

農業推廣課

Agricultural Extension Section



農業推廣業務以農業推廣教育、農業經營輔導、農村生活改善輔導及農業資訊為主要工作重點，並負責本場為民服務單一窗口。

在推廣教育方面，辦理多項農業推廣人員、專業農民及原住民之專業訓練講習，包括生產技術、農產品加工、農業相關法規、產銷班資訊系統應用等；並輔導花蓮、宜蘭兩縣之四健推廣教育工作。

在農業經營輔導方面，輔導整合花蓮縣及宜蘭縣農業產銷班共612班，加強其組織運作及班會活動；並由農委會培育之農業經營管理顧問專家以責任點輔導方式，選定區內具有潛力之產銷團體進行企業化經營診斷輔導共12處。輔導文旦、山蘇、花卉及休閒農業等產業成立策略聯盟。

在農村生活改善輔導方面，積極辦理基層家政推廣工作人員訓練，指導農家膳食及衛生設備之改善，農村環境美化；並配合休閒農業之發展，輔導農村婦女以「田媽媽」標誌經營地方料理及手工藝副業，增加農村家庭收入。另積極研發食譜及編印推廣手冊，以達宣傳推廣地方農特產品之目的，並辦理農特產品展示、展售活動，以拓展銷售管道。為建構兼具生產、生態及生活且與休閒觀光結合之農村新風貌，積極推動羅山村成為全國第一個有機農業村。

在農業資訊方面，發行「花蓮區農業改良場業務年報」、「花蓮區農業改良場研究彙報」、「花蓮區農業專訊」、「花蓮區農情月刊」、「花蓮區農技報導」及「研討會專刊」，以推廣農業新知。輔導農業產銷班建立網站，並建立「花蓮區農業改良場全球資訊網(www.hdais.gov.tw)」，以推廣本場業務及服務社會大眾。

The Agricultural Extension Section of this Station provides various educational classes, assists to improve farm management and rural living, and provides necessary information related to agricultural activities to the farmers. This unit is also the prior channel to provide services to the farmers and the public in general.

Various training courses are held regularly for the agricultural extension personnel, core farmers and aborigines. The subjects of the trainings cover production techniques, agricultural products processing, government's regulations, the application of information system related to production and marketing, etc. We also assist the 4-H clubs in Hualien and Yilan Counties to carry on extension and educational activities.

In providing assistances of improving agricultural management to the farmers, we have guided a total of 612 production and marketing groups to strengthen their structure, operation and competitiveness. Specialized consultants from the Council of Agriculture are also frequently invited to diagnose and instruct potential production and marketing groups to improve their management. Twelve cases have already been completed successfully. In addition, specialists from this Station continue to help farmers to set up strategy coalitions



推廣教育訓練學員實習情形 Trainees taking classes in our agricultural education program.

for the production of Wentan pomelo, nest fern and flower crops, and for the management of leisure agriculture.

In the tasks of improving rural living, various training courses have been held for the extension personnel of the farmers' association. Our specialists also guide the rural families to improve their diet and hygiene conditions, and the beautification of the village environments. To cope with the development of leisure agriculture, we assist the rural women to produce and sell food and handicrafts with unique local characters with the brand-name of "Country Mami".

Other activities include the publication of recipes and propagation pamphlets, and the holding of exhibition activities to promote the marketing of local agricultural products. This Station has also assisted Loshan Village to become the first organic agricultural village which combines production, environmental preservation, improved rural living and recreation together to form a model for other villages in Taiwan.



輔導農業產銷班組織運作及班會活動

Assisting the operation of agricultural production/marketing groups



文旦策略聯盟成員品管圈訓練 Training members of the Wentan pomelo Strategy Coalition to form the "Quality Control Circle".



大型超級市場之吉園圃產品專櫃
Display of agricultural products carrying “GAP (Good Agricultural Practice)” label in supermarkets.



編印農產品食譜推廣手冊 Publishing recipes of locally-produced agricultural products to promote sales.



農特產品展示展售活動，以拓展銷售管道
Holding exhibition to promote sales of locally-produced agricultural products.

「花蓮區農業改良場全球資訊網 (www.hdais.gov.tw)」提供最新資訊及服務農民及社會大眾 Hualien District Agricultural Research and Extension Station Worldwide Web (www.hdais.gov.tw) provides latest information and service to farmers and all other people.



定期出版各式農業期刊，以推廣農業新知

A variety of agricultural periodicals were published regularly to provide new agricultural knowledge.

輔導農業產銷班製作有機農業網站 Assist agricultural product-cum-marketing groups to set up a website of organic agriculture.

