

# 藍莓與苦茶油的堅持 — 好樂農莊年輕夫妻的永續農業之路

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在臺中東勢的山坡地上，有一對年輕夫妻 - 賴建宏與江嘉維，由原本開立桌遊體驗館返鄉經營好樂農莊，默默為土地灌溉創新希望。身為第四代農民，兩人選擇承接長輩的農業基礎，卻也勇敢踏出自己的道路。當別人說「藍莓在臺灣種不起來」，他們偏偏決定挑戰看看。歷經多年嘗試，他們成功在農場栽培出 20 多種藍莓品種，每年 4 至 6 月讓遊客可以親手採摘、品嚐新鮮藍莓，顛覆了人們對藍莓只能進口的印象。他們以友善耕作的方式照顧土地，重視作物品質與環境永續，實現了「讓臺灣人吃到自己種的藍莓」的夢想。

除了藍莓，好樂農莊也種植臺灣特有的小果茶籽（龍眼品系），生產第一道鮮榨低溫烘培的苦茶籽油。這種擁有兩千年食用歷史的植物油，不僅是家庭餐桌上健康的選擇，更延伸成洗手皂、洗髮精、按摩油等創新商品，傳承臺灣的苦茶文化，也為農產品開闢了新的發展面向。

對這對夫妻來說，農業不只是生產，更是一場教育。他們在農場設計一系列寓教娛樂的食農教育體驗活動，結合桌遊、烹飪與農作採收，讓大小朋友透過遊戲瞭解食物從產地到餐桌的歷程。孩子們亦從翻土、採果、動手做料理中更加認識食物



的價值，大人們也在大自然中放慢腳步，重拾對土地的敬意。

江嘉維說：「我們希望好樂農莊能成為繁忙都市人心中的一片淨土，讓大家能遠離塵囂，放鬆心情外，也能增進大家對飲食生活與健康、農業、親子及自然環境的重視」。好樂農莊從一級生產走向六級產業發展，從耕作、加工、體驗到品牌行銷與社會參與，不只經營農場，更經營人與土地的連結。他們將農業視為一種生活方式、一場影響社會的力量，不僅提供健康作物與產品，更創造在地就業機會、傳遞永續理念，並秉持著「永續經營、用心耕作」的信念，讓農業從土地出發，走進生活，也走向未來。

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# Persistence in Blueberries and Camellia Oil- The Sustainable Farming Journey of a Young Couple at Happy Farm

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On the hills of Dongshi, Taichung, a young couple, Lai Chien-Hung and Chiang Chia-Wei, have returned to their roots to manage Happy Farm after once running a board game café. As fourth-generation farmers, they chose to inherit the agricultural foundation of their elders but also boldly carved out a path of their own. When others

said, "Blueberries can't be grown in Taiwan," they decided to take on the challenge.

After years of trial and error, they successfully cultivated over 20 varieties of blueberries on their farm. From April to June each year, visitors can pick and taste fresh blueberries by hand, shattering the common belief that blueberries must be imported.



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## 種苗臉譜

Through environmentally friendly farming practices, they care for the land with a focus on crop quality and sustainability, realizing their dream of "allowing Taiwanese people to eat homegrown blueberries."

In addition to blueberries, Happy Farm also cultivates Taiwan's native small-fruit camellia seeds (longan-type variety), producing first-press cold-roasted camellia seed oil. This oil, with a 2,000-year history of consumption, is not only a healthy choice for the dining table but has also been innovatively developed into products such as hand soap, shampoo, and massage oil. This effort both preserves Taiwan's camellia oil heritage and expands the development possibilities of agricultural products.

For this couple, agriculture is more than production-it's education. They've designed a variety of edutainment-based agri-food education experiences on the farm, integrating board games, cooking, and harvesting activities. Through play, both children and adults learn about the journey of food from farm to table. Children gain appreciation for food by digging soil, picking fruit, and cooking meals, while adults slow down and rekindle respect for the land.

Chiang Chia-Wei says, "We hope Happy Farm can become a peaceful escape for busy urbanites-a place to relax and also deepen their awareness of healthy eating, agriculture,



family, and the natural environment."

From primary production to integrated value-added industries, Happy Farm embodies six-level agricultural development: farming, processing, experiential learning, branding, marketing, and community engagement. They not only manage a farm, but cultivate meaningful connections between people and the land. Treating agriculture as a lifestyle and a force for societal change, they offer not only healthy crops and products but also generate local employment, promote sustainability, and stay true to their belief in "sustainable operation and dedicated cultivation."

Happy Farm believes that agriculture should begin with the land, integrate into our daily lives, and ultimately guide us toward the future.