

浪子的苦瓜王國 明富種苗－黃盛增

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外型壯碩，擁有瀟灑浪子般的外表，網路盛名-新月，即是屏東最大的蔬菜育苗場

-明富種苗的二代接班人-黃盛增。

轟隆運轉的機器，產線上流暢的自動化作業，同時間完成填土與播種，一盤盤的穴盤，不停地不停地轉動送出…。位在屏東南州的明富種苗，僅有 1.3 公頃的育苗場看來不大，卻是全臺苦瓜種子與種苗市佔八成的的重要生產基地，銷售全臺農民的苦瓜種苗，可種植面積達 1000 餘公頃，產出苦瓜量約占全臺市場以上，即市場每三條苦瓜就有二條是從明富種苗出去的，誰能想像到在幾十年前，黃家人刻苦耐勞撿起他人看輕的薄利事業，在第一代的黃瑞雄創業至第二代黃盛增接手，在短短兩代間大翻身，成了享譽全臺的苦瓜育苗場！

擔任「蔬菜產銷班」班長期間，盛增數度榮獲全國優良產銷班，並入選第 30 屆「全國模範農民」以及行政院農委會第二屆「百大青年農民」，近期更當選屏東縣

青農聯誼會總會長，擔任南臺灣青年農民標竿領袖，運用其深廣之人際關係及熱誠，協助青農解決農事問題，同時兼顧企業社會責任。盛增感性且誠懇地說：場區裡那些陪著明富打拼奮鬥幾十年的員工們，沒有他們就沒有現在的明富，我更應該為他們建立一個能夠安身立命之場所。因此協助中高齡員工進行相關技能學習，或協助轉換工作場域，以維繫其因時空轉變而受到的工作權挑戰問題。

滿懷對土地的熱愛及農業文化底蘊的傳承，淬鍊了多年經驗及技術，盛增已然成為在地農友背後很重要的「推手」，那份熱情與堅持，難能可貴。盛增堅定的表示：

不只要明富好，更要能夠將明富變好的方法，擴散到整體農業上下游產業鏈中，如此才能夠帶動臺灣整體農業及社會環境一起變好！平時從事種苗生產工作之外，閒暇時進修充實知識技能，尋找方法追求突破、創新，教導青農會員栽種實務與施作技巧，結合在地及專業農作優勢，深耕出浪子與南州的農業王國。



¹ 種苗改良繁殖場產業服務科 技佐

The Maverick's Bitter Melon Kingdom: Ming Fu Seedlings, led by Huang Sheng Zeng.

Lin San-Fu¹

With a robust and cool appearance, Huang Sheng Zeng, known by his online alias 'New Moon,' is the second-generation successor of Ming Fu Seedlings, the largest vegetable seedling farm in Pingtung.

The rumbling machinery operates tirelessly, smoothly executing automated operations on the production line—simultaneously filling soil and sowing seeds into trays that incessantly rotate and dispatch. Situated in Nan-cho, Pingtung, Ming Fu Seedlings may appear modest with its 1.3-hectare nursery, yet it serves as a crucial production hub, commanding 80% of Taiwan's market share for bitter melon seeds and seedlings. Catering to farmers across Taiwan, these bitter melon seedlings cover over 1,000 hectares of cultivation, contributing to more than two-thirds of the total bitter melon production in the Taiwanese market. Imagine, decades ago, the Huang family diligently undertook a seemingly low-profit endeavor that others overlooked. From the first generation with Huang Rui Xiong's entrepreneurial beginnings to the second generation with Huang Sheng Zeng's leadership, within just two generations, they transformed into the renowned bitter melon seedling farm across Taiwan.

During his service period as the head of the 'Vegetable Production and Marketing Class,' Sheng Zeng has repeatedly been honored with the national outstanding production and marketing class award. He was also selected as the 30th 'National Model Farmer' and as one of the 'Top 100 Young Farmers' by the Council of Agriculture, Executive Yuan. Recently, he was elected as the President of the Pingtung County Young Farmers' Association,

assuming the role of a leading figure among young farmers in southern Taiwan. Leveraging his extensive network and fervor, he assists young farmers in resolving agricultural issues while balancing corporate social responsibility. Sheng Zeng, in a heartfelt and sincere manner, states: 'The employees who have devoted decades of hard work alongside Ming Fu are the cornerstone of our present success. I feel compelled to create a place where they can find security and livelihood.' Therefore, he aids middle-aged and elderly employees in acquiring relevant skill sets or transitioning to alternative work environments to address challenges arising from temporal and spatial changes in their job requirements.

Brimming with a passion for the land and inheriting the cultural legacy of agriculture, honed through years of experience and technical expertise, Sheng Zeng has become an instrumental figure behind local farming communities. His unwavering enthusiasm and perseverance are truly commendable. He steadfastly asserts, 'It's not just about Ming Fu being good; it's about disseminating methods that make Ming Fu better throughout the entire agricultural supply chain. Only then can we drive improvements in Taiwan's overall agriculture and societal environment!' Besides his involvement in seedling production, during leisure moments, he pursues further education to enhance knowledge and skills, seeking breakthroughs and innovations. He imparts practical cultivation techniques and skills to young farmer association members, combining local and professional agricultural advantages to deeply cultivate the agricultural kingdom of maverick in Nan-cho, Pingtung.

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