

勇於轉型的文心蘭產業先驅 — 陳維順先生

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「臺中山城」擁有著得天獨厚的氣候，其中新社區更是臺灣文心蘭切花產業的心臟地帶，種植面積約 48.5 公頃是臺中市的黃金產區。新社區陳維順先生是一位獨樹一幟的文心蘭切花生產者，他從傳統果農轉型為精緻花卉職人，以其對市場的敏銳洞察力與堅持品質的種苗生產哲學，在競爭激烈的紅海中，走出一條屬於自己的藍海之路。

順應天時地利：從柑橘到文心蘭的理性轉身

2005 年陳維順先生自屏東科技大學畢業後，從父執輩手中接下了家傳農田。當時農園裡種植的是需大量勞力投入的柑橘，面對農業勞動力老化與極端氣候的挑戰，他看準了文心蘭產業利用半自動化澆灌設備減輕管理勞力，以及切花穩定出口日本市場之高經濟價值。

由於新社區擁有顯著的日夜溫差，為文心蘭植株提供絕佳的生長環境，使得本地生產的花朵色澤鮮豔、切花品質穩定，他毅然進行自家農田作物轉型，並結合自身的管理技術，逐漸站穩腳步。



陳維順先生的文心蘭切花育苗場

做市場的先行者：不隨波逐流的品種策略

在文心蘭切花產業中，黃花品種（如檸檬綠）長期佔據外銷市場的主流。然而，陳維順先生展現了對市場供需法則的敏感度，除了生產主流的黃花品種，亦生產過「南西」、「翠妮蒂」、「天香」及「三色香水」等多樣化品種。他認為「當黃花品種種植量過多時，就是品種轉型的時機」，因此當市場充斥單一品種時，轉攻「雜花類」（非黃花）品種，雖然需承擔較高的試種風險，卻是調節產品品項避免價格崩盤的關鍵。這種勇於嘗試的精神，使他成為新社地區文心蘭切花產業品種多樣化的重要推手。

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種苗生產哲學：重「花」不重「葉」的逆向思考

陳維順先生身兼切花生產與種苗供應者的雙重身分，他對於育苗有獨特的看法。一般文心蘭切花栽培場4—6年更新植株一次，育苗場選種繁殖時多以母株的營養生長指標（如假球莖大小、葉長、葉寬）為優先考量，由於陳維順先生同時為切花一線生產者，更看重繁殖母株的「實戰成績」。強調母株的切花品質、產量以及抗病性才是選種重點，他優先篩選開花表現優異的母株作為組織培養繁殖瓶苗的種原材料，且堅持控制每批次的繁殖數量，以確保低品種變異率及高種苗品質。在苗期管理上，他也致力於病蟲害防治與植株生長間取得平

衡，避免過度用藥與用肥，這種「以終為始」的育苗理念，深受文心蘭同業信賴。

展望與憂心：期盼多元市場與公平機制

對於未來，陳維順先生對臺灣文心蘭切花產業仍具信心，但也直言不諱地指出隱憂之處。目前文心蘭切花外銷高度仰賴日本市場，由貿易商掌握銷售通路，而非主流品種因數量少銷售較為困難，打擊小農嘗試栽培新品種的意願。

因此，臺灣文心蘭切花產業需開發多元化的外銷市場，以及多元的產銷機制。陳維順先生呼籲農業的升級不僅是技術的提升，更需有對市場的宏觀視野與產品不斷創新的勇氣。



陳維順先生在自家蘭園培育非黃花品種文心蘭

A Pioneer in Transforming the Oncidium Orchid Industry — Mr. Chen Wei-Shun

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Taichung, nestled in the mountains, boasts a uniquely favorable climate. Xinshe District, in particular, is the heart of Taiwan's Oncidium orchid cut flower industry, with approximately 48.5 hectares of orchid cultivation, making it a prime production area in Taichung City. Mr. Chen Weishun of Xinshe District is a unique Oncidium orchid cut flower producer. He transitioned from a traditional fruit farmer to a refined flower artisan, carving out his own niche in a fiercely competitive market through his keen market insight and unwavering commitment to quality seedling production.

Adapting to Time and Place: A Rational Shift from Citrus to Oncidium Orchids

After graduating from National Pingtung University of Science and Technology in 2005, Mr. Chen Weishun took over his family's farmland from his father. At that time, the farm cultivated citrus, a labor-intensive crop. Facing the challenges of an aging agricultural workforce and extreme weather, he recognized the potential of the Oncidium orchid industry, recognizing the labor-saving benefits of semi-automated irrigation equipment and the high economic value of stable cut flower exports to the Japanese market.

The significant diurnal temperature



Mr. Chen Weishun's Oncidium cut flower nursery

variation in the new community provides an excellent growing environment for Oncidium orchids, resulting in locally produced flowers with vibrant colors and consistent cut flower quality. He resolutely transformed his farm's crop offerings, combining this with his management techniques to gradually establish a foothold.

A Market Pioneer: A Variety Strategy That Defies the Crowd

In the Oncidium cut flower industry, yellow-flowered varieties (such as Lemon Green) have long dominated the export market. However, Mr. Chen Weishun demonstrated a keen understanding of market supply and demand. Besides producing the mainstream yellow-flowered varieties, he also produced a diverse range of varieties, including 'Nanxi,' 'Trinity,' 'Tianxiang,' and 'Three-Color Perfume.' He believed that "when

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there is an oversupply of yellow-flowered varieties, it's time to diversify varieties." Therefore, when the market was flooded with a single variety, he shifted his focus to "mixed-flower" (non-yellow-flowered) varieties. Although this involved higher trial planting risks, it was crucial for adjusting product variety and preventing price collapse. This spirit of experimentation made him a key driver of variety diversification in the Xinshe area's Oncidium cut flower industry.

Seedling Production Philosophy: A Reverse Approach That Values Flowers Over Leaves

Mr. Chen Weishun, a dual figure as both a cut flower producer and seedling supplier, possesses unique insights into seedling cultivation. While typical Oncidium cut flower growers renew their plants every 4-6 years, and seedling nurseries prioritize vegetative growth indicators of the mother plant (such as pseudobulb size, leaf length, and leaf width), Mr. Chen, being a frontline cut flower producer, places even greater emphasis on the "practical performance" of the mother plants. He prioritizes the cut flower quality, yield, and disease resistance of the mother plant in his selection process. He prioritizes mother plants with excellent flowering performance as raw materials for tissue culture propagation, and insists on controlling the number of plants propagated in each batch to ensure low varietal variation and high seedling quality. In seedling management, he also strives to achieve a balance between pest and disease control and plant growth, avoiding excessive use of pesticides and fertilizers. This "begin with the end in mind" seedling cultivation

philosophy is highly trusted by his fellow Oncidium orchid growers.

Outlook and Concerns: Calling for Market Diversification and Fair Systems

Regarding the future, Mr. Chen Weishun remains confident in Taiwan's Oncidium cut flower industry, but he also frankly points out some concerns. Currently, Oncidium cut flower exports are heavily reliant on the Japanese market, with trading companies controlling sales channels. Non-mainstream varieties face difficulties in sales due to limited quantities, discouraging small farmers from trying to cultivate new varieties.

Therefore, Taiwan's Oncidium cut flower industry needs to develop diversified export markets and diversified production and sales mechanisms. Mr. Chen Weishun emphasizes that agricultural upgrading requires not only technological advancements but also a macro-level market vision and the courage to continuously innovate products.



Mr. Chen Weishun cultivates non-yellow-flowered Oncidium orchids in his own orchid garden.