High Value Agricultural Products - A Case Sharing in Chinese Taipei

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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

Data cloud
Growth factor
Rice cultivation
Environmental variable
Processed resume
Market feedback
ICT support productive activities

Producing
Processing
Selling

Data mining

Standard mode of rice cultivation
Traceability 2.0 (producing + processing)
Demand forecast
Planned production

Data mining

Market feedback

Demand forecast

Standard mode of rice cultivation

Traceability 2.0 (producing + processing)

Planned production

ICT support productive activities

Rice cultivation
Growth factor
Environmental variable
Processed resume
Intelligent rice industry structure

- Research unit
- Data collection
- Data feedback
- Intelligent rice planting mode
- Rice cultivation
- Contract farming plan
- TAP
- Processed resume
- Business analysis
- Time parameter
- Intelligent low temperature storage quality management of rice
- Selling

Enhancing production quality
Improving quality of rice storage and white rice
Drive industry development

B2B
B2C
Environment monitoring and data mining

- Temperature
- Humidity
- Isolation duration
- Soil pH
- Soil moisture content
- CO2 concentration
- Wind speed
- Wind direction

Environment monitoring and data mining

Environmental database

- Immediate environmental data monitoring
- Compared with rice growing feature
- Cultivation work of environmental data integration
- 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
Direct-Sales-to-Consumer Marketing
Social Media Network and Advertisement

大橋越光米

QR Code
Visit the Rice Field and Company?
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