

種苗創新培育家－張佳宏

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「採用科技智慧管理、持續培育青農，達到社會共好、友善土地、邁向國際的目標。」，甫當選第33屆十大神農，亦是第6屆百大青農，台一農業科技有限公司總經理-張佳宏精準地提出未來的企業目標。

位於南投埔里的「台一種苗場」成立於1991年，由張佳宏的父親-87年神農獎得主-張國禎董事長所經營，當時以蔬果穴盤育苗方式，獨步全臺，並應用現代科技創新植栽農法，提供優質種苗，加強服務農民，增加農民收益，持續不斷地為農民的福祉默默耕耘。

身為農家子弟，成長過程多伴隨著父親胼手胝足開創種苗事業的記憶，很早便在腦海裡編織農業夢想，進而也孕育出強

烈使命感。佳宏自屏東科技大學農園系畢業後，返鄉務農，要為臺灣農業的未來善盡一己之力。

2016年，佳宏承襲父親創立台一種苗場的精神，成立「台一農業科技有限公司」，導入「熱情、科技、創新」的經營理念，以「永續農業，循環經濟」為主要核心目標，帶領台一企業走向革新轉骨的新面貌。

臺灣種苗產業要有所提升，首先就是智慧農業、科技導入等措施，同時必須兼顧企業社會責任。佳宏感性且誠懇地說：「導入智慧科技是要讓台一繼續提升，為臺灣整體農業作更多。場區裡那些陪著台一打拚奮鬥幾十年的老員工們，沒有他們就沒有現在的台一，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，以維繫其因為智慧農業而受到的工作權挑戰問題，並兼顧多元性別與創造性別平等的就業機會。

現任仁愛鄉青農聯誼會會長的佳宏，以



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「共好」為目標，扶植在地百餘位青農，提供技術降低青農學習經營門檻及風險，讓原鄉及在地青農找到一條回鄉務農的路，協助青農改善農業設施、共同推廣農產品，凝聚向心力，一起打拼，創造原鄉部落的就業機會與產業經濟。

早在幾年前佳宏便察覺到循環農業為未來的趨勢，在 2015 年即引進第一台紙鉢機，導入環保紙鉢技術取代傳統穴盤苗。紙鉢技術不只讓苗株品質更好更健壯，紙鉢可在土壤中無害降解，其碳足跡比塑料杯少 20% 以上，因此，在 2017 年引進功能及效率更強的 NGL 紙鉢機，此型號為臺灣第一台，亦為臺灣最高規格機種，效率提高 8 倍。2017 年大埔里地區百香果農民開始試用後，多數農民皆已改用紙鉢苗，2018 年銷售量較 2017 年成長 52%。

除此之外，佳宏同時致力推行友善耕作政策、促進有機農業發展，使用綠產品

用料，如：紙鉢、Klasmann 專屬介質土（通過 PEFC 森林認證）及 ELLEPOT 育苗紙（FSCTM 認證），減少大量農業廢棄物、減碳 / 省電 / 省水，以達到淨零排放之目標。

佳宏表示：「建立永續環境不能等，必須從小注入循環農業 DNA。」因此，積極推動食農教育體驗活動及自然保護教育，2016 年迄今，約有 2,500 位學童參與活動，其他諸如提供紙鉢蜜源植物苗於校園種植、復育蝴蝶、石虎保育（進行中）等，都是佳宏近年帶領台一積極努力投入的方向。

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，佳宏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。佳宏堅定的表示：「不只要台一好，更要能夠將台一變好的方法，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！」。



Innovative Seedling Breeder-Chia-Hung Chang

Sheng-Fu Lin¹

"Adopt technological and intelligent management, and continuously cultivate young farmers, to achieve the goal of improving social co-benefits, land friendly and moving forward to globalization. " the objective accurately proposed by Mr. Jia-Hong Chang , the CEO of Taii Agricultural Co. who just was elected as the 33rd Top Ten Farmers and the 6th Top 100 Young Farmers of Taiwan in 2022.

" Taii Seedling Farm" , located in Puli, Nantou, was established in 1991. Jia-Hong' s father, Guo-Zhen Chang, who was the winner of Shennong Award in 1998, founded it. At that time, the company was unique in Taiwan because of using plug seedling cultivation for vegetables and fruits and applying modern technology to innovate planting methods to provide high-quality seedlings. Taii is always trying to strengthen service to farmers for increasing farmers' income and well-being. Taii continuously contributes silently for the welfare of farmers.

As a farmer's son, the growing process of Jia-Hong was mostly accompanied by the memory of his father's tireless efforts for the seedling business. It makes him to weave agricultural dreams in his mind very early, which in turn gave birth to a strong sense of

mission. After graduated from the department of agriculture in National Pingtung University of Science and Technology, Jia-Hong returned to his hometown to dedicate himself to agriculture of Taiwan.

In 2016, Mr. Chang inherited the spirit of founding of Taii Seedling Farm from his father and established " Taii Agricultural Co." introducing the business philosophy of "enthusiasm, technology, and innovation" and taking "sustainable agriculture, circular economy" as the core goal, leading Taii enterprise turn into a new look of innovation and transformation.

Jia-Hong thinks that in order to improve the seedling industry in Taiwan, the first step should be introducing smart farming and related technology, at the same time, corporate social responsibility must be taken into account. "The introduction of smart technology allowing Taii to improve continuously and do more for Taiwan' s agriculture. There would be no Taii without those old employees who have worked hard with Taii for decades. I should build a shelter for them to settle down. " said Jia-Hong with emotion and sincerity. Therefore, they help middle-aged and senior employees to

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learn relevant skills or to get a new job for maintaining their work rights under the threat of smart agriculture. Of course, they also take into account gender diversity and create gender-equal employment opportunities.

As the president of the Youth Farmers Association of Renai township with the goal of "working together and sharing the common good", Jia-Hong provides skills for youth farmers to lower the threshold and risk of learning to operate, allowing them to find a way to return to their hometowns. He also helps them to improve agricultural facilities, promote agricultural products, and gathers the centripetal force to create employment opportunities and industrial economy in their hometowns.

As early as a few years ago, Jia-Hong recognized the future trend of circular farming and introduced the first paper bowl machine in 2015. He used the paper bowl to replace the traditional plug trays. It not only made the seedlings growing better and stronger, but also harmlessly degraded in the soil. Even the carbon footprint is 20% less than that of plastic ones. Thus in 2017 Taii introduced the NGL paper bowl machine with stronger functions and working more efficiently, which was the first and the highest specification machine in Taiwan, with 8 times higher efficiency than original one. Passion fruit farmers in the Dapuli area started to use in 2017, and most of them have switched to use the paper bowl. In 2018, the sales volume

increased 52% compared to that of 2017.

In addition, Jia-Hong also dedicates to promoting friendly farming policy and organic agriculture development. He uses green products such as paper bowls, Klasmann exclusive medium (PEFC certified) and ELLEPOT seedling paper (FSC™ certified) which reduced a large amount of agricultural waste, carbon/electricity/water, for achieving the goal of net zero emissions.

"The establishment of a sustainable environment cannot wait. The concept of circular agriculture must be rooted from childhood." Said Jia-Hong. That's why they actively promote food and agriculture education activities and nature conservation education. Since 2016, about 2,500 children have participated in the activities. Others like providing nectariferous plants cultured with paper bowls for campuses, restoration of butterflies, and conservation of stone tigers are also in progress. This is the direction in which he has lead Taii to make great efforts in recent years.

With his love for the land and the inheritance of agricultural culture, as well as his many years of experience and skills, Jia-Hong has become an important "driving force" behind the local farmers. His passion and persistence are invaluable. Mr. Chang firmly said, "We hope not only to make Taii better, but also to spread those good things to the whole industrial chain. So that, we can drive the whole agricultural and social environment in Taiwan to become better."