

臺灣百香果種苗界的標竿—— 專訪台香種苗股份有限公司劉清尊 董事長

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當行經彰化 141 縣道，發覺路旁的景色變化成一排排溫網室的拱形屋頂波浪時，暗示著我們已是經過臺灣最大的百香果種苗供應廠—台香種苗股份有限公司。本次有幸專訪的台香種苗創辦人—劉清尊董事長，曾任職於行政院農委會種苗改良繁殖場及農業試驗所各約 1 年及 18 年，在民國 77 年因緣際會投入種苗產業，一開始也是從失敗中獲取經驗，但因有過農政單位服務的經歷，在當時臺灣百香果生產因為病毒病幾乎快被打垮之際，透過健康種苗生產技術，從南投埔里開始試種，讓臺灣的百香果產業得以重建。在訪談過程中劉清尊董事長提到：「種苗賺的錢不多，但成敗在種苗」，隱隱傳達董事長對於種苗企業在整個農業生產體系中所應肩負的責任感。

百香果是一項極具經濟價值的水果，不只鮮食或做成果汁，也能入菜及衍生其他的食、飲品，是全球皆有需求的原料，

在國內的種植面積也是逐年增加。需求的上升帶動機會，劉清尊董事長認為台香要成為臺灣百香果種苗的指標廠，以此理念投資建廠，完整的整廠規劃包含資材設計、廠區動線、工作區劃分等，處處見用心，同時亦設立生技檢驗室負責病原檢定的品管作業，並持續進行品種保存收集的工作。此外順應科技潮流，建立智慧化溫室，並以機器取代人力進行種苗套袋包裝，效率大幅提升 3 倍。

從開始的兩棟溫室擴展到擁有 120 畝的現代化百香果健康種苗培育工廠，台香種苗供應全臺灣約 8 成的百香果苗株，海外的種苗市場也遍布越南、中國大陸、馬來西亞、泰國及韓國等國家。在東南亞，百香果的收益比咖啡還要好，農民爭相來指定購買印有台香商標紙箱包裝的百香果苗，使得公司不得不設計防冒紙箱，雖然讓人哭笑不得，但也間接認證台香的種苗品質深受肯定。

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種苗臉譜

台香種苗從 104 年至 109 年間正值發展上升階段，然而遇上 COVID-19 疫情，百香果種苗的訂單量陸續受到影響，但公司團隊將危機化為轉機，轉型跨足加工，開發百香果果凍、美妝保養品等多項產品。劉清尊董事長認為三產一體（種苗生產、

鮮果生產、加工生產）才有機會讓農產品加工帶動種苗生產需求，同時也能活化公司人力投入鮮果生產，維持並保障員工們的工作機會。期待著由劉清尊董事長所帶領的相關企業與農場引領臺灣百香果‘三產’蓄勢待發，拓展國際市場商機。



Benchmarking seedlings company of passion fruit resembling benchmark in Taiwan-

An interview with Ching-Tsun Liu, chairman of Tai Shiang Seedlings Co., Ltd.

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When passing through County Road 141 in Changhua city, we noticed that the scenery along the road changed into waves of arched roofs of greenhouses. It implied that we just passed by greenhouses of the Taiwan's largest passion fruit seedling supplier — Tai Shiang Seedlings Co., Ltd. Its founder, chairman Ching-Tsun Liu, whom we were fortunate to interview this time, had ever served in Taiwan Seed Improvement and Propagation Station and Agricultural Research Institute of Council of Agriculture (COA) for about 1 year and 18 years respectively. Chairman Liu stumbled into the seedling industry through serendipity since 1988. During 1980s, virus diseases severely damaged Taiwan's passion fruit production which was almost overwhelmed. Due to the previous work experience in COA, chairman Liu introduced the healthy seedling

production technology and began trials in Puli of Nantou city. Fortunately, the passion fruit industry was thus rebuilt. "It's hard to make much money by selling seedlings, but the success or failure of agriculture depends on the seedlings", chairman Liu said. It vaguely conveyed the chairman's sense of responsibility as a seedling enterprise in the entire agricultural production system.

Passion fruit is an important raw material of foods and beverages of great economic value all over the world. The rise in demand leads to the increase in the domestic cultivation area yearly and also brings opportunities. Chairman Liu hoped that Tai Shiang could be a benchmark for seedlings industry in Taiwan. With this concept, he invested in relating design and establishment, including material design,

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logistics, traffic flow, work area division, and so on. A biotechnology laboratory was also set up for the quality control of pathogen testing. Collection and preservation of germplasms and varieties are still ongoing. Moreover, following the trend of smart farming, smart greenhouses were established. Manpower for bagging and packaging the seedlings has been replaced by machines which enhanced the efficiency by 3 times.

Growing from the initial two greenhouses to a 120-acre modern passion fruit healthy seedling nursery, Tai Shiang has supplied about 80% of the passion fruit seedlings in Taiwan as well as opening up overseas seedling markets. So far, Tai Shiang's business has covered Vietnam, mainland China, Malaysia, Thailand, and South Korea. In Southeast Asia, the income of passion fruit cultivation is even better than that of coffee. And therefore, farmers are rushing to buy passion fruit seedlings packaged in cartons with the trademark of Tai Shiang by name which prompted Tai Shiang to design anti-counterfeiting cartons. This story also indirectly certifies the good quality of Tai Shiang's seedlings is well recognized.

Tai Shiang started boosting its development from 2010 to 2020, but



COVID-19 epidemic affected the order amount for passion fruit seedlings successfully. However, company team turned a crisis into opportunity and endeavored to make enterprise transformation by exploitation of processing R&D on passion fruit, such as passion fruit jelly, cosmetics and many other products. Chairman Liu believes that the integration of three productions (seedling, fresh fruit, and processing products) can allow agricultural product processing to promote the demand for seedling production. Thus, the human resource of nursery could be flexibly assigned into fresh fruit production as well as job of employees can be maintained and protected. Let us look forward to seeing the relevant companies and farms led by chairman Liu directing Taiwan's passion fruit industry to explore new business and international market.