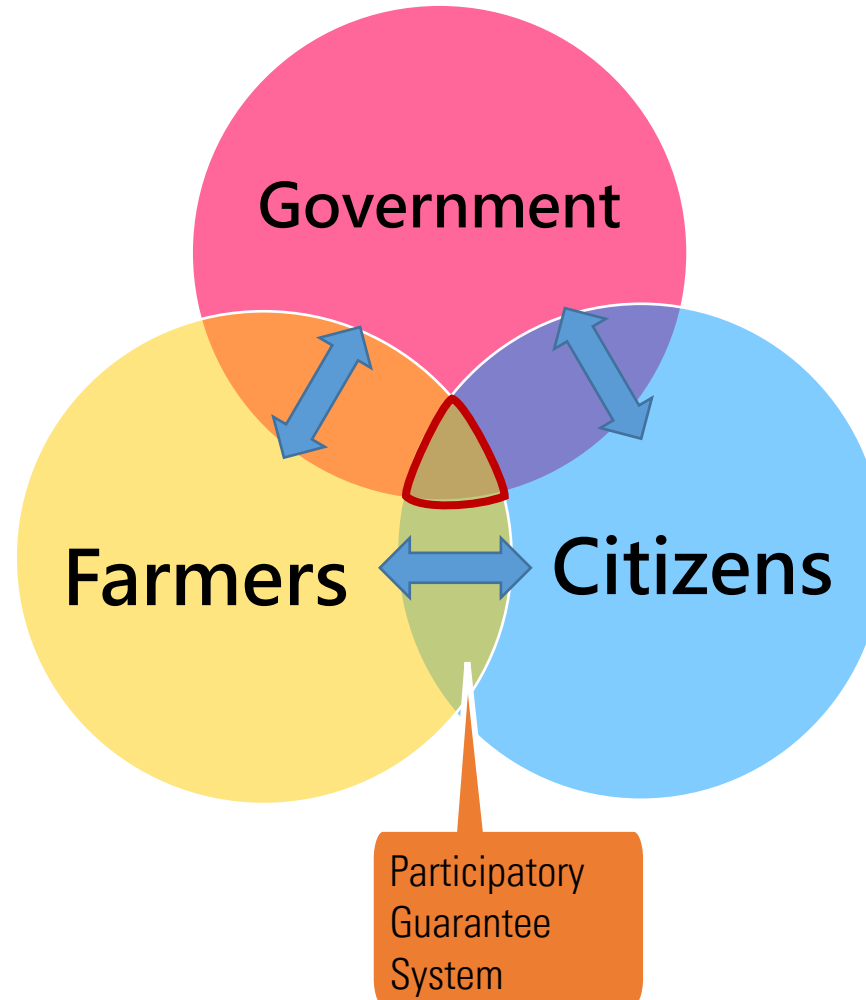
Forum and Workshop

Public discussion on eco-friendly agriculture



Pilot zone

Conducting opinion surveys
Green Conservation program
Technique courses
Application assistance
PGS implementation



Consumer Education

Exhibition, Courses, Activities,
Social media communications



Organic?

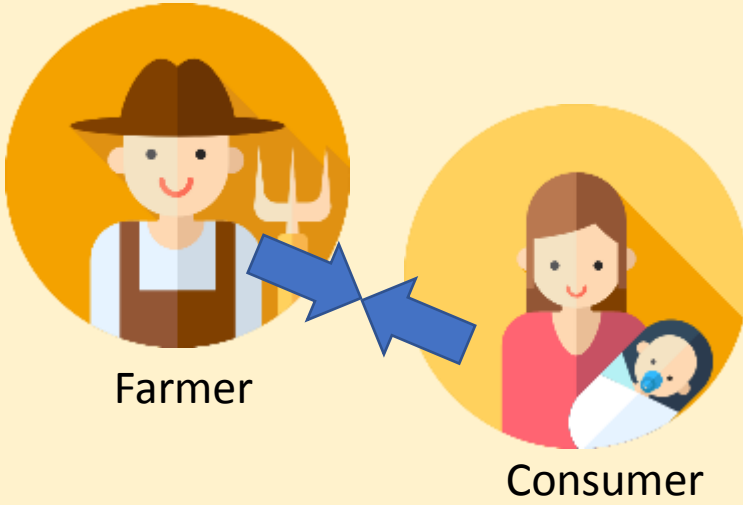
real?

Eco-friendly?

possible?

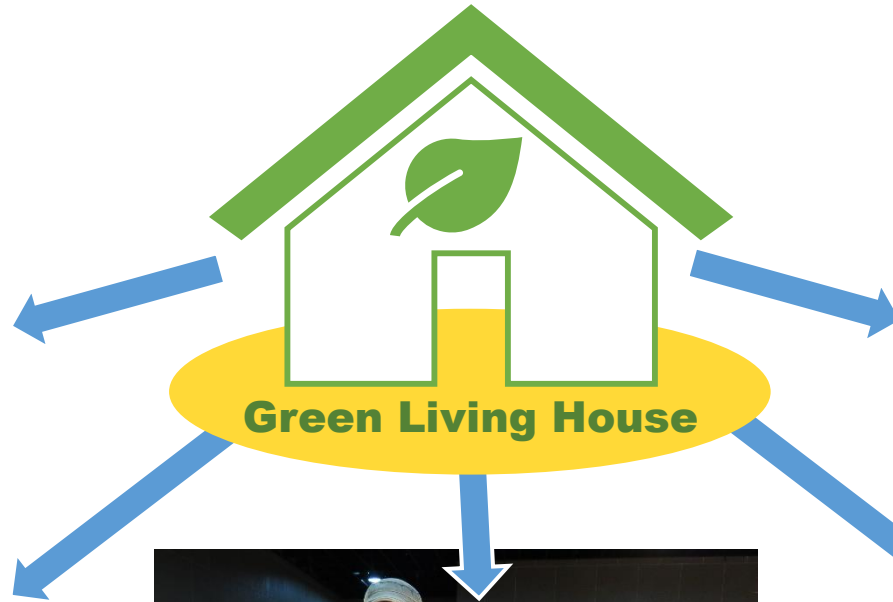


Too expensive!



Ways to connect Consumers and Producers

Consumer Education



Culinary classes

Environmentally-friendly ingredients + Creativity + DIY → unforgettable food



Farmers as educators

Let me tell you about the secrets of tea.

It's my grandma's recipe!



Sweet potato pancakes



Eco-friendly gardening courses **for urban people!**



Homemade enzyme



Vegetative reproduction



Rice fertilizer making



Natural plant protector making



Make good use of daily materials!



Group guide **From supermarket to the field**



Animals in the fields



supermarket



Explore the terrace



Animal puzzle



Observation game

Story Time **just for kids!**

Agriculture
Environment
Food safety



Listening



Playing



Tasting



Loving

One-day trips

Farm tour, experience & local food



Pricing?



Lectures for consumers on Participatory Guarantee Systems (PGS)



Icons made by [Freepik](https://www.freepik.com) from www.flaticon.com



GC PGS: extend from Shuangxi District

A long, long,
ongoing process



28 applicants
(26.5+ ha)
7 certified
(5.65 ha)

Until 2018/08



▲ Green Conservation promotion by this project

■ Areas with Green Conservation farmers in NTPC



Feedback

from consumers

Interaction forms comprehension

This trip combined ecology, agriculture, culture, art, history and geography. It was very special. The Xien-tSao jelly was very delicious. I **thank** and **respect** the farmer from the bottom of my heart.

Taking the consumers to the village is really important to let the consumers know the heart of the farmers. I am deeply touched.

Although I had knee pain all the day, I still wore my kneepad to keep up. Since I don't want to miss any of the trip.

One-day trip

行程安排之豐富 知性感性生態農業
人文藝術 歷史地質景觀 跟以往參加過
的活動比較起來 相當特別 感受到主辦
單位用心 努力 為消費者 提供 正確 且 具
意義 的 非常 優質 的 行程 品質 高 且
農友 的 用心 堅持 由衷 感佩 感恩!
消費者 教育 進 入 農村 看見 農友 的 心 意 和
很重要! 每位 農友 及 技 術 師 那 麼 精 心 和
高 興 感 動! 即使 最近 膝 骨 節 痛 昨晚 才
確 定 是 週 休 時 間 再 長 今 天 仍 戴 著 護 膝
前 車 完 全 不 願 錯 過 畢 此 不 應 此 行 收 穫
滿滿 感 謝 工作人員 學員 人員!

I am impressed by the farmer and his crops, which I did not know much about.

Through the course, I know how mushrooms grow and that mushroom farming is hard work. It is very nice to have high quality mushrooms and know more about the farmer.

Knowing forms support

Culinary course

一、關於這堂料理課，那些部份令我印象最深刻或最有趣？

不僅平時不會接觸到小農^{及農產品}，瞭解其種做方式，及其切力的過程，更加瞭解也接觸到品質優良的小農^{及農產品}。

Planting course

二、課程中，我覺得最大的收穫是什麼？

無農藥種植，有益環境與健康。

Planting without chemicals is beneficial to the environment and health.

Learning forms motivation

PGS lectures for consumers

二、 整體培訓課程中，我覺得最大的收穫是什麼？

了解 PGS 是在陪伴，鼓勵農友持續友善環境，
不是只有監督，而是互相學習。

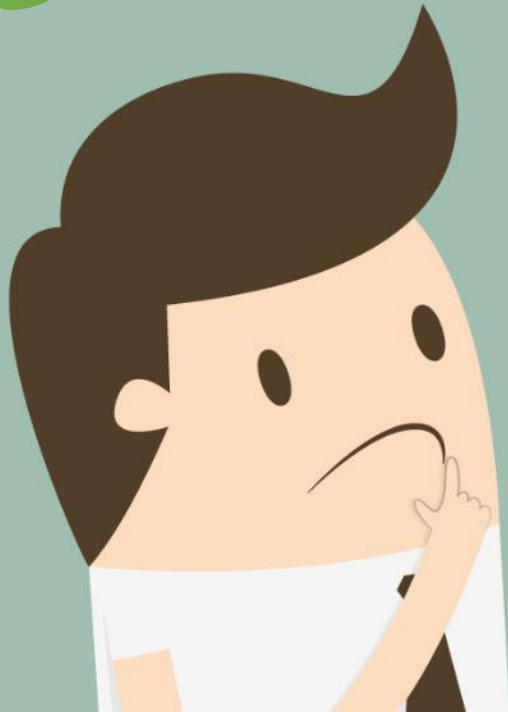
PGS **support and encourage** farmers to adopt eco-friendly farming practices. It involves not only supervision but **mutual learning**.

**Changing perceptions
...Opening minds**

Organic?

**Sustainable
for all.**

Eco-friendly?

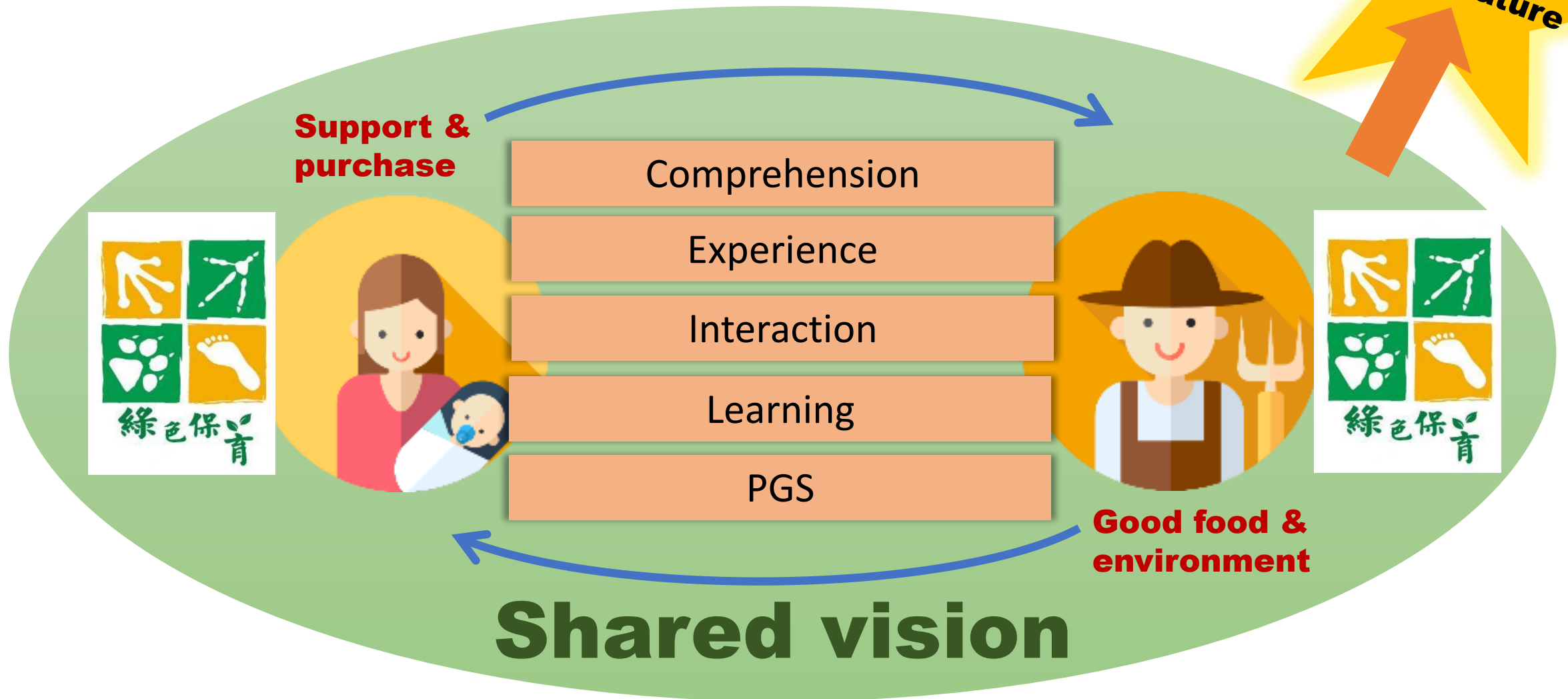


Need?

Ypössibility?

Fair price!

Conclusion: Shortening the gap methods



Thank you for listening!

The story goes on.....



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us on FB!



f 新北市綠色生活館

New Taipei City Green Living House