

農業經營管理

農業經營管理主要協助宜蘭花蓮地區核心農民、青年農民、農業生產合作社、產銷班、原鄉部落等，提升農業生產技術及經營管理職能。

為產銷一體、六級產業鏈發展與產業群聚之效益，積極輔導農會、農民團體及農民共同建立農業產業合作平台。輔導推動地

區型農業，發展地產地消與社區支持型農業產銷模式，建立生產者與消費者間緊密關係，縮短銷售通路、增加農產品附加價值。

另為活化農村人力及發展農村特色，積極辦理基層家政推廣人員及農村婦女訓練，編印推廣手冊及料理食譜，鼓勵農村婦女研發地方農產品特色料理、食品加工及手工藝產品創作，配合休閒農業發展，增加農村家庭收入及推廣地方農特產品，以確實推動地產地消之策略。🌱

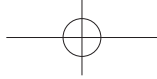


Agricultural business management

The objectives of agricultural business management are to help farmers, young farmers, agricultural production cooperatives, production and marketing groups, and aboriginal villages improve agricultural production techniques and business management competency.



To facilitate integrated production and marketing, develop the leisure agriculture industrial chain, and form industry clusters, we actively counsel farmers, farmers' groups, and farmers' associations on jointly establishing a platform for cooperation in the agricultural industry. To coach and to promote regional



agriculture, we develop local production and local consumption and community-supported agricultural production and marketing models, establish a close relationship between producers and consumers, reduce sales channels, and increase the added values of agricultural products.

To develop the labor force and features of rural villages, as well as to facilitate local production and local consumption, we actively provide training for local housekeeping and extension personnel and rural women, publish promotional manuals and cooking recipes, encourage rural women to research and develop specialty cuisines using local agricultural ingredients and process foods and create handicraft products, and cooperate in the development of agricultural recreation to increase the income of rural households and to promote local agricultural products. 🍽️

1. 產銷班經營管理輔導，提升經營績效
Improved business performance by providing business management counseling to production and marketing groups.
2. 發展地產地消，建立生產者與消費者緊密連結
Established a close relationship between producers and consumers by developing local production and local consumption.
3. 輔導青年農民，提升生產技術及經營管理職能
Taught young farmers to enhance agricultural production techniques and business management competency.
4. 辦理產銷履歷系統操作課程，輔導農友建立產品安全追溯體系
Conducted classes teaching farmers to operate the production and marketing traceability system and help farmers establish a product-safety traceability system.
5. 輔導農村婦女研發在地特色料理，促進地產地消
Promoted local production and local consumption by teaching rural women to research and develop local specialty cuisine.