



業務簡介專冊

糧心守護

農是為您

Safeguarding the Food Only to Serve You



行政院農業委員會農糧署
AGRICULTURE AND FOOD AGENCY
COUNCIL OF AGRICULTURE, EXECUTIVE YUAN



署長的話

Message from the Director General

「年年開花，年年過冬，連年豐。」

農糧署的核心價值是供應安全、安心與足夠的農糧產品予國人，同時確保供應者收益穩定與加強產業轉型升級。

未來將持續推動對環境友善的永續農業，並打造穩定且具高競爭力的樂活農業，期望讓臺灣成為全球綠金產業的優質品牌。

謹透過本手冊，邀請您感受臺灣農糧的魅力。

行政院農業委員會農糧署 署長 胡忠一

"As winter goes and spring comes, the flower blossoms to set the stage for another year of bounty harvest."

The core value of the Agriculture and Food Agency (AFA) is to provide safe, reassuring and sufficient agricultural products to the people in Taiwan. Meanwhile, the AFA strives to secure the income of producers and pursue industrial transformation and upgrades.

In the future, the AFA will continually promote sustainable agriculture that protects the environment, stays stable and highly competitive and realizes the value of Lohas, and we look forward to building Taiwan into a brand of excellence in the global Green Gold landscape.

Sincerely invite you to experience the charm of Taiwan's agri-foods through this handbook.

*Jong-I Hu, Director General of the Agriculture and Food Agency, Council of
Agriculture, Executive Yuan, R.O.C. (Taiwan)*



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農糧署

臺北辦公區

Taipei Office

農糧署

中興辦公區

Nantou Office

北區分署

中區分署

東區分署

南區分署

關於農糧署

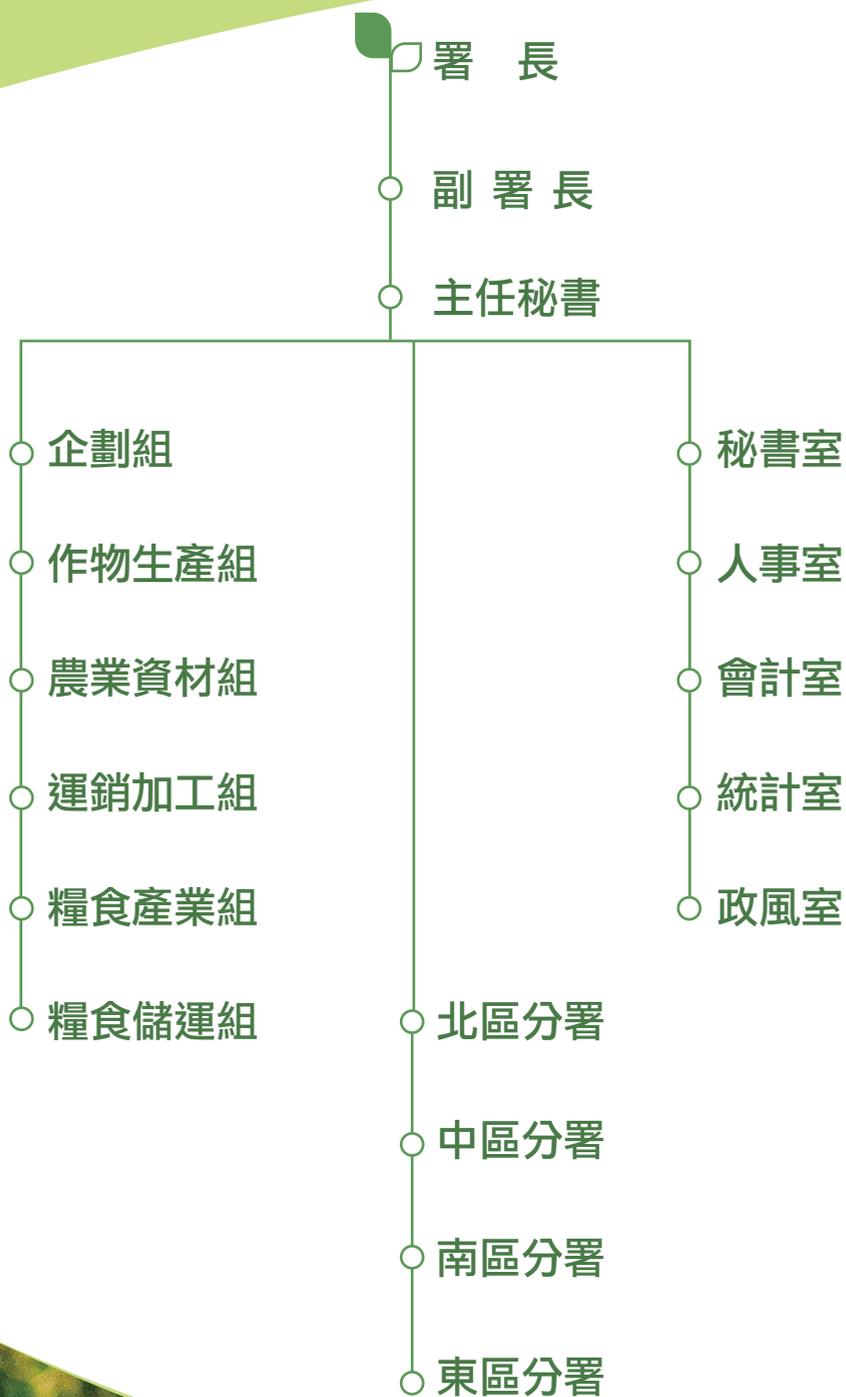
農糧署隸屬行政院農業委員會，籌劃與執行各項農糧政策，下設企劃、作物生產、農業資材、運銷加工、糧食產業、糧食儲運等 6 組及秘書、人事、會計、統計、政風等 5 室；其中糧食產業與糧食儲運 2 組設於臺北市杭州南路，其餘組室設於南投縣中興新村。

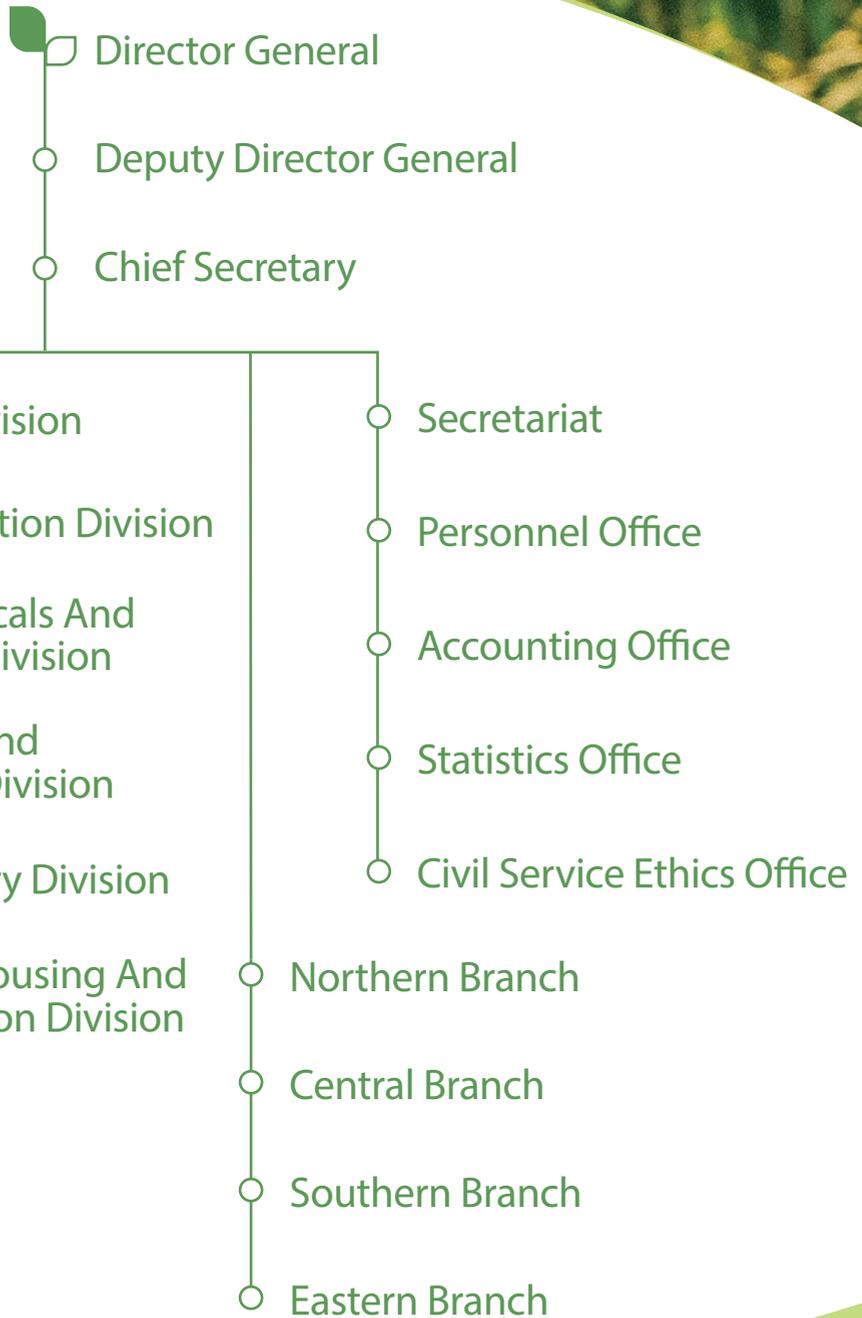
本署設有北、中、南、東等 4 區分署及 10 個辦事處。北區分署，轄基隆市、臺北市、新北市、桃園市、新竹縣(市)、苗栗縣、金門縣及連江縣；中區分署，轄臺中市、彰化縣、南投縣及雲林縣；南區分署，轄嘉義縣(市)、臺南市、高雄市、屏東縣及澎湖縣；東區分署，轄宜蘭縣、花蓮縣、臺東縣。

About AFA

The Agriculture and Food Agency (AFA) is subordinated to the Council of Agriculture, Executive Yuan. To plan, prepare and execute each of the agri-food policies, the AFA set up six divisions, which are Planning, Crop Production, Farm Chemicals and Machinery, Marketing and Processing, Food Industry and Food Warehousing and Transportation, and five offices, namely the Secretariat, Personnel, Accounting, Statistics and Civil Service Ethics. The last two divisions are located in the office on the Hangzhou South Road of the Taipei City, the rest four divisions and five administrative offices are located in the Zhongxing New Village of the Nantou County.

Furthermore, the AFA has four regional branches, including the Northern, Central, Southern, Eastern ones and 10 regional offices. The Northern Region Branch governs Keelung City, Taipei City, New Taipei City, Taoyuan City, Hsinchu County (City), Miaoli County, Kinmen County and Lienchiang County. The Central Region Branch governs Taichung City, Changhua County, Nantou County and Yunlin County. The Southern Region Branch governs Chiayi County (City), Taichung City, Kaohsiung City, Pingtung County and Penghu County. The Eastern Region Branch governs Yilan County, Hualien County and Taitung County.





臺灣米

香中帶Q 粒粒分明

香噴噴的白飯，看了就令人垂涎三尺。臺灣米在農民辛勤耕作與農業試驗改良場所專家技術指導下，不僅美味芳香，還有各種不同的風味與特色。

稻米是臺灣主要作物，全國稻田面積約占農耕土地面積兩成，主要分布在臺中市、彰化縣、雲林縣、嘉義縣、臺南市及花蓮縣。依米質特性區分為粳米、秈米和糯米3大類。粳米就是蓬萊米，形狀圓短、顏色透明，煮熟後具黏性且軟Q適中；秈米形狀細長，具透明度，可分為硬秈及軟秈，硬秈煮熟後口感較硬、乾、鬆，主要作為米食加工原料之用；至於軟秈，口味和粳米相近，適合食用；糯米顏色不透明，煮熟後較軟、黏，有米粒較短的硬糯及細長形的秈糯，前者適合釀酒、湯圓等



甜點製作，後者則多用在粽子、米糕及油飯等鹹式餐點製作。臺灣米品種多元，可滿足不同烹調料理需求，為民眾一日三餐不可或缺的主食。



Shiny, distinct grains with aroma and springy texture

Have a taste of the shiny, mouth-watering and fragrant Taiwan rice! With the farmers' hardwork and the guidance from experts at Agricultural Research and Extension Stations, Taiwanese rice not only has tasty fragrance but also diverse flavors, textures and characteristics.

Rice is a major crop in Taiwan, and the rice fields account for about 20% of the farming land area, mainly located in Taichung City, Changhua County, Yunlin County, Chiayi County, Tainan City and Hualien County. According to the rice qualities, rice in Taiwan is divided into three major categories- japonica, indica and glutinous rice. The japonica rice is also called "Pon-Lai Rice", which has short, round and transparent grains with sticky, soft and springy texture when cooked. The indica rice has long, narrow and also transparent grains, and it can be further divided into hard indica rice that has hard, foamy and dried texture and soft indica rice with soft texture. Generally, hard indica rice is mainly used as the raw material for processed food. On the other hand, soft indica rice has a texture similar to japonica rice when cooked and perfect for direct consumption. The glutinous rice has opaque grains and is especially soft and very sticky when cooked. Glutinous rice can be divided into two kinds, one is short-grain glutinous rice and the other is long-grain glutinous rice. The former is suitable for making sweet rice diets like rice wine and "tangyuan" (glutinous rice dumpling). The latter is suitable for making savory rice diets like "zongzi" (sticky rice dumpling), rice cake and steamed glutinous rice. Rice in Taiwan has diverse varieties which meet different needs and is people's must-have staple food for daily life.



臺灣水果 Taiwan Fruits

水果王國 名聞全球

Taiwan—A Globally Renowned Fruit Kingdom

臺灣素有水果王國美稱，擁有絕佳的地理環境及氣候條件，加上優良先進的農業栽培技術，全年皆可生產各種優質、安全的水果。國內果樹之生產涵蓋熱帶、亞熱帶及溫帶水果，栽培種類達 30 餘種，產區遍佈全國，近年栽培面積逾 18 萬公頃，產量約 260 萬公噸，產值近 960 億元。

為拓展外銷市場，以芒果、香蕉、荔枝、柑橘、木瓜、鳳梨、葡萄、番石榴、鳳梨釋迦、蓮霧、紅龍果、梨、甜柿等具競爭力之水果，建構由產至銷之完整供應鏈，穩定外銷水果質量，增加農民收益。



Taiwan, known as the kingdom of fruits, owns the perfect geographical environment and climate, plus the excellent and cutting-edge agriculture cultivation techniques, to grow a variety of high-quality and safe fruits all year round. The production of Taiwan's fruit trees covers tropical, subtropical and temperate fruits. There are more than 30 varieties of fruit cultivated in Taiwan. The places of production scatter all over the island. In recent years, the area for the cultivation of fruits reached 180 thousand hectares, the output reached 2.6 million metric tons, and the output value reached NTD96 billion.

Mango, banana, lychee, citrus, papaya, pineapple, grape, guava, custard apple, wax apple, dragon fruit, pear and persimmon are the fruits selected as competitive for infiltration into the overseas markets. Supply chains from production to marketing have been set up for those export fruits, to stabilize the export quality and increase the farmers' earnings.



臺灣蔬菜 Taiwan Vegetables

種類繁多 獨具優勢

Multifarious Categories with Unique Strength

臺灣氣候溫暖，適合蔬菜栽培生產，種類約有百餘種，近年栽培面積逾 14 萬公頃，產量約 280 萬公噸，產值超過 750 億元。

一般可分為葉菜類、根莖類和花果類 3 大類，每種蔬菜均有其適合的生長期，所謂時令鮮蔬，即當季所產新鮮蔬菜，例如春季有洋蔥、大蒜、筊白筍、蘆筍；夏季有苦瓜、茄子、竹筍；秋季有胡蘿蔔、番茄、胡瓜、南瓜；冬季有結球白菜、甘藍、花椰菜、芋頭，當季蔬菜鮮甜可口，有益於身體健康。

Taiwan's warm climate is suitable for the cultivation and production of vegetables, and there are more than 100 types of vegetables. In recent years, the area for vegetable cultivation reached nearly 140 thousand hectares, the output reached 2.8 million metric tons, and the output value reached NTD750 billion.

Generally, vegetable can be broken down into three major categories, leaf, root and flowering vegetables. Each category has its seasonal growth cycle. The seasonal fresh vegetables mean the ones that are freshly harvested in the right seasons. For example, onion, garlic, water bamboo and asparagus are the vegetables of the spring season. In summer, the fresh vegetables become bitter melon, eggplant and bamboo shoot. In autumn, the seasonal vegetables include carrot, tomato, cucumber and pumpkin. When it comes to winter, the harvest of vegetables is the Chinese cabbage, cabbage, cauliflower and taro. It'll be more beneficial for the body health if select the seasonal vegetables to eat.



蔬果產季 Fruit and Vegetable Seasons

1月 January



棗

Jujube

高雄市、屏東縣、臺南市
Kaohsiung City, Pingtung County, Tainan City

甘藍

Cabbage

宜蘭縣、雲林縣、
南投縣
Yilan County,
Yunlin County,
Nantou County



花椰菜

Cauliflower

彰化縣、雲林縣、嘉義縣
Changhua County, Yunlin County,
Chiayi County

5月 May



西瓜

Water Melon

花蓮縣、雲林縣、宜蘭縣
Hualien County, Yunlin County,
Yilan County



蘆筍

Asparagus

彰化縣、臺南市、
嘉義縣
Changhua County,
Tainan City,
Chiayi County

9月 September



文旦

Pomelo

臺南市、花蓮縣
Tainan City, Hualien County

百香果

Passionfruit

南投縣、臺中市、嘉義縣
Nantou County, Taichung City,
Chiayi County

胡瓜

Cucumber

屏東縣、高雄市、雲林縣
Pingtung County, Kaohsiung City,
Yunlin County

水梨

Pear

苗栗縣、臺中市
Miaoli County, Taichung City



2月 February



桶柑

Tankan

新竹縣、苗栗縣、臺中市
Hsinchu County, Miaoli County,
Taichung City

芋頭

Taro

臺中市、苗栗縣、屏東縣
Taichung City, Miaoli County, Pingtung County

結球白菜

Chinese Cabbage

雲林縣、彰化縣、嘉義縣
Yunlin County, Changhua County,
Chiayi County

青花菜

Broccoli

雲林縣、嘉義縣、高雄市
Yunlin County, Chiayi County,
Kaohsiung City



6月 June



芒果

Mango

臺南市、屏東縣、高雄市
Tainan City, Pingtung County,
Kaohsiung City

荔枝

Lychee

高雄市、臺中市、
南投縣
Kaohsiung City,
Taichung City,
Nantou County,



竹筍

Bamboo Shoot

雲林縣、臺南市、嘉義縣
Yunlin County, Tainan City, Chiayi County

10月 October



香蕉

Banana

屏東縣、嘉義縣、南投縣
Pingtung County,
Chiayi County,
Nantou County



椪柑

Ponkan

嘉義縣、臺中市、臺南市
Chiayi County, Taichung City,
Tainan City

甜椒

Sweet Pepper

南投縣、
雲林縣、嘉義縣
Nantou County,
Yunlin County, Chiayi County



國產蔬果最鮮美 在地食材當季吃

Tips for Ultimate Freshness: Eat Local and Eat In-season

3月 March



楊桃 臺南市、苗栗縣、彰化縣

Carambola Tainan City, Miaoli County, Changhua County



枇杷 臺中市、臺東縣、南投縣

Loquat Taichung City, Taitung County, Nantou County

洋蔥 彰化縣、屏東縣

Onion Changhua County, Pingtung County



大蒜 雲林縣、臺南市、彰化縣

Garlic Yunlin County, Tainan City, Changhua County

4月 April



鳳梨 屏東縣、高雄市、臺南市

Pineapple Pingtung County, Kaohsiung City, Tainan City

木瓜 臺南市、屏東縣、南投縣

Papaya Tainan City, Pingtung County, Nantou County



茭白筍 南投縣、新北市、桃園市

Water Bamboo Nantou County, New Taipei City, Taoyuan City

7月 July



葡萄 彰化縣、

Grape 苗栗縣、臺中市
Changhua County, Miaoli County, Taichung City



苦瓜 屏東縣、高雄市、彰化縣

Bitter Melon Pingtung County, Kaohsiung City, Changhua County

8月 August



紅龍果 彰化縣、南投縣、屏東縣

Dragon Fruit Changhua County, Nantou County, Pingtung County

金針 花蓮縣、臺東縣

Daylily Hualien County, Taitung County



茄子 屏東縣、南投縣、彰化縣

Eggplant Pingtung County, Nantou County, Changhua County

11月 November



柳丁 雲林縣、臺南市、嘉義縣

Orange Yunlin County, Tainan City, Chiayi County



南瓜 雲林縣、臺南市、花蓮縣

Pumpkin Yunlin County, Tainan City, Hualien County

番茄 嘉義縣、南投縣、臺南市

Tomato Chiayi County, Nantou County, Tainan City

胡蘿蔔 彰化縣、雲林縣、臺南市

Carrot Changhua County, Yunlin County, Tainan City



12月 December



鳳梨釋迦 臺東縣

Custard Apple Taitung County



蓮霧 屏東縣、高雄市、嘉義縣

Wax Apple Pingtung County, Kaohsiung City, Chiayi County

結球萵苣 彰化縣、雲林縣

Head Lettuce Changhua County, Yunlin County



臺灣花卉

百花爭妍 花卉王國

臺灣陽光充足，得天獨厚的氣候條件，加上卓越的花卉栽培和品種培育技術，造就臺灣花卉產業的蓬勃發展，並在國際享有盛名。

花卉種植面積超過 1 萬 4 千公頃，年產值高達 182 億元，以彰化、南投、臺中、屏東、嘉義、臺南等縣市為大宗，有觀花、觀葉、觀果、花壇植物與苗圃等，區分為盆花與切花兩大類型。由於冷鏈技術的提升，加上市場需求日增，切花為當前臺灣花卉市場的主力，包括火鶴花、洋



桔梗、文心蘭、蝴蝶蘭、熱帶蘭花、大小菊、百合、劍蘭等均受到歐美日等國家歡迎，讓臺灣花卉名揚全球。





Taiwan Flowers

Flowers Contending for Beauty in The Floral Kingdom

Taiwan is endowed with sufficient sunshine and appropriate climate. Besides, the extraordinary flower cultivation and the cultivation techniques of flower varieties help the prosperous development of Taiwan's floral industry, as well as having a high reputation internationally.

The cultivation areas of flowers are more than 14,000 hectares and the output value reaches NTD18.2 billion per year. The main cities and counties of flower planting include Changhua, Nantou, Taichung, Pingtung, Chiayi and Tainan, where flowering ornamental plants, foliage plants, ornamental fruit plants, bedding plants and nursery plants are cultivated. The crops produced can be divided into two major categories—potted flowers and cut flowers. As the technology of cold chain improves, and the market demand increases, the cut flowers have become the primary products in Taiwan's floral market. The cut flowers include Anthurium, Eustoma, Oncidium, Phalaenopsis, Tropical Orchids,

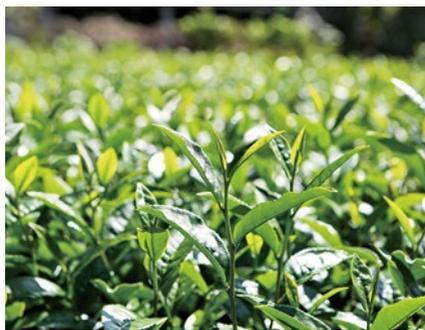
Chrysanthemums, Lilies and Gladioli, which are popular in the USA, Europe and Japan, and make Taiwan's flowers and plants renowned worldwide.



臺灣茶

茶韻飄香 芬芳怡人

臺灣自然環境優異，加上卓越製茶技術，各茶區產製出不同風味的地方特色茶品，北部茶區碧螺春綠茶、包種茶及鐵觀音茶；桃竹苗茶區東方美人茶；中部茶區凍頂烏龍茶與日月潭紅茶；南部高山烏龍茶，以及花東地區紅烏龍茶等，都是我國內外銷主力產品。



輔導國內製茶廠衛生安全，結合茶業改良場辦理製茶廠環境衛生安全評鑑，獲評鑑四、五星級衛生安全製茶廠計有 56 家。另推動「亮點茶莊計畫」打造六級化茶產業，選出 32 家亮點茶莊，各具風格與特色，傳達臺灣茶不只安心優質更充滿豐富的在地文化底蘊，同時以共同品牌 United Tea Estates Enterprise（簡稱 UTEE）進行推廣，強化臺茶國際知名度與市場競爭力。



亮點茶莊 UTEE 官網



UNITED
TEA
ESTATES
ENTERPRISE





Taiwan Tea

Diffusing a Fine Aroma and Implicit Charm

With Taiwan's unique natural environment, plus the extraordinary tea-making techniques, each of the tea regions produces its own tea with a distinctive flavor and local features: the Biluochun Tea, Baozhong Tea and Tieguanyin Tea in the northern tea region, the Oriental Beauty Tea in the tea regions of

the competitiveness of the tea industry. 56 tea factories were awarded a four or five-star rating for sanitation and safety.

In addition, the promotion of "the Bright Spot Tea Estates Project" is to build the tea industry into a six-grade industry. 32 bright spot tea estates, each with its own style and characteristics, have been selected to convey that Taiwanese tea is not only safe and high quality, but also full of rich local cultural heritage. More than that, these tea estates will be promoted through the collective brand name United Tea Estates Enterprise (UTEE) to play a role in connecting the world with Taiwan's tea and strengthen the global recognition and the competitiveness of Taiwan Tea in the marketplaces.



Taoyuan, Hsinchu and Miaoli, the Dong Ding Oolong Tea and Sun Moon Lake Black Tea in the central tea region, the High Mountain Oolong Tea in the southern tea region and the Red Oolong Tea in the Hualien and Taitung tea regions.

The AFA cooperates with the Tea Research and Extension Station to provide guidance on sanitation and safety to the domestic tea factories and improve



臺灣農村酒莊

農村美酒 蘊含在地溫潤

斟一杯美酒，熟悉的在地風味交織著醇香的氣息，自 2003 年政府開放民間製酒開始，積極推動農業轉型，利用國產農糧產品原料，釀造農村美酒，輔導營造蘊含地方人文、結合自然環境、農村景觀與建築風格等情境之臺灣農村酒莊。



農村酒莊設立，帶動特色原料產區之農民組織加入，目前通過農村酒莊評鑑業者計有 11 家，年製酒量約 19 萬公升，產值逾 1.9 億元。同時高品質的農村美酒是大型國際酒類競賽的常勝軍，歷年於英、美、法、德、比等國奪下多項金質獎亮眼成績，並於酒類市場中建立「臺灣在地酒品」之精緻品牌形象。



18 飲酒過量，有害(礙)健康



Taiwan Wineries

Rural Fine Wines and their Warmth and Roundness

Pour a glass of fine wine and enjoy familiar local flavors mixed with a rich aroma. In 2003, the government opened the right to wine-making to non-governmental wineries. The AFA proactively promotes the transformation of the agricultural industry by encouraging the country's wineries to utilize domestically produced agricultural products and raw materials to make the rural wine. Meanwhile, the AFA mentors rural wineries in Taiwan to amplify their local cultural features, natural surroundings, rural landscape and architecture styles.

The establishment of the country's winery successfully attracts the farmers' organizations located in the production regions of unique raw materials to join in. Currently, there are 11 certified rural wineries, with the annual production reaching 190,000 liters and an output value of NTD190 million. Simultaneously, those quality rural wines have frequently been awarded in large international wine competitions. Such impressive accomplishments have established an exquisite brand image for "The Wine From Taiwan" an exquisite brand image on the wine market.



飲酒過量，有害(礙)健康¹⁹



1 綠色環境給付 打造農糧善循環

稻米是臺灣最重要糧食作物，為確保農民收益、穩定糧價及平衡供需，自 1974 年起實施稻穀保價收購制度，供作安全存糧，並撥供軍精民食，確保國內稻米供應無虞，於 2007 至 2008 年全球性糧食危機，及嚴重特殊傳染性肺炎疫情影響期間，發揮穩定市場糧價及確保國內糧食安全功能。惟，隨著國人飲食西化與外食選擇多元，稻米消費需求減少，因而積極推動農作產業結構調整，提升國產糧食供應。

適地適種 促永續

為提升國產糧食供應及建立合理農地利用模式，推行「綠色環境給付計畫」，獎勵農民將稻田轉作種植具進口替代、外銷潛力、地方特色性質等作物或同一田區每年僅得辦理一次生產環境維護等措施，促進農業永續發展。

農地農耕 護良田

為維護國內有限農業生產環境資源，自 2020 年起給予非都市土地特定農業區及一般農業區農牧用地維持農糧作物的生產使用者「農業環境基本給付」，促進維護耕作環境，推動永續的善循環。



1 **Green Environment Payment Policy, creating a virtuous agri-food cycle**

Rice is the most important food crop in Taiwan. To ensure farmers' income, stable prices and balance supply-demand of rice, the authority has been purchasing rice at guaranteed price as security stock since 1974. The security stock secures the country's food supply and is released to the military and civilians. It helped the country survive through the global food crisis during 2007 and 2008 and played a role in stabilizing food prices and ensuring domestic food security during the impact of the COVID-19 pandemic. Along with the diet westernization and diversification and the habit of eating out, the rice consumption has decreased; thus the AFA actively adjust the agricultural industry to ensure domestic food supply.

Utilize agricultural land in a proper and



sustainable fashion

To ensure a stable supply of domestic food and proper utilization of agricultural land, the AFA encourages farmers to cultivate crops that can substitute for imports, have the export potential and are of local features or to maintain the production environment on the same field only once every year to promote agricultural sustainability.



Keep agricultural land under cultivation

In order to maintain the limited environmental resources for agricultural production in the country, the "Basic Payment for Agricultural Environment" will be given to farmers farming and grazing on land in non-urban specific agricultural areas and general agricultural areas to maintain the production of agricultural crops from 2020 onwards, promoting the maintenance of the farming environment and a sustainable positive cycle.



2 推動農業機械與自動化 促進農機共享新模式

Build mechanized agriculture-new model of farm machinery sharing

為紓解農村勞動力不足及老化問題，提升農事工作效率，輔導農民購買農機，降低投入機械化的門檻；並以農機共享模式，提高農機稼動率，加速農業機械化，帶動國內相關產業發展，打造多贏的成效。

用手機找農機 省力又省錢

輔導受補助的大型農機納入農業機械耕作服務平臺，並建置農機 Uber APP 供農民使用，避免農民同時購置整地、施肥、用藥、收穫及採後處理等各式機種，降低農民農機投資成本，資訊化媒合農民與機耕業者，促進農機共享機制。

The AFA has offered agricultural machinery subsidies to alleviate the shortage and aging of rural labor, improve productivity and lower the threshold for agricultural mechanization; farmers can share agricultural machinery to improve utilization, which helps accelerate the development of mechanized agriculture and other relevant industries.

Search for agricultural machinery via App

Large agricultural machinery purchased on subsidies has been listed on the agricultural machinery service platform; App is also launched for farmers to search for available agricultural machinery, so as to avoid repeated purchases of machines for land preparation, fertilization, pest control, harvest and post-harvest treatment to reduce farmers' expenditure on agricultural machinery. Using information technology, this mechanism successfully matches farmers and machine owners and promotes agri-machinery sharing.



3 推動實名制購買肥料 穩定供需合理施肥

Name-based Purchase of Fertilizer to ensure stable supply and demand of fertilizers

為精準供應肥料，建立合理調配機制，保障農民用肥權益，推動「實名制購肥」措施，依農業試驗改良場所建議之各類作物合理施肥量，推薦農民購買，簡化農民購肥作業，鼓勵合理施肥友善耕作環境，降低施肥成本。

A proper fertilizer distribution system has been established to ensure the precise supply of fertilizers. The “name-based purchase of fertilizer” measure has been rolled out. The program recommends fertilizers and the reasonable amounts to apply per unit area for each crop drawn by the Agricultural Research and Extension Station. The measure streamlines farmers’ purchase of fertilizer, ensures the reasonable amount of fertilizer used and lowers the cost of fertilization.





4 加強農糧產品安全監測 品質把關更仔細

為 確保全民吃的健康安心，每年進行田間及集貨場源頭蔬果、水稻及茶等農糧產品農藥殘留抽驗，並針對高風險農產品加強抽驗；另運用質譜快速篩檢技術，把關田間農作物安全品質，有效攔阻不合格農產品。同時監測高污染潛勢地區農地上食用作物重金屬含量，超標者立即剷除銷毀，避免流入市面。

維護國產稻米安全品質

推動「建立稻米生產安全管理體系計畫」藉由田間抽檢、經收留樣抽檢、進倉抽檢及糧食業者自營食米抽檢等四道防線，進行源頭控管，為確保國產公糧之衛生安全及品質需求，持續對公糧稻穀進行重金屬抽驗。

落實蔬果雜糧三級品質安全管理

打造外銷供果園、蔬果及雜糧特作集團產區，辦理登錄、教育訓練、安全控管及農藥抽驗等三級品質安全管理體系，並整合產區農民、農民團體或農企業，以集團化、農商合作生產方式，導入共同防治、品質自主管理與品牌行銷，以符合內外銷規格。

4 Strengthen agri-food quality and safety monitoring

To ensure food safety, the AFA annually makes a spot check of pesticide residues in agri-food such as fruits and vegetables, rice and tea in fields and goods yards, especially high-risk agri-food. To ensure the safety and quality of crops, the Rapid Screening Mass Spectrometry Technique is also adopted. Additionally, the edible crops grown in areas with high pollution potential and containing heavy metals that are found uncompliant will be eradicated and destroyed immediately.

Maintain the safety quality of domestic rice

Consisting of four lines of defense (i.e., field-stage inspection, collection-stage inspection, storage-stage inspection of public stock and storage-stage inspection of private stock), the rice production safety management system is established to regulate the safety of paddy sources; in addition, spot checks of heavy metals in public stock are continuously implemented to ensure the safety of domestic public stock.

Create a three-level quality control

A three-level quality control system, which encompasses registration, training, safety control and pesticide inspection, is established for orchards for export and production clusters of fruits, vegetables, miscellaneous grains and special crops. To ensure compliance with standards for domestic sales and export, farmers, farmers' groups and agricultural enterprises cultivate crops in groups or collaboratively and adopt collective quality control, management and branding.





5 推動農業產業策略聯盟 加速產業結構調整 提昇競爭優勢

為強化產業自主能力，整合產銷班、農企業、通路業者、農民團體，發展垂直或水平的產業策略聯盟，並透過生產控管、加工媒合、內外銷通路、休閒及文化等合作面向，以打團隊戰方式，擴大及穩定國產農產品行銷，成立柑橘、柳橙、鳳梨、香蕉、番荔枝、文旦、洋蔥、大宗蔬菜、大蒜、落花生、紅豆、甘藷、大豆、金柑及咖啡等 15 個產業策略聯盟，並藉聯盟運作強化產業自治，以優質農產品全力拓展內、外銷市場，鼓勵研發創新加工品，結合休閒觀光活動，整合產業價值鏈，提升競爭優勢。





5 Promote Agricultural Industry Strategic Alliances to accelerate industrial restructuring to enhance competitive advantages

In order to strengthen the industry's autonomy, the AFA has integrated agricultural production and marketing groups, agricultural enterprises, channel operators and farmers' groups to develop vertical or horizontal industry strategic alliances and cooperation through production control, processing mediation, domestic sales channels, export sales channels, leisure and culture, etc. are facilitated, in order to expand and stabilize the marketing of domestic agricultural products by playing as a team. Thus far, 15 industry strategic alliances, including that of citrus, orange, pineapple, banana, sugar apple, pomelo, onion, bulk vegetable, garlic, peanut, red bean, sweet potato, soybean, kumpuat and coffee have been established. Through the operation of the alliance, we will strengthen the autonomy of the industry, develop domestic and export market channels with high-quality agricultural products, encourage the research and development of innovative processed products and connect with leisure and tourism activities to integrate the value chain of the industry and enhance the competitive advantages of the agricultural industry.





6 溯源食材更安心 優質安全健康

推動溯源農糧產品追溯條碼 (QR Code) 標示制度，普及國產農產品的可追溯性，揭露生產者資訊，區隔國產及進口農產品。

學童健康 安全可靠

為照顧國中小學童的飲食健康，確保吃到優質安全的國產農產品，讓全國家長更安心與放心，在「食安五環」政

策下，推動學童午餐使用國產可溯源食材。強化學校午餐食材可追溯及安全性，增進學童環境保護意識、感受在地飲食文化，培養在地低碳飲食習慣，開展食農教育與生活教育。

國軍副食 標章把關

落實「食安五環」政策，協助國防部採買可溯源食材，獎勵採用有機及產銷履歷標章蔬菜，以提供國軍更優質且食安有把關之食材。

校園豆奶 食農教育

從學童試飲豆漿、採豆食農教育著手，增進各年齡學子對國產大豆的認知，以淺顯易懂的圖卡向學生介紹有關國產大豆的基本知識，並輔導採購國產溯源大豆、採購豆漿機及分渣機等，提升國產溯源大豆的使用量，健全大豆產銷體系。





6 Promote traceable ingredients to improve food safety and healthfulness

The QR Code is available for tracing domestic agricultural products. Consumers can scan the QR Code to track producer information and distinguish domestic agricultural products from imports.

Ensure the health of school children with the traceable food safety

In order to take care of the dietary health of elementary and middle school children and to ensure that they can eat high-quality and safe domestic agricultural products and to make the whole country's parents feel more at ease and reassured, under the "Five-point Food Safety" policy, the AFA promotes the priority use of domestic traceable ingredients for school lunch.

The AFA will strengthen the safety of school lunch ingredients, increase students' awareness of environmental protection, experience local food culture, cultivate local low-carbon eating habits and develop food and agriculture education and life education.

Help the military purchase certified non-staple food

Under the Five-Point Food Safety Policy, the AFA has assisted the Ministry of National Defense in purchasing organic or traceable agricultural products. Rewards are also given for the purchase of organic and TAP-certified ingredients to promote the safety and quality of food in the military.

Introduce soymilk to schools

Starting with children's education on drinking soymilk, during the promotion, schoolchildren learn the basic idea of domestic soybeans with easy-to-understand flashcards and by harvesting soybeans and tasting soymilk. The AFA also provides guidance on the procurement of domestically produced traceable soybeans and improves the production and marketing system of domestically produced soybeans.



7 產銷履歷驗證來把關 生產公開透明

產銷履歷驗證制度依照作物栽培及蜂產品生產风险分析，設定危害分析重要管制點，促使生產者正確使用資材，並保持詳細而完整的生產紀錄，生產過程公開、透明，產品流向可追蹤、追溯。

消費者可利用手機掃描產品包裝上的 QR Code 掌握生產資訊與流程，加上第三方驗證把關，如果違規事件發生，產品即回收、下架、銷毀，並依相關法規裁罰，產業導入產銷履歷驗證有助提高農產品安全。

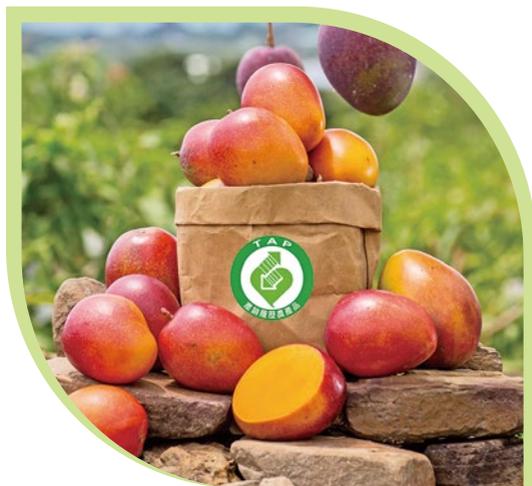
擴大產銷履歷制度 帶動產業發展

為鼓勵農民參與產銷履歷驗證，減輕農民在驗證、產品檢驗、資訊服務專員臨時工資、集團驗證所需電腦、條碼機等費用之負擔；辦理產銷履歷輔導員訓練，擴大輔導量能，優化改善產銷履

歷資訊系統及辦理相關教育訓練，並對通過驗證者給予獎勵。

建立批發市場產銷履歷蔬果交易模式

於 2017-2021 年推動「產銷履歷蔬果子母包裝共同運銷行銷計畫」，將產銷履歷蔬果以內外包裝形式黏貼履歷





標籤，供應主要消費地批發市場，並推動優先拍賣機制、交易專區，落實履歷產品之市場區隔，提升市場端交易數量及價格，藉以帶動履歷產品發展。

促進產銷履歷驗證制度符合國際標準

臺灣「香蕉良好農業規範 (TGAP)2020 PLUS」及「鳳梨、芒果及紅龍果良好農業規範 (TGAP)PLUS」，分別於 2020 年 3 月及 2021 年 3 月獲東京奧運組織委員會審認通過，其中 TGAP 2020 PLUS 香蕉成功供應東京奧運選手村。





7 TAP (Traceable Agricultural Product) certification to ensure transparent production of agricultural products

TAP certification system is designed based on the risk analysis of crop cultivation and bee product production by setting up important control points for hazard analysis to encourage producers to use materials correctly and maintain detailed and complete production records.

Consumers can use their cell phones to scan the QR Code on the product packaging to obtain the production information and production process. Coupled with third-party certification gate-keeping, if violations occur, the product will be recalled, removed from the shelves and destroyed, while the responsible party will be punished in accordance with relevant laws and regulations.

Expand the application of TAP certification system for agricultural development

In order to encourage farmers to participate in the traceability system, the AFA reduced the burden on farmers in terms of product inspection, payments for information specialists and the cost of computers and barcode machines required for group certification; the AFA also provides training for traceability system counselors, expands the capacity of counseling on traceability system for agricultural and grain production, optimizes and improves the traceability information system and provides related education and training and provides incentives to those who pass TAP certification.



Establishing a model for trading TAP fruits and vegetables at wholesale markets

From 2017 to 2021, the AFA has promoted the "joint marketing and distribution project of fruits and vegetables with TAP mark with dual-layer packaging", which will be used to supply fruits and vegetables with traceable records to wholesale markets in major consumption areas with TAP labels shown on both inside and outside. The AFA has also promoted the priority auction mechanism and trading zones to implement separate TAP products and increase the trading volume and price at the market end, so as to promote the development of traceable products.

Keep the traceability system in line with international standards

Taiwan's Bananas TGAP 2020 PLUS and Pineapple, Mango and Dragon Fruit TGAP 2020 PLUS were approved by the Tokyo Organising Committee of the Olympic and Paralympic Games in March 2020 and March 2021 respectively. Bananas produced under Banana TGAP 2020 PLUS have successfully made its way to Tokyo Olympics Village.





8 推廣有機農業 促進農業永續發展



有機農業是重視生產、生活及生態特性之產業，亦是一種對環境最友善的耕種方式，除可生產安全、優質的農產品供應市場外，亦可降低農業生產對環境之衝擊，促進生物多樣化，確保農業永續經營。目前輔導國內有機驗證與友善耕作登錄面積將近 1 萬 7 千公頃。

安全、健康、促進有機消費

有機意識從小扎根，鼓勵學校午餐食用有機食材，現有中小學校 152 萬名學生午餐每週採用有機食材量達 232 公噸以上；零售通路設置有機農產品專櫃、有機農民市集，建立有機農場電子商店等等。

拓展有機外銷市場

與紐西蘭、澳洲、日本、美國、加拿大及印度等國家完成簽署有機同等性協議，並持續與英國、巴拉圭、秘魯等國家進行有機同等性相互採認諮商作業。協助國內有機業者整合品牌及產品設計，鎖定有機同等性國家為目標市場，宣傳臺灣有機農產品標章國際市場品牌認知度，逐步開拓外銷商機。





8 Promote Organic Agriculture for sustainable development of agriculture

Organic farming is an industry that emphasizes production, living and ecological characteristics, and is the most environmentally friendly farming method. It not only produces safe and high-quality agricultural products for the market, but also reduces the impact of agricultural production on environmental mirror pollution, promotes biodiversity and ensures sustainable agricultural operation. At present, there are nearly 17,000 hectares of registered area for organic and eco-friendly farming in Taiwan.

Promote safe and healthy organic food

The awareness of organic consumption takes root in childhood. Schools are encouraged to select organic products for lunch. Currently, 1.52 million elementary and junior high school students consume more than 232 metric tons of organic ingredients for lunch each week. Organic products can be purchased through organic product shelves in stores, organic farmers' markets, and organic online stores, etc.

Promote organic food for export

Taiwan has reached organic equivalence with New Zealand, Australia, Japan, the U.S., Canada and India and will proceed to consult with the UK, Paraguay, Peru and other countries on organic equivalence. The Agency also assists domestic organic suppliers in integrating their brands to position their products for markets in these organic equivalent countries as an attempt to publicize the Taiwan Organic brand internationally. This is expected to gradually increase the share of Taiwanese organic products on foreign markets.





9 建構農產品冷鏈體系 全程冷鏈更新鮮

為 建立國內農、漁、畜產冷鏈物流基礎設施與營運能力，升級產品品質與減少耗損，發揮調節供貨的功能，協助穩定國內價格，進而提升農產品價值與安全，拓展國際市場，經行政院同意辦理公共建設「建構農產品冷鏈物流及品質確保示範體系」計畫，以輔導農民團體及農企業購置冷鏈物流設施(備)；依據產業需求建置區域冷鏈物流中心；協助果菜及花卉批發市場建置冷鏈交易、分級包裝、低溫倉儲及冷鏈相關貯運設施(備)。

循序漸進 冷鏈建置預期成果

建立農產品全程冷鏈不斷鏈示範模式，並與私部門合作帶動民間投資；充實農糧產品冷鏈基礎設施，有效減少整體供應鏈損耗 10%，降低生產成本；輔導重要批發市場升級，延長儲架壽命 50%。

全新農產運銷服務模式好處多

智慧生產並輔以冷鏈新技術，從生產、流通、加工到銷售，應用冷鏈相關技術健全農產供銷環境，提升農產品配送物流品質。





9 Build an Agriculture Cold Chain—well preserved, better freshness

To build the cold chain logistics for agricultural, aquatic and livestock products that can ensure quality and reduce waste in transit, ensure stable supply and prices of domestic produce and further the value and safety of agricultural products for export, a pilot scheme for “building an agricultural product cold-chain logistics and quality assurance system” has approved by the Executive Yuan. This scheme emphasizes counseling farmers’ groups and agricultural enterprises to purchase cold chain logistics facilities (equipment); build regional cold chain logistics centers according to industrial needs; assist fruit and vegetable and flower wholesale markets to build cold chain trading, graded packaging, low-temperature storage and cold chain related storage facilities (equipment).

for the entire cold chain of agricultural products and cooperate with the private sector to drive private investment; enrich the cold chain infrastructure of agricultural and food products to effectively reduce overall supply chain losses by 10% and lower production costs; guide important wholesale markets to upgrade and extend shelflife by 50%.

Benefits of the new distribution model for agricultural products

Smart production is complemented by new cold chain technologies, from production, distribution, processing to sales, the application of cold chain-related technologies improves the supply and marketing environment of agricultural products and the quality of distribution logistics.

Step-by-step establishment of cold chain and the anticipated outcome

Establish a model of continuous chain demonstration





10 推動農產品初級加工場登記制度 加速農產業六級化

Promoting Primary Agricultural Products Processing Yards— speedway to six-grade agriculture

協助小農取得合法加工場登記證，拓展產品上市通路，於 2020 年 3 月 26 日發布「農產品初級加工場管理辦法」，由農政單位管理農產品初級加工場以串連一級生產、二級加工及三級行銷，促進農產品多元利用，加速農產業六級化。

全方位輔導措施，加速小農加工轉型

開辦專業加工訓練課程並銜接農產品初級加工場申請登記資格，以提升農民加工專業技能及食品安全衛生知識；成立專業輔導團隊，逐場輔導農民，完成場域配置、加工製程、作業流程及衛生安全等改善，符合食品良好衛生規範準則 (GHP)，銜接農產品初級加工場登記。另強化產品行銷拉力支援，協助取得登記之農產品初級加工場產製的加工產品上架通路販售及參與展銷會，拓展市場。

To assist small farmers in obtaining legal processing yards licenses and expanding the market access for their products, the "Regulations Governing Primary Agricultural Processing Yards" was released on March 26, 2020, which allows agricultural authorities to manage primary processing yards to link primary production, secondary processing and tertiary marketing to promote the diversified use of agricultural products and achieve six-grade agriculture.

Comprehensive counseling measures to accelerate the transformation of small farmers' processing

Professional processing training courses are organized in connection with the qualification of primary agricultural processing yards registration to enhance farmers' professional processing skills and knowledge of food safety and hygiene; professional counseling teams are established to counsel farmers on a site-by-site basis to complete improvements in site configuration, processing procedures, operating flow and hygiene and safety to comply with Good Hygiene Practice (GHP) and help them obtain primary agricultural processing yards licenses. In addition, we strengthen the support for product marketing, assisting the products from primary agricultural processing yards to hit the store shelves and participate in trade exhibitions to expand their market.



11 國產米多元行銷 讓農糧成為臺灣驕傲

從生產面、文化面及消費面著手推動國產米行銷策略，依歲時節慶與地方特色舉行各式米食行銷活動，建構米穀粉製品產業鏈，鼓勵有機驗證與產銷履歷，提升精品米品牌價值與消費量。

建構國內稻米產銷體系，提升市場競爭力

輔導建置稻米產銷契作集團產區，參與契作面積全面投保水稻保險，並導入產銷履歷驗證制度，提升稻米產業競爭力。辦理稻米達人冠軍賽，鼓勵稻農精進栽培品質，強化稻米安全，建立產地特色。辦理「精饌米獎」，激勵碾米業者提升稻米加工技術及市售米品質。輔導具專業能力之磨粉廠商建立米穀粉原料供應鏈，提供米穀粉原料以利產製多元米食。

食米教育扎根，喚起消費熱情

推動國小食米學園，辦理國高中職學生食米教育講座，於課程融入米食營養與米食文化知識，深耕產地消觀念。舉辦高中職學生運用國產米創意米食競賽，

培養運用國產米觀念。輔導地方政府、農會及公協會團體，辦理結合地方特色之米食行銷活動，傳承米食文化。

拓展消費通路，強化行銷廣度

協助米食競賽冠軍產品量產，於便利商店及量販通路銷售。透過展覽、展售場所及結合電商平臺建置食米及米製品銷售專區，拓增消費者通路及客群。輔導烘焙業者開發以國產米為主原料之米糧烘焙精品，滿足國人多元化產品消費需求。輔導包裝食米及米食製品業者重新建立品牌識別，推出結合地方特色及美學之新包裝產品上市，提升國產品競爭力。





11 *Diversified marketing of domestic rice—making agricultural food the pride of Taiwan*

The AFA promotes the marketing strategy of domestic rice from the production side, cultural side and consumption side and hold various rice food-related marketing activities alongside the festivals and local characteristics to build a rice and grain flour product industry chain, encourage organic certification and traceability and enhance the brand value and the consumption of quality rice.

Build a domestic rice production and marketing system to enhance market competitiveness

The AFA provides guidance to producers on the establishment of rice production clusters, participation in comprehensive rice insurance for the contracted area and adoption of the TAP system. The Rice Master Champion Competition is organized to encourage rice farmers to improve cultivation quality, strengthen rice safety and establish local characteristics. "Fine Dining Rice Award" is held to encourage rice millers to improve rice processing techniques and the quality of marketed rice. Guidance is provided to professional milling companies to establish a supply chain of rice flour raw materials, while rice flour raw materials are supplied to processors to facilitate the production of diversified rice products.

Promote rice education on campus to increase consumption willingness

Promote eating rice at school for elementary school students and hold rice education seminars for high school and vocational students to integrate rice nutrition and rice culture into the curriculum. To promote the concept of local production and local consumption by incorporating knowledge of rice nutrition and rice culture into the curriculum. Organize creative rice competitions for high school and vocational students to cultivate the concept of using domestic rice. To assist county and municipal governments, farmers' associations and public associations in organizing rice marketing activities that incorporate local characteristics to pass on rice culture.

Expand sales channels to market rice and crops products.

Assisted in the mass production of the winning products of the rice competition and sold them in convenience stores and mass merchandising channels. Through the exhibition and sales venues and e-commerce platforms, the AFA has set up a dedicated sales area for rice and rice products to increase consumer access and customer base. The bakery industry will be assisted to develop bakery products using domestic rice as the main raw material to meet the demand for diversified products. The AFA provides guidance to packaged rice and rice products manufacturers to re-establish their brand identity and launch new packaging products that combine local characteristics and aesthetics to enhance the competitiveness of domestic products.



12 地產地消拓通路 穩定國內農產品產銷

Local production and consumption of agriculture products for greater market stability

協助農民於各式通路行銷，都會區設有「臺北希望廣場」、「圓山花博廣場」定期定點假日農民市集，各地區則依規模陸續設有「農民直銷站」、「社區小舖」及「農民市集」，結合農村社區加強農特產品銷售，活絡農村地方產業經濟發展。

線上線下動起來，全民支持好農產

號召企業團購國產蔬果，藉由提升企業社會責任，表揚企業公益形象，引領更多企業共同支持臺灣農產品。

鼓勵手搖飲業者以國產水果作為主要原料開發販售飲品，推廣大眾多元食用國產水果，提高國產水果消費量及競爭力。並視各蔬果產銷情形，發動各級農會共同採購，推動量販超市及電商等各大通路加強採購國產蔬果，全民共挺臺灣農業。

To help farmers in marketing through various channels, the "Taipei Hope Plaza Farmers Market" and the "Taipei Expo Farmers Market" are held in the metropolitan area on a regular basis, while "farmers' direct sales stations," "community shops" and "farmers' markets" are set up in each area according to the scale of the market, to strengthen the sales of agricultural specialties and revitalize the economic development of rural local industries through integration with rural communities.

Make an all-out effort to promote agricultural products online and offline

In the name of social responsibility and the public good, enterprises are called upon to support Taiwan's agricultural products.

The AFA encourages hand-shaken drink shops to develop and sell beverages using domestic fruits as the main raw material to promote the diversified consumption of domestic fruits by the public and to increase the consumption and competitiveness of domestic fruits. In addition, depending on the production and marketing condition of fruits and vegetables, the AFA mobilizes rural farmers' associations to make joint purchases; the AFA also actively promotes supermarkets, e-commerce and other major channels to strengthen the purchase of domestic fruits and vegetables, so that all people can support Taiwan's agriculture.



13 讓世界看見臺灣 拓展海外市場

辦理「水果、蔬菜、花卉、雜糧及特作產業國際品質驗證費獎勵」，輔導受嚴重特殊傳染性肺炎影響之水果、蔬菜、花卉、雜糧及特作產業之農民、產銷班、農民團體及農產業與事業相關法人、團體等取得國際驗證，拓展海外市場。



香蕉升級 前進東奧選手村

與日本靜岡縣、茨城縣及三重縣各級單位等合作，將臺灣香蕉導入日本中小學童營養午餐水果，加強日本人對臺灣印象；為符合東京奧林匹克暨帕拉林匹克運動會組織委員會的食材供應規定，將香蕉 TGAP 升級成香蕉 TGAP PLUS 版，提供 2020 年東京奧運選手食材。

臺灣精品咖啡，飄香全世界

為提升臺灣精品咖啡國際知名度，與國際推廣精品咖啡單位「卓越咖啡聯盟（Alliance for Coffee Excellence, ACE）合作，將國際咖啡競標制度導入臺灣，透過國內外專業杯測評鑑篩選出臺灣咖啡國家

隊後，薦送至典藏咖啡拍賣平台（Private Collection Auction，PCA），讓全球各地喜歡精品咖啡的消費者於線上競標，將我國咖啡產區與國際精品咖啡市場完美連結。

臺灣好蔬果，外銷多元化

臺灣蔬果好就是要讓全世界知道！
導入外銷供果園果品品質安全管理體系，

指導農民安全用藥；媒合生產端農民、產銷班或農民團體與出口業者簽訂合作意願書，鼓勵出口業者至「外銷作物生產供應鏈」系統登錄，輔導供果園及集貨包裝場衛生安全品質管理；並實施外銷水果三級品質管理，拓展外銷市場。



13 Raise the visibility of Taiwan in the international arena – expansion to overseas markets

The AFA's "International Quality Certification Fee Award for Fruits, Vegetables, Flowers, Miscellaneous Grains and Specialty Crop Industries" provides assistance to farmers, agricultural production and marketing group, farmer groups and agro-industry and business-related corporations and organizations affected by Covid-19 to obtain international certification and expand to overseas markets.

Introducing upgraded bananas to Tokyo Olympic Village

The Agency has worked with the government agencies in Shizuoka Prefecture, Ibaraki Prefecture and Mie Prefecture, Japan to introduce Taiwanese bananas to elementary and junior high school lunches in Japan. To comply with the food supply regulations of the Tokyo Organising Committee of the Olympic and Paralympic Games, bananas have been upgraded from TGAP to TGAP PLUS in preparation for the Tokyo 2020 Olympic Games.



Produce world-renowned Taiwanese specialty coffee

Since 2021, the Agency has worked with the Alliance of Coffee Excellence (ACE) to raise the visibility of Taiwanese specialty coffee to introduce the international coffee auction system. Through the Cup of Excellence (COE), the select national specialty coffee team is put on the Private Collection Auction (PCA) for consumers across the globe to bid online. PCA creates a perfect connection between Taiwanese coffee and international specialty coffee markets.

Export a variety of domestic fruits and vegetables

To raise the visibility of Taiwanese fruits and vegetables, the AFA introduces the quality and safety management system for orchards for export, where farmers, agriculture production and marketing groups and farmer groups are guided to use pesticides safely and sign letters of intent with exporters; in addition to encouraging exporters to register as the "export crops supply chain," the AFA also counsels orchards and packing yards on how to manage health and safety and quality and implements three-tier quality management for export fruits.





14 疫情下的轉機 為生活增色添香

嚴重特殊傳染性肺炎疫情肆虐期間，為避免群聚感染，廟宇祭祀活動暫停、婚宴不宴客、喪禮不公開，國內花卉市場受到嚴重衝擊；同時，受疫情影響，民眾在家自煮比例越來越高，相對更重視食材安全與健康蔬果。透過多元宣傳花卉教育、蔬菜箱銷售輔導，減少農民損失，全民攜手挺過疫情。

美好生活 有花相伴

推動花卉產業紓困振興措施，包括提供花卉、種苗業艱困經營者受僱員工薪資補貼，另為擴大國內花卉使用，於公共場域進行花卉布置；與逾百家超市門市通路合作，建立民眾便利購花管道；積極開發推廣各式用花場合與用花時機，如廟宇參拜、休閒旅遊產業用花等；推廣校園花卉教育，培養家庭生活用花習慣等，協助農民挺過疫情的衝擊。

防疫自煮 安心購買蔬菜箱

因應疫情管制措施，原有通銷管道銷量減少及消費者自煮需求，輔導農民團體推廣蔬菜箱，依季節搭配當季蔬菜不同組合變化，將新鮮蔬菜直接配送到消費者手中，提供大眾安心便利採購的好選擇，同時也引導產業轉型升級，化危機為轉機。





14

The Life Under the COVID-19 Pandemic: A Turn for the Better



To avoid cluster infection, the traditional ritual and worship activities in temples are suspended, the wedding receptions are held without any banquets, and the funerals are held without public memorial ceremonies during the COVID-19 outbreak. These new regulations have a serious impact on the domestic floriculture market. Meanwhile, more and more people choose to cook at home during the coronavirus outbreak. Correspondingly, people would attach more importance to the safety of food ingredients and the healthfulness of fruits and vegetables. Through the diversified promotions of floriculture education and guidance on vegetable box marketing, the AFA reduced the farmers' losses and helped everyone thrive through the COVID-19 pandemic hand in hand.

More Flowers, Better Lives

The AFA promoted relief and economic stimulus measures for the floral industry, including providing salary subsidies to the employees of the floral industry and decorating the public places with flowers and plants to expand the use of domestic flowers and plants. Secondly, the AFA collaborated with hundreds of supermarkets, retail outlets and distribution channels to build a convenient way to people to purchase flowers. Thirdly, the AFA proactively develops

and promotes all sorts of occasions and timing when flowers can be used, such as worshipping in the temples or by leisure and tourism industries. Lastly, the AFA promoted floriculture education in schools and developed a new habit of using flowers in family life. These measures and promotions were the ways through which the AFA had helped the farmers manage the impact of the COVID-19 outbreak..

New Ways for Pandemic Prevention: Purchase a Vegetable Box and Cook at Home

In response to the pandemic control measures, the sales volume of the original distribution channels decreased and consumers opted for self-cooking, the AFA mentored and helped the farmer groups promote vegetable boxes. The seasonal vegetables were paired up into various combinations and then delivered directly to customers. It's not just a good option for the public to purchase fruits and vegetables safely and conveniently but guided the transformation and upgrade of the industry, turning the crisis into an opportunity.



面向未來

農糧署將持續結合環境永續精神，提供安全優質農糧產品。在生產端，鼓勵農民採尊重生態、維護資源永續的耕種模式，例如持續輔導合理化施肥、兼顧農民用肥權益及環境友善，並擴大推動產銷履歷及有機驗證，設置大面積專區及促進區；另為減少碳足跡、鼓勵地產地消，推動學校午餐使用三章一Q國產在地食材，全面帶動國內農業永續發展。

在拓展國外市場部分，包含輔導農機、設施(備)購置、提升作業效率，強化農產品採後處理、冷鏈體系、改善包裝及裝櫃，利用科技設備記錄儲運過程之溫度監測，提高外銷產品到貨品質並增長貯架壽命，強化我國農產品國際品牌形象，提升競爭力。



Future Prospect

The AFA will continue to incorporate the spirit of environmental sustainability to provide safe and quality agricultural food products. On the production side, the AFA will encourage farmers to adopt a farming model that respects the ecology and maintains sustainable resources, such as providing guidance on rational fertilization, finding the balance between farmers' rights to fertilizer use and environmental friendliness and expanding the promotion of TAP and organic certification by setting up large-area zones and promotion areas. In addition, in order to reduce the carbon footprint and encourage implementing the model of the Local Production Local Consumption, the AFA promotes the use of domestically produced food ingredients with the Three Labels and One QR Code in school lunches to lead domestic agriculture to a more sustainable path.

In the part of expanding foreign markets, the AFA takes measures including counseling on the installation of agricultural machinery, facilities (equipment) acquisition, improving operational efficiency, enhancing post-harvest techniques, strengthening the cold chain system, improving packaging and container loading, the use of technological equipment to record the temperature monitoring of the storage and transportation process, improving the arrival quality of exported products and increasing their shelf life, strengthening the international brand image of Taiwan agricultural products and enhancing their competitiveness.



行政院農業委員會農糧署

中興辦公區

540207南投縣南投市光華路8號
No.8, Guang-hwa Rd., Nantou County 540207
電話：049-233-2380
Tel：+886-49-233-2380

臺北辦公區

100024臺北市杭州南路一段15號
No.15, Sec.1, Hangzhou South Rd., Taipei City 100024
電話：02-2393-7231
Tel：+886-2-2393-7231

政府出版品編號：GPN 3811100002



農糧署



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