

農業

推廣中心

Agricultural Extension Center

農業推廣 Agricultural Extension

積極推動農業建設方案之各項工作，以達建立「富麗農村」之目標，加強輔導產銷班組織以健全產銷體系，藉以改善產銷經營運作。在推廣教育方面，積極辦理專業農民及原住民農業經營訓練、產銷班幹部及班員訓練，加強班會活動，製作廣播與電視節目及教材以擴大教育效果。發行「花蓮區農業專訊」、「農技報導」及「花蓮區農情資訊」等刊物以綜合報導農業新知，並研發各種電腦資訊系統以加速資訊取得。在農村生活方面，積極辦理基層家政推廣工作人員之訓練，指導農家膳食及衛生設備之改善、農村環境之美化，藉以改善農民生活環境，並加強辦理農村文化輔導，提高農村生活品質。近年來更積極進行鄉土蔬菜食用方法之研究，製作各種「鄉土蔬菜食譜」頗受各界之喜愛。為宣傳促銷轄區農特產品，積極辦理農產品展售推廣活動，編印富麗便當月曆以推廣富麗良質米，並辦理有機農產品展示展售等活動，以拓展銷售管道。



▲ 農業推廣訓練中心 Agricultural Extension Center

農業推廣中心 Agricultural Extension Center

Agricultural extension programs include farm management, agricultural extension education, and home economics. These programs should strengthen the functions of the production and marketing groups, reduce production costs, increase farmers' income, and establish a rich and beautiful rural community. Extension education is carried out by conducting short courses, promoting group study, and using video and audio equipment. Three popular publications, 'Hualien Agriculture Quarterly', 'Agricultural Technique Pamphlet', and 'Hualien Agricultural Newsletter' are published by this station. Computer systems for obtaining and releasing more agricultural information have been established. Home economics undertakes the improvement of diet programs, rural sanitation, and rural beautification to improve farmers' living conditions. Research on native vegetable cuisine is also in progress, and popular recipes have been designed and published. Demonstration and marketing activities were held to promote local agricultural products. Fuli lunch box calendars were printed and distributed to promote Fuli quality rice. Extensional and promotional activities were also held for organic farming products to expand their marketing channels.



► 農民專業訓練
Professional training for farmers



農業推廣中心

Agricultural Extension Center



- ◀ 「花蓮區農業專訊」、「農技報導」、「農情資訊」
- Publications 'Hualien Agriculture Quarterly', 'Agricultural Technique Pamphlet' and 'Agriculture Newsletter'



- ▲ 指導高齡者點心製作
- Guiding senior farmers to make snacks

- ◀ 農產品食譜研發
- Developing new recipes for agricultural products



農業推廣中心 *Agricultural Extension Center*

- ▶ 富麗米推廣—印發富麗便當月曆
Promotion of Fuli quality rice by printing and distributing Fuli lunch box calendars

- ▼ 有機農產品展售推廣
Extensional and promotional activities for organic farming products



- ▲ 輔導休閒農業 Guidance the Leisure Agriculture

