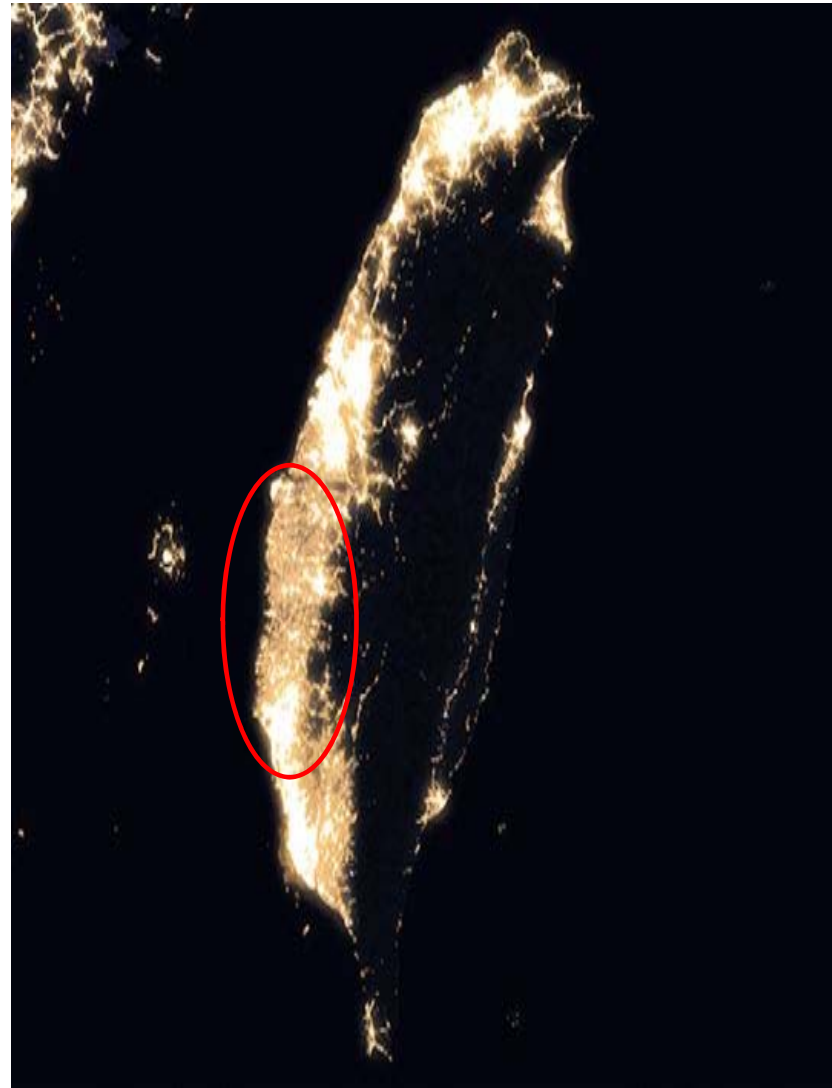


High Value Agricultural Products - A Case Sharing in Chinese Taipei

Hung-Hao Chang

Professor

Dept. Agricultural Economics, National Taiwan University
Chinese Taipei



1. Geographical characteristics leads to inequality in economic development.
2. Farm production concentrates on western coast.
3. Agricultural production and sale zones

Challenges of Agricultural Development

➤ **Old farm age structure**

-- compared to developing economies, farmers are much older.

➤ **Shrinking farm size**

-- the farm size decreased over time.

➤ **To development ecosystem of farm production**

-- concise among farm production, environmental friendly practice, consumer demand for food safety products.

➤ **Increase value-added farm products**

A successful story of a rice company



National Top Special Rice Production and Marketing Area



Build the rice production and marketing area (company BBS)

Rice house and nearly 600 professional farmers form the BBS rice production and marketing area. The quality control is implemented by the “planting good rice and eating good rice”. The rice production technology has won the first place in National top rice production and marketing area.



Rice Varieties of Contract Farming



World top
rice
Koshihikari



International
new product
Fu rice/
Taichung 194



Taiwan
champion
rice
Lu-Ming rice/
Tainan 16



Taiwan
popular rice
Taiken 9



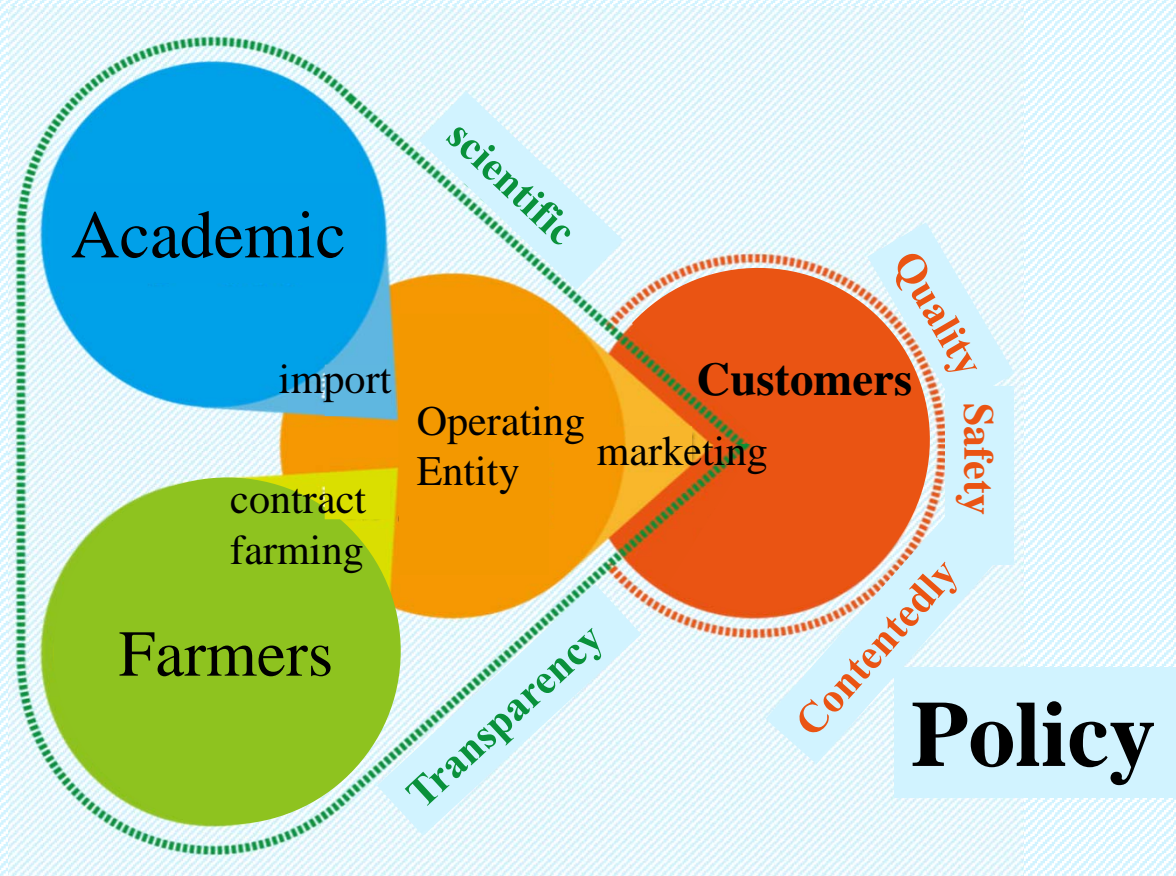
Taiwan
Fragrant rice
Kaohsiung
147



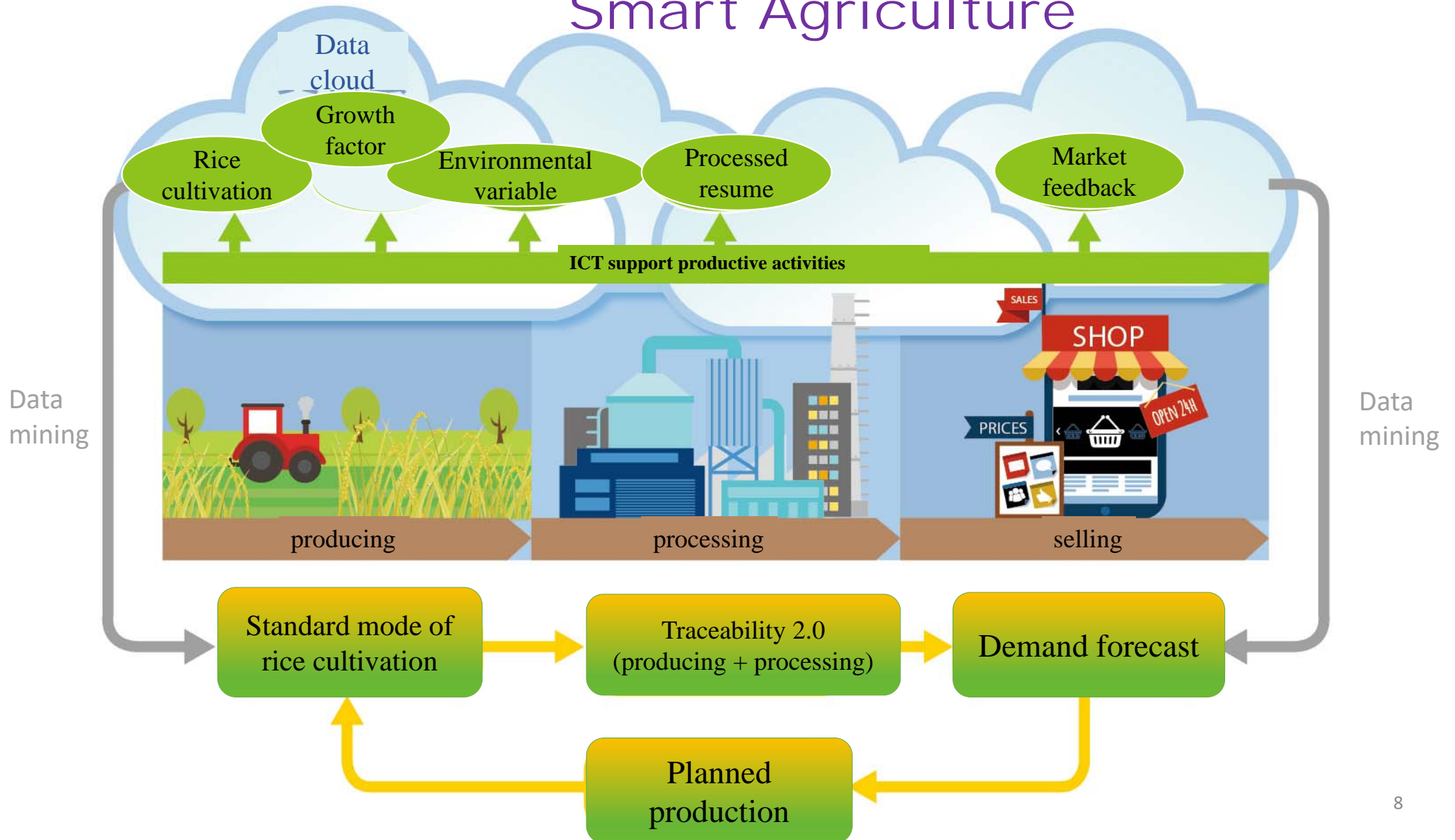
Taiwan best
seller
Tainan 11

The Pioneer of Industry-academy-marketing Vertical Management

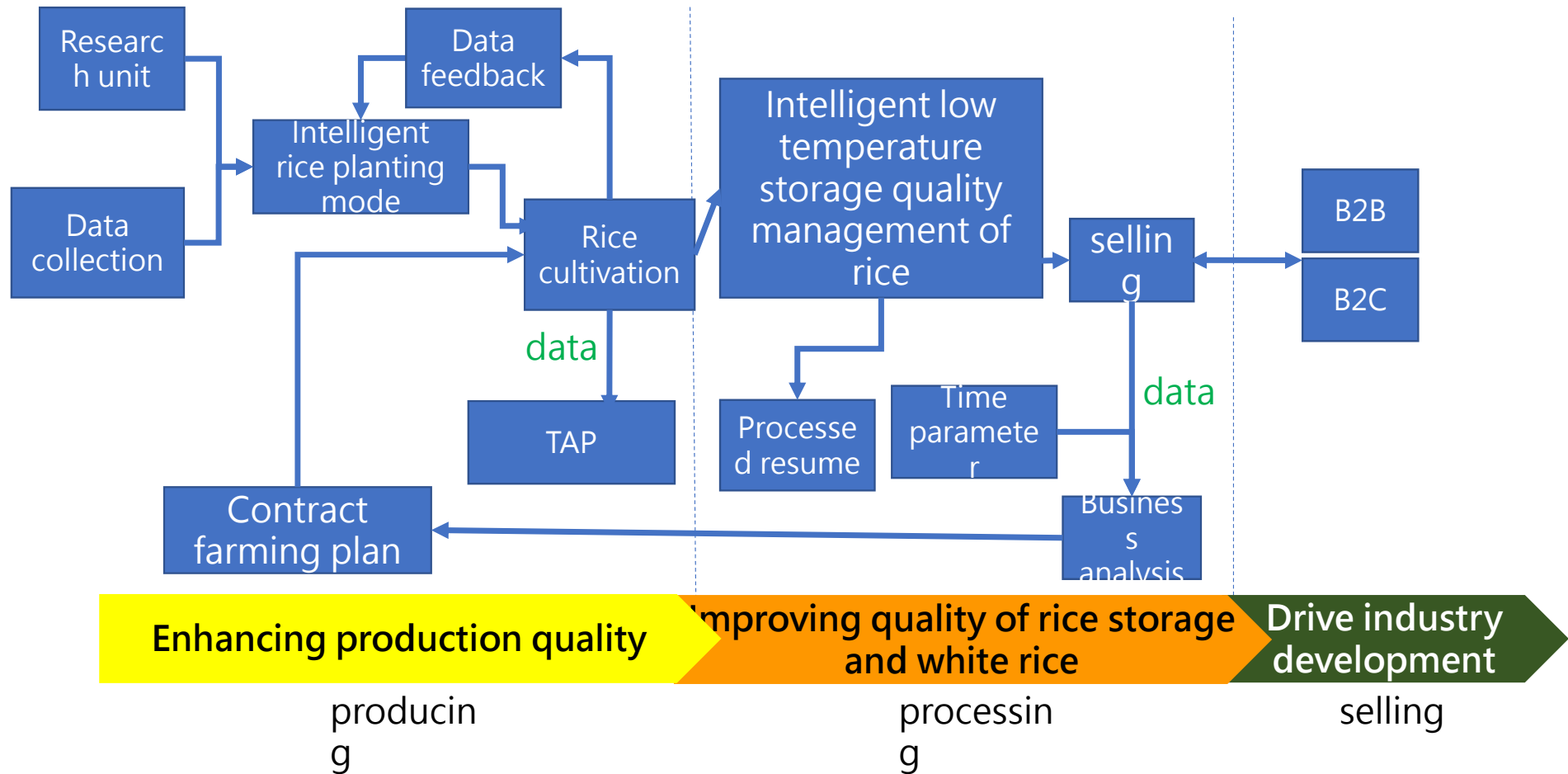
BBS rice production
and marketing area



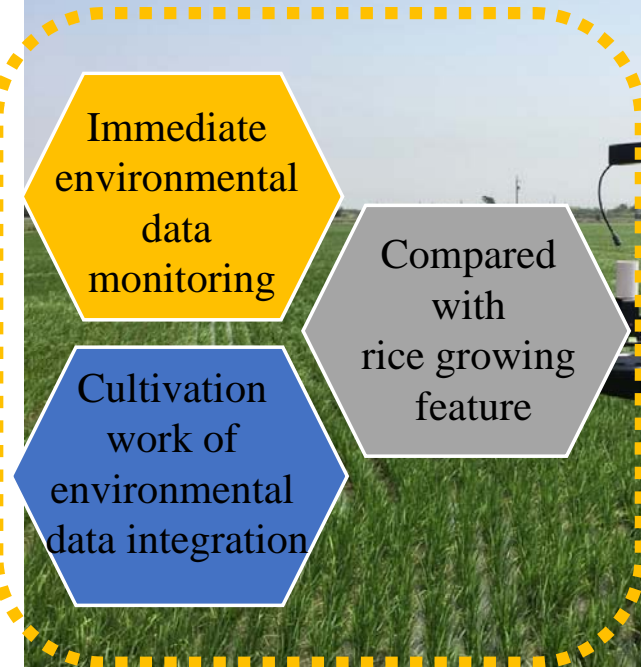
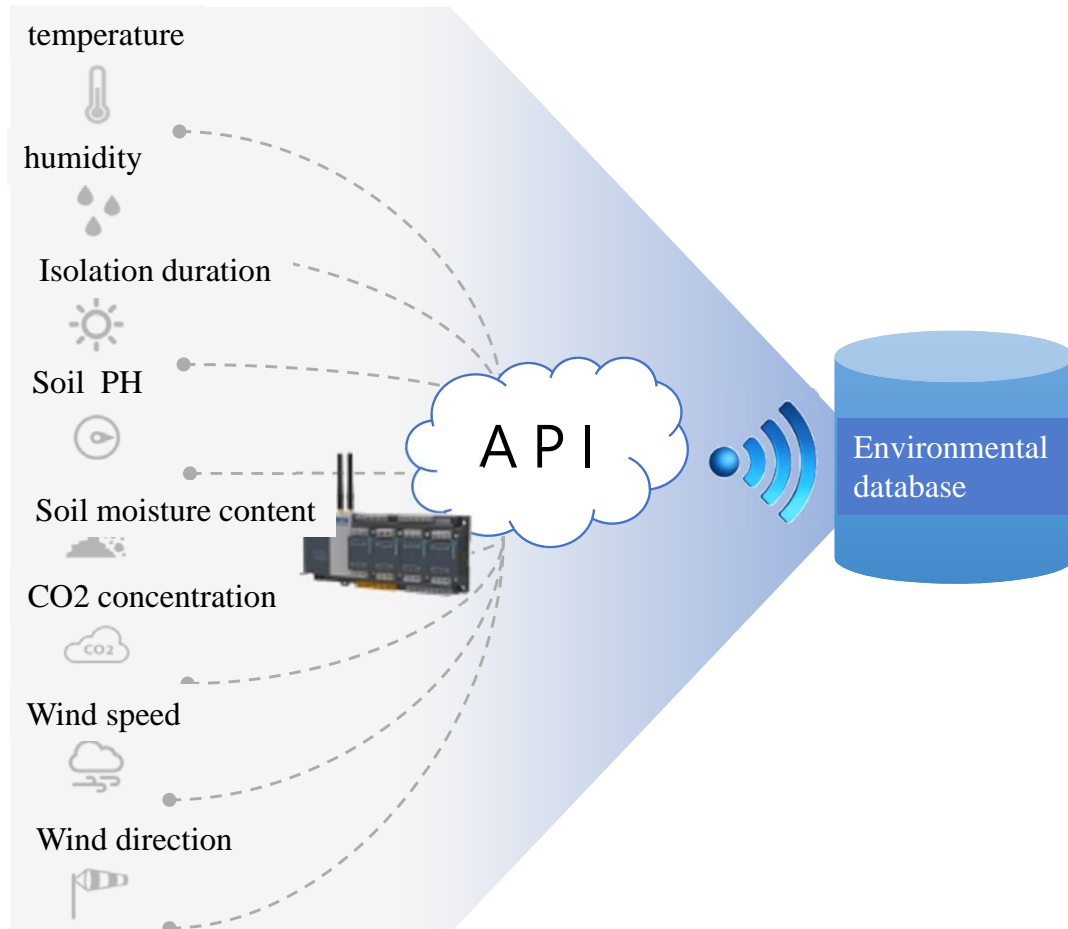
Smart Agriculture



Intelligent rice industry structure



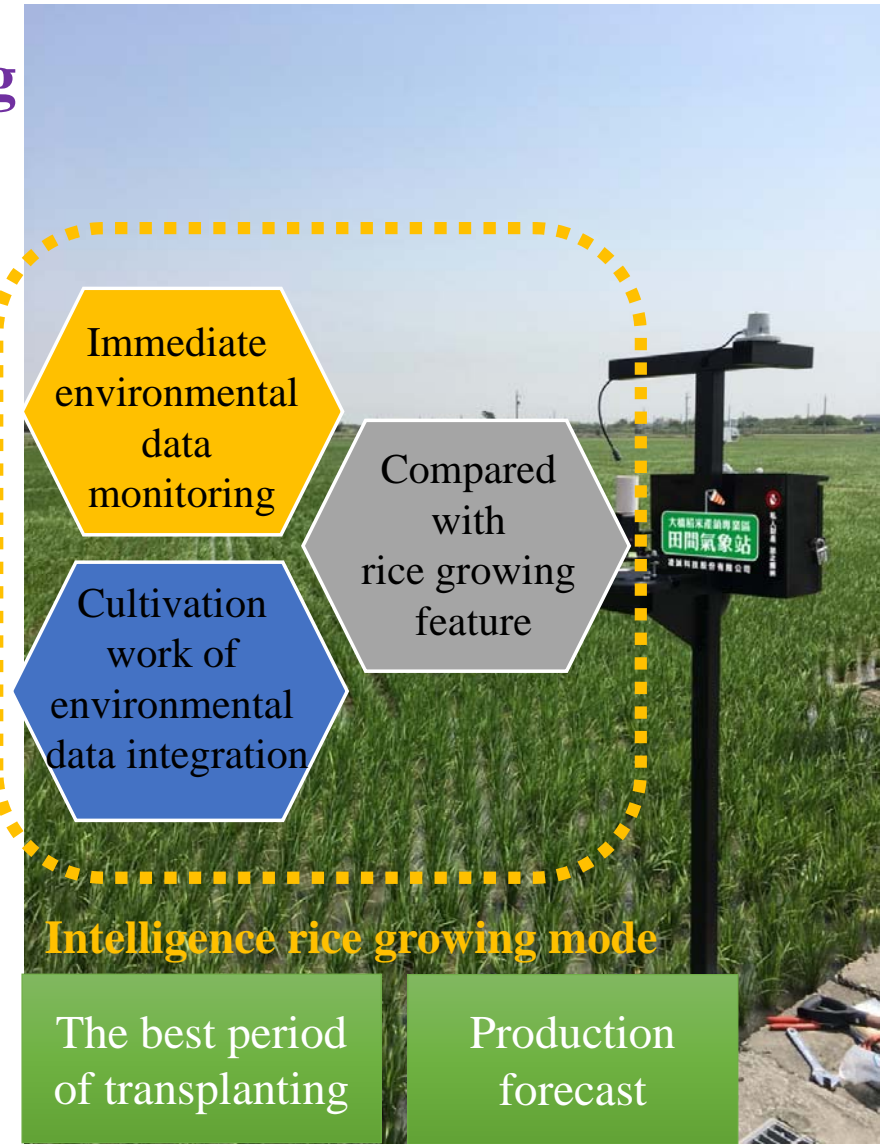
Environment monitoring and data mining



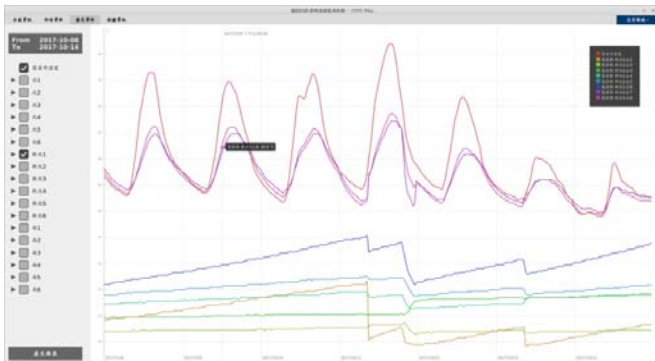
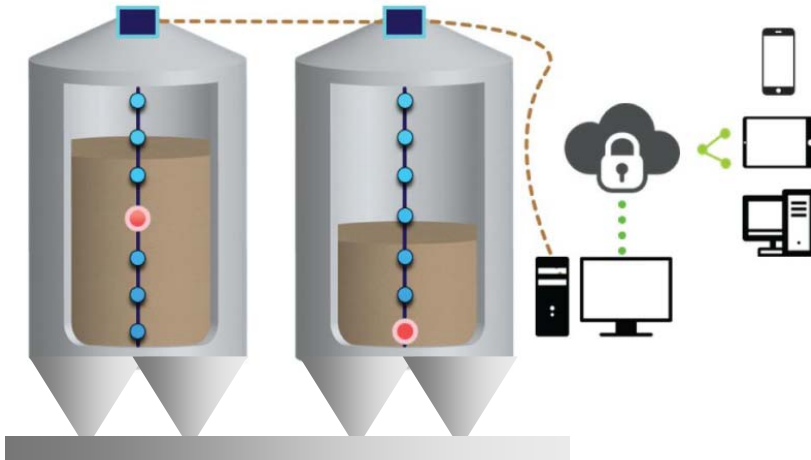
Intelligence rice growing mode

The best period of transplanting

Production forecast



Intelligence insect-proofing & temperature management



Immediate monitoring of granary temperature



Immediate returning of insect pest in granary



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寫下評論

13

Visit the Rice Field and Company?



Speaker: Hung-Hao Chang



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 - Journal Associate Editor, Agricultural Economics (IAAE)
 - Journal Associate Editor, Applied Economics Perspectives and Policy (AEPP)
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