

## Chapter 4

# The Strategies Enhancing Rural Renewal in Taiwan-Some Lessons from Germany Experiences

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This paper has the purpose of exploring some factors of developing the involvement of young farmers into the farming industry. The experiences of Germany will set examples of how policies can be revised and developed for the agricultural industry of Taiwan. This paper also hopes to apply results to ensure willingness of young farmers to get re-involvement in the Taiwan farming industry. Some Germany experiences can also show how to be applied by those farmers who want to build up their farming career in the industry. If the farmers can see the long-term benefits of farming business in agricultural industry, it can bring in profit to them as the basic need. Some policy implications drawn from the results of this project are as follows:

- (1) Taiwan government should take more aggressive action on implementation of policies and programs that can benefit the farmers and hence attract young farmers to return to the farming industry.
- (2) Taiwan government should take more action on developing more college courses related to farming and develop ongoing training courses and programs that can enhance existing farmers.
- (3) Taiwan government should expand more safety and health measures to ensure farmers are aware of providing good quality products. Assessment should be taken more into consideration.
- (4) Taiwan government should encourage more involvement of farmers to different programs such as exhibits or local market sales in order to give more exposure to good quality products in the market.
- (5) Taiwan government should be more aggressive in supporting assessed products to different sales channels. Good support on marketing of products and how to maintain its quality image in the market.
- (6) Taiwan government should enhance follow-up or on track programs to ensure that there is a continuing development of the industry.

## 1. Introduction

The agricultural system in Taiwan is consisted of many small-scale farms. Along with the rapid growth of economy, wages have risen substantially in the past decades. Due to its high production and marketing costs, farming in Taiwan is not easy to make profit even though capital investment has replaced part of the labor inputs. It also sought to maintain a balance between market competitiveness, farmers' welfare, and ecological conservation. Agricultural modernization has been inhibited by the small size of farms and lack of investment in facilities and training necessary for developing larger and more profitable businesses.

The agricultural sector has faced with increasing pressure from rapid economic development and soaring labor costs in recent years. World Trade Organization (WTO) accession in January 2002 and subsequent trade liberalization have made the situation worse, as Taiwan fulfills its WTO commitments of opening its markets and eliminating protectionist trade measures. In light of this situation, the government has implemented new policies to develop the agricultural sector into a highly competitive and modernized green industry. These policies promote the aspects of "healthy produce, efficient production and making farm business a long term career". As the government aims to build a long term career and image, it is implementing policies that will encourage young farmers to return to farming and giving aging farmers good retirement plans.

Due to the small scale farming system in Taiwan, the government will introduce farm management programs and encourage young farmers to rent more land areas and adopt farm management to increase work efficiency, lower the cost leverage, and make Taiwan agricultural products be competitive. In current years, the Council of Agriculture (COA) is adopting some adaptable policies to adjust agricultural management and hopes to utilize new strategies of agricultural management to enhance rural renewal.

Germany is a well-known agricultural achievement all these years. With the combination of their cultural tradition of wine vineyard production into a leisure farmland, the government has introduced programs and policies that have encouraged farmers to expand to other areas of farming such as piggery, organic produce and others and furthermore making these into finished products that they sell as an entire product line. Marketing channels such as hotel and restaurant chains purchase their own farm product lines and with the increased demand in the market, it offers not only job opportunities but stimulate more young farmers to return to farming business.

Based on the Germany experiences, it reveals that there are three pillars for agricultural management enhancing rural renewal, i.e., incentive/innovative farm management, local marketing, and utilization of local resources. Hence, the purposes of this paper will employ the Germany experiences on the strategies of agricultural management enhancing rural renewal to compare with Taiwan to draw some policy implications for Taiwan rural renewal through innovative agricultural management. Therefore, the objectives of this paper are as follows:

1. Search for strategies enhancing rural renewal from Taiwan and Germany.
2. To compare these strategies in terms of Germany experiences.
3. To draw some policy implications to Taiwan.

The motivation and objective of this paper is to attempt an understanding and comparison of Taiwan and Germany of how to attract rural young farmers back to the rural areas to join farm business, local farm products marketing, and the role they have played in the rural community development, and then to form strategies to enhance rural renewal.

This paper via documentary analysis aims to compare various impacts, strategies taken and policies introduced that help improve the situation between Taiwan and Germany. The findings are presented through documentary analysis which is one of the well-accepted procedures of research methods. The system requires data collection, analysis and fact that explains the past and the present and recommendation that can help understand future visions.

## **2. Current Situations and Issues of Rural Renewal in Taiwan and Germany**

### **2.1 Current situations and issues of rural renewal in Taiwan**

Taiwan agriculture is facing many challenges, i.e., importing farm products, higher production cost, low farming profit, after joining WTO. In current years, Taiwan government (Council of Agriculture, COA) is adopting some adaptable policies to adjust agricultural management and hopes to utilize new strategies of agricultural management to enhance rural renewal. The government has tried to integrate packaging and distribution centers at production sites; implement bar coding and practice standard quality and packaging; transform well-managed wholesale markets into logistical operation centers; set-up strategic marketing plans for production and marketing teams; enhance information system on distribution and marketing channels; integrate farmer groups, retailers, food processors and exporters into one big strategic alliance; encourage quality accreditation system and promote brand names; combine rural culture and seasonal features with sales activities to enhance consumer awareness.

The farmers' organizations which explored foreign markets organized teams to participate exhibitions. They plan products to target market needs and enhance opportunities that will help explore overseas markets. In addition, quarantine requirements and inspections were strengthened and exchange the information and technology continually that helped reduce chances of any trade disputes with regards to quarantine requirements. COA encourages forest planting and flatland forest landscaping to increase area of green-land. Promoting recreational agriculture including recreational areas, installation of tourist farms and fishery recreation helped improve the agricultural industry.

Cooperation to form agricultural strategic alliance and knowledge-based economic development policy for agriculture has to provide land for agricultural processing, logistics operations and high-tech agro industrial parks. The improvement in agricultural management and assisting the county and city government carry out comprehensive farmland utilization and planning. This also assists the farmers in best using of their lands and establishing support measures for production and marketing teams. Export potentials have been enhanced especially for those products that are of high quality such as cut flowers, tea, wax apples and others.

There is an orderly release of farmland for non-agricultural use. The release of lands will balance out the needs of sustainable use of farmland resources and help the overall economic development. In order to protect farmland, they put priority on specialized agricultural zone. The government will accept, examine, and approve the applications for changing use of farmlands. There is monitoring and assessment of mechanisms that are established to assess the effects of the changes in land use on the environment of agricultural production. Farm labor adjustment measurements were developed. Training college institutions where youth farmers can attain modern farming skills and also knowledge on management were established. Social security system for farmers, integrating farmers' welfare program into the pension system to ensure the old farmers a respectable and comfortable life after retirement was introduced. Strengthening the use of farmland and other natural resources based on the idea of agriculture with education, agriculture with leisure, to develop new and land-based service businesses in rural areas created job opportunities.

Agriculture is the foundation of national development, people's livelihood, and natural conservation. It is the only industry mostly close with people. In many countries, agriculture is an important indicator whether the government policies are very well-executed or not. The 21<sup>st</sup> century marks the beginning of knowledge-based economy and knowledge has become the engine of economic development. Taiwan's Agriculture must follow the world trend, adjust its roles and functions and convert its

structure from quantity oriented to knowledge oriented production. Both technological know-how and cultural advantages should be extensively used to increase the value of farm products. A new frontier will emerge if adjustments and new strategies can be implemented.

## 2.2 Current situations and issues of rural renewal in Germany

Germany is a country where significant improvements are seen in their new era of agricultural industry. Agriculture in Germany is a small sector of the German economy. Despite of its small size, it remains politically important. The number of farms had decreased steadily in West Germany but in East Germany, farms are collectively under the social regime. After the unification, three quarters of the collective farms have remained cooperatives, partnerships, or joint-stock companies. Others were returned to their owners or have been privately sold. Although the number of farms has declined, production has actually been increased due to efficiency methods. Products vary from region to region. The EC adopted the Common Agricultural Policy (CAP) program and the export subsidy program, which both benefit the German farmers. In return, all German farmers have complied with directives on the quality and quantity of production.

Agriculture is important for the country's food security and also a provider of jobs. Over 80% of Germany's land is used for agriculture and forestry. It has undergone profound structural changes in the second half of the century. Chief agricultural products include milk, pork, beef, poultry, cereal, potatoes, wheat, barley, cabbages, and sugar beets. In some regions, wine, fruits, and vegetables and other horticultural products play an important role. Even on mountainous lands, farmers produce vegetables, milk, pork, or beef. Fruit orchards and vegetable farms surround the cities.

Agriculture in Germany has put more emphasis on rural environment development to induce the incentives of agricultural management. For instance, in Trier rural area which is not far from Bonn, does not only have the feature of its own history and culture, but also its farm management reveals the combination of local farm products and/or livestock with rural winery business. The community group is operating supermarket supplying necessary foods and/or living stuff to local inhabitants. In addition, the farmers are fully utilizing the local marketing strategies to supply their farm products to local restaurant and/or scenery shops.

Important areas of German agricultural policy have transferred to the European Union, particularly in market and price policy, foreign trade policy, and structural policy. EU agricultural reforms in 1992 cut market price supports, replacing artificial prices with government subsidies, and put stricter controls on output volume. Through

the reduction of price supports and through additional measures, the reforms promoted more effective farming methods and more ecologically safe agricultural production. The federal and state governments, in their turn, provided financial assistance for agricultural development, land consolidation, village renewal, and construction of country roads.

Special funds were available for disadvantaged areas where agriculture was an important economic and social factor. The government's requirements of good agricultural practice required that fertilization and plant protection did not exceed an established maximum, and farmers who used environmentally friendly farming methods received financial compensation in recognition of their environmental policy. Although the number of farms has declined, production has actually increased through more efficient production methods. Agricultural products vary from region to region. In the flat terrain of northern Germany and especially in the eastern portions, cereals and sugar beets are grown. Elsewhere, on more hilly terrain, and even on mountainous land, farmers produce vegetables, milk, pork, or beef. Fruit orchards and vegetable farms surround almost all of large cities. River valleys in southern and western Germany along the Rhine and the Main are covered with vineyards. German beer is world-renowned and is produced mainly, but not exclusively, in Bavaria.

All agricultural laws and regulations are written in Brussels, often after difficult negotiations between food-producing and food-consuming states. The main objective of those negotiations is to obtain high incomes for the farmers while keeping market prices low enough to avoid consumer protests. To make up the difference, the EC adopted the Common Agricultural Policy (CAP) subsidy program and the export subsidy program, both of which benefit German farmers as well as other EU farmers. In return, the German farmers have complied with European directives on the quality and quantity of production.

### **3. The Strategies of Farming Business**

#### **3.1 Taiwan Side**

As Taiwan fulfills its WTO commitments of opening its markets and eliminating protectionist trade measures, the government has implemented new policies to develop the agricultural sector into a highly competitive and modernized green industry. In the Industrial Value Heightening Plan, parks are designed to promote horticultural and agricultural biotechnology to reduce the digital divide between metropolitan and rural areas. Farmers are encouraged to join the life-long learning programs of information science and distribution under the e-Taiwan Construction Plan. To encourage young

farmers to stay in farming, the Council of Agriculture (COA) has introduced modern farm management, provided technical training, and offered guidance on the establishment of an entrepreneurial production and distribution system.

The government has worked with farmers' organizations and other agencies to convert unprofitable farmland to other uses consolidate plots into larger areas of land that are easier to farm, and gradually reduce excess farmland. The *Agricultural Development Act* was revised in 2003 to ease restrictions on the development of agriculture. The revised act allows more flexibility on land use, facilities, and equipment. Quotas on farmland holdings were annulled to encourage capital and technology-intensive agriculture. Regard to farmland consolidation, odd plots have been integrated and then redistributed, giving each farmer a better proportioned plot of land about the same size as the one he formerly owned. According to the *Agricultural Development Act*, farmland includes any property necessary to the farming, forestry, animal husbandry, or aquaculture industries. Water transfer and conservation measures have to be made in advance to counter regional or seasonal water shortage or drought. In addition to strengthening irrigation management, the COA allocates water resources to facilitate agricultural production. In addition, both the types and quantities of crops produced in Taiwan have changed over the past two decades. Taiwan's accession to the WTO has pressured farmers to diversify crop production into horticulture, agro-tourism, exotic fruits and vegetables, chemical-free organic produce, and other high-value products.

While traditional farm operations continue to be an economic activity, recreational agriculture is a relatively recent development in Taiwan. This new form of recreation for busy people in modern society integrates agricultural production, rural life, natural ecology, and local cultural resources. More than 2,000 hectares of land have been officially converted into tourist farms, where visitors can pick fruits and vegetables. The COA provides assistance and counseling on recreational farm management and services. Domestic recreational farms have been encouraged to form strategic alliances and participate in international tourism exhibitions.

To survive the competition of international trade and to lessen the impact on agriculture sector, Taiwan agriculture has to organize its farmers by setting up production and marketing teams, which are aimed in increasing production and marketing efficiency. A transformation into entrepreneurship was required. Logistic centers, e-commerce, rural tourism, and food processing businesses will be set-up. These are areas which can enhance economic and technological efficiency and in turn can increase farmers' income. There is advanced development on agricultural technology such as biotech, automation, and environmental control that promote

restructuring and upgrading agriculture. Tourism agriculture was also recognized making the agriculture market more industrialized and commercialized. The increase of income and demand was obvious. Leisure agriculture has been introduced as a new industry which combines agricultural features and environmental landscape. It is worth developing and cannot be replaced by the imports.

### 3.2 Germany Side

In Germany, the aim of the work of Rheinischer Landwirtschafts-Verband (RLV) is to ensure adequate economic environment and preserve the competitiveness of enterprises. To produce healthy food and maintaining rich structured landscape, they secure a resource of recycling and protection of environment and nature, peasant agriculture to society is essential. Deutscher Bauernverband (DBV) is a leading organization in a federation of agricultural associations. Full members of the DBV belong to the 18-county farmers and with 45 organizations and institutions involved in covering this involvement in the work of the DBV. Education and training are focus on future-oriented professional work in the field.

Honorary and full-time representatives of the farmers are working with the various political bodies at all levels of government, there to represent the interests of the members and give them weight. The supreme organ of the Farmers' Association is the Members who come together once a year. The general assembly decides the direction of the association policy. It consists of delegates from the member associations. As required by the General Meeting, the Bureau determined the entire content of the work of the DBV, which is politically and religiously independent. About 90 percent of about 380,000 farms in Germany are on a voluntary basis, a member of the Farmers Union. Advocacy for the German farmers is a broad field - from the agricultural and economic policies on property rights and tax policy to environmental policy, social policy.

For the continuing education, it develops concepts and system solutions, oriented to high quality standards. Through market research, participant surveys and the involvement of experts, it adapts the training opportunities for the evolving needs and develop future-oriented market segments in the training market. The students can expand their skills in personnel management, negotiation, controlling, quality management and strategic management, methodology, self-organization and communication and deepen. This school wants to convey our continuing work with people in agriculture and rural personal, professional, social and methodological competencies. It focuses on training for agricultural entrepreneurs as well as volunteer



and full-function-makers to implement their training interests and goals. The course lasts 5 semesters, divided into 14 modules and concludes with a master's thesis. The 14 modules will be largely completed in distance learning.

Farmers and/or workers who wish to improve their professional qualifications can seek assistance. They provide advice workers on how to improve professional qualifications, designing employment contracts and reviewing retirement savings. Consultancy service provides farmers to seek tailored advice, develops business, provides recommendation and helps organize production procedures and optimize equipment and installation. They also help improve work efficiency by optimizing work processes and capabilities, executing regular staff meetings and communication strategies. Income and asset protection advice is also provided. Financial and liquidity management and other related services are also available to those who need target support in these areas. Health management on animals is also worked out. They educate farmers on the various disease diagnosis and its causes, providing treatment procedures, extending assistance on questions about health issues through a combination of veterinary consultancy. In further expansion of support to farmers, knowledge and training on the marketing of farm products is extended. Preparation on customer satisfaction is reiterated to farmers and analysis on competition and targeting market segment and/or customer groups are cultured. If the farmers want to develop or enhance their product line, the re-development and refinement of products and services can be requested. The business ideas and creativity training that helps project structuring and management makes the important factors for starting-up a new business.

### 3.3 Some Implications to Taiwan

The trend towards globalization has influenced a lot of changes in various industries. The need to change the traditional characteristics of rural development in Taiwan has also become one of the important focal points. Taiwan has tried to promote the revitalization of rural regeneration of the farming industry. Germany government has taken a step ahead and has been aggressive in implementing policies that have helped restore the agricultural industry. Although the Taiwan government has started to introduce some policies and programs to regenerate young farmers to engage in farming, there is not much response seen as compared to those in Germany. Taiwan needs to be more aggressive in the implementation of the project. There are some areas seen in the current Taiwan strategies and planning of this project in Taiwan that needs to be enhanced based on comparing it with the success of the industry in Germany. These are as follows:

- Need to be more proactive in structuring a whole plan of development that will benefit the industry.
- Need to be more active in the planning and development of land use.
- Need to develop more study courses and programs that can mold people to expertise in the farming industry not only by knowledge but train them with skills.
- Need to provide more organizations, associations, and service centers that can provide assistance in planning and development of a farmer in his career and to the extent of assisting them in financial management.

#### **4. The Strategies of Local Marketing for Farm Products**

##### 4.1 Taiwan Side

Taiwan agriculture has been considered as advanced and modernized. Crop varieties have been expanded and enhanced, marking several well-known varieties. Farmers most of the time sell their produce to wholesalers. They are not very aware and enthusiastic in packaging and introducing quality branding in the market. Most of the time, they put emphasis only on grading and packing of the fresh produce only if these are for export. Hence, the local market would recognize branding more on imported fresh produce but not for local products.

The farmers should be educated on the awareness of extending full quality products and providing product service to the consumers. To build Taiwan's first integrated agricultural technology to match the marketing platform-agricultural technology trading networks, outside the mandate for the new varieties, developing beauty products such as anti-aging and health products to be introduced to the new markets. An establishment of a brand will be sponsored. The participation in international exhibitions will open opportunities to expand in other emerging markets. Enhancement on how to create better quality of life and improve the cultural characteristics integrated with agricultural activities will help improve products from the fresh produce industry. Agro-tourism will be expanded to attract visitors and tourists which are believed to bring in profit and job opportunities.

Focus on the development of Taiwan agricultural fine tea, wine, rice, bamboo products, high quality aquatic and livestock products, and other items will be re-introduced into the local market and furthermore to the export markets. The use of new technology in agriculture R&D and new business model will open doors to agricultural products with local characteristics, high-priced, high value-added,

commercialized, for purchase of tourists. This will develop into a fine high-potential market for agricultural products.

In Taiwan, the biggest challenge still lies on how to get the younger generation involve in the future development and expansion of the area. With the valuable ecological qualifications present in the region, this can be used as an educational site for young students where they can enjoy and make use of the place for their educational learning. This can also benefit the knowledge of the younger generation with the on-hand experience of developing an ecological farm.

The government has funded the area after the 921- earthquake calamity. This provides the residents support in re-building the region and promoting their skilled arts and re-developing the popular landscape built. The private hostels are available for visitors and guests to stay, and tourism is promoted and good service extended that enhance the quality of the area and the people.

#### 4.2 Germany Side

In Germany, it encourages small enterprises and chain stores to market hundreds of their fresh produce and related products. It ensures exceptional quality and is committed to the preservation of the unique cultural landscape in the country. It requires strict compliance with quality standards and guaranteed origin in natural resources. It also expands the industry to tourism and high quality of offerings and services including original cuisine with local products. In addition, the government has emphasized the importance of producing high quality products under strict compliance of production and healthy safe measures. After then, It encourages assessment of the product quality and build a complete product line. Farmers who meet the standards of compliance can market their products via the channels of distribution such hotel and restaurant chains. A successful example is the wide variety of products under the branding of Eifel where they have an umbrella product line that is well-accepted and acknowledged by the consumers.

The main principle is “having the right idea is the most important seed.” Guidance is given through development and refinement of products and services, on business ideas, and creative training programs. The project planning and development is a complex task that requires project structuring, project control, and project management. The brand combines a number of value chains and partnership under one roof. The synergy of the organization is so efficient that it contributes to the positive image of its tourism and high quality products from its region. Participating businesses pay a license fee for the use of the trademark which benefit from the effects of the working structures of the trademark.

The government of Germany has been more successful in providing better marketing strategies and implementing policies that help the farmers in distributing their products. A complete training program is available on marketing courses. There are innovative tactics that encourage the farmers to work hard on their ensuring their production to meet high level standards, which in turn gives satisfaction guarantee to the consumers. Farmers are willing to meet the strict compliance of the requirements of the branding. The big umbrella covers various areas of agriculture and extended itself to tourism and other finished products. The guarantee provided is not only to consumers but to farmers for their assurance of distributing their products in a diversified channel of stores, restaurants, and hotel chains.

#### 4.3 Some Implications to Taiwan

The concept of “branding” of farm products is not common in Taiwan. The government is not able to provide the whole model of why branding is important and the benefits it gives to both the producer and to the consumer. Most of the products of farmers are just being distributed in the traditional marketing channel like wholesalers market, supermarkets and stores. There is no incentive to market good high quality products in regular chain suppliers. Besides there is no umbrella type of orientation that covers satisfaction guaranteed products for the consumers.

Farm resorts or villages only cater to their produce but they are not able to expand the product options and identify themselves further in the market. There is not much marketing programs available to help those who are concerned in exploring for more opportunities on increasing their distribution of products.

## **5. The Strategies of Young Farmers Playing Their Roles in Rural Community Development**

### 5.1 Taiwan Side

During the past few decades, the trend of moving to the urban was as dominant as the business boom attracted the population to make a transition into their livelihood. The continuous flow resulted into a lot of limitations in the urban areas and thus made lifestyle so suffocating. In order to offer quality living, the government has actively implemented policies for rural reformation. It hopes to attract people to be active in re-developing rural region. Different approached to strengthen local participation in the system includes promotion of rural regeneration projects with an integration of different strategic planning that puts emphasis on rural industry and cultural development.

Ecological restoration is also being put as a focus and shaping the landscape of the countryside is believed to build good expansion in the rural areas.

The government has activated a wholesome plan for encouraging and assisting rural regeneration program includes planning and development, reconstruction of land area covering its use, reconstruction of houses including buildings and facilities, ecological development, restoring and maintaining historical areas and buildings, procedures of improving efficiency of agricultural production, financial planning and guidance, and follow-up programs on overall development program. Promoting Rural Renewal for the Benefit of Rural Communities in Taiwan the Council of Agriculture, in view of the slow development of rural areas caused by various challenges, President Ma pushed a policy based on the “Rural Renewal Bill” and aiming a breakthrough the bottleneck of the development of rural areas. This regulation is seen to benefit on improving the existing quality of life in rural communities, proper guidance extended to the villages such as introduction of innovative mechanisms that will help enhance the living facilities and encouraging the farmers to build a community close to the agricultural land, and proper guidance extended to the villages on preserving cultural resources such as historical buildings and maintaining the restoration of heritage preservation.

One of the areas that regeneration need is promoting the participation of community residents in the development of this objective. It is important to strengthen human resources training, developing training programs for professionals, so that these people can have a good background in building their own career. Opening up new markets will create multiple sales channels, setting new target markets, such as senior citizens health food market, high priced boutique markets, exhibits will open to foreign markets.

Some of the measures adopted for re-structuring the agricultural industry are focused on enhancing competitiveness rather than the increase of production. Knowledge must be fully utilized to improve marketing efficiency, raise value added of agricultural products and increase farmers’ income. However, there are not enough professionals available to support the development of this subdivision. Lack of centralize management and insufficient funding to expand the agro-tourism industry. There should be supported given to expand the developed area, promote safety measures, beautify its landscape, conduct training to local farmers, and endorse tourism.

## 5.2 Germany Side

In Germany, the government organized various activities that help enhance the involvement of the farmers in the industry. Many children and young people also recognize agriculture and farming in their textbooks-often in the form of casual descriptions. Farmers leave their farms in Germany for a short time for students to use the farms as their classroom and the professional training is also provided. The usually intense engagement with his own personality boosts self-confidence and improves the sensitivity in dealing with other people. Cultural knowledge and cultural environment in a new life experience have acquired other milestones on the career path. The country also provides education and training for young farmers. Aside from these, they extend to services that will help build and develop the farming business which starts from planning, implementation, counseling, marketing and further up to assisting on financial support or set-up.

Young children are invited to do training activities such as milking cows so they can distinguish the actual on-hands experience of being a farmer. During holidays, families can relax in farms that offer activities for people such as riding, hiking, biking, exploring with barn and fields, and many more. Accommodation in vacation homes is offered. The younger generation is exposed to farm activities enabling them to have an earlier knowledge of farming. They gradually apprehend opportunities and it helps a lot to encourage them to get involve in roles for rural community development.

Aside from the well-rounded incentive and training programs in Germany, the government has institutions that help not only planning and development of the farming career to people but also extend financial aid. The offer attracts and encourages younger farmers to start their own farming career and enable other options to expand their business. There are ongoing programs and activities that introduce farming to children at an early stage and found not only in textbooks but also allow them to have an exposure in farming activities.

## 5.3 Some Implications to Taiwan

Taiwan unfortunately has not been able to establish good platforms to cater to needs of the farmers. The current services rendered are not comprehensive to help grow their career. The enhancement of their skills and knowledge in the profession is not accessible. There is a strong need to develop strategies that will enable the farmers survive in the business. They need to be re-assured that they can be competent and depend on farming as their career. They need to know they have opportunities also to market their products and increase their profitability.

## **6. Conclusions and Implications**

### 6.1 Conclusions

The investigation of experience in Germany gave us an overview of how the projects conducted in Germany has developed farming business to young farmers a success. Taiwan is undergoing similar development policies. The study on German policies will allow Taiwan to compare and adapt policies that will help better the farming industry policies especially those that will encourage and stimulate young farmers to get involved in the farming business.

The results of this paper can also be published in international meetings and increase reputation of academic research to further enhance the cooperative relationship between Germany's experts for more intensive partnerships. The goals are to provide more job opportunities to keep young people in the rural areas.

Germany's successful rural renewal and bio-economic industry will help Taiwan develop its own supply chain for the major suppliers of the industry. There are also expected benefits from the study which shows patterns of promising marketing strategies and can be offered as a reference to the domestic market. This paper should develop long term rural construction plans and policies in Taiwan. This will gradually dissolve the rural problems and improve rural living standards and hence increase job opportunities in these areas.

Germany as seen has been successful on the following categories:

- The government is actively involved in the development of the farming industry. A very good follow-up track is implemented with the development of the farming as a career in the industry.
- Several organizations were set-up who provides a complete program to guide and assist interested farmers which start from assessment of personal career, planning and development, implementation and guidance, servicing such as introduction and assistance in use of tools and technology, services on financial related issues, and even to marketing and customer related services.
- There are several courses introduced where young generation can complete as a professional career. Further training courses and seminars are also introduced that can help enhance the qualifications and make them more competitive.
- There is an aggressive training to the farmers on how important quality is and how products can be assessed and acknowledged as a high quality product in the market. The government has centers and associations who assist in marketing these products to channels of distribution and ensuring that the quality is well-maintained so consumers can get satisfaction.

- Agro-tourism has also been introduced which provides a different occupation to farmers. This also helps beautify the greenland of the country.
- Financial support can be sought specially for those starters. Young farmers are encouraged and assured that they can obtain help in this area which can encourage them to build their own career.
- Various programs and farming activities have been introduced where young generation even kids at school can take involvement on learning farming at an early stage.

## 6.2 Implications from Germany lessons

Currently, Taiwan has adapted some of the policies that Germany has implemented but needs to strengthen on some areas. The ongoing activities available that have been initiated are as follows:

- Healthy and safety measures in agriculture.
- Excellence in agriculture by introducing leading technology research and development Re-establishing the rural atmosphere, creating leisure places and promotes agro-tourism development of new business models.
- Policies will be introduced that will encourage small landowners, tenant farmers to expand to large scale by combining leisure agriculture operations with agriculture.
- The integration of agricultural research and development center with the use of information and communication technologies as client service and marketing, and expand agriculture and operating efficiency.
- Opening up new markets by joining international exhibits.

In the 21st century, agriculture in Taiwan will establish itself economically, technologically, environmentally, and internationally as a modern industry. The government will lead the way with active policies, guiding farmers to seek out a new, enterprising spirit. Through the support of farmers' organizations and advanced technology, farmers will transform themselves into agricultural managers capable of using some of the most advanced technology available. There is a need for Taiwan government to look into the successful strategies adapted by Germany which positively improved the involvement of the young farmers in the farming industry. The Taiwan government can take some implications as following,



- Need to initiate more courses in colleges or universities on farming as a career and develop training courses that can enhance those who need additional teaching and guidance.
- Need to be more aggressive in training the farmers with the importance of providing quality products and how to introduce and maintain a good product line.
- Need to set-up a system for providing financial support to those in need so they can further develop their career.
- Need to set-up assessment programs on quality products and extend help and support in the marketing of good products to various channels like hotel and restaurant chains and etc.
- Need to set-up service centers where farmers can seek assistance in data and technology, planning and development, finance management advice, and other areas
- Need to establish programs that can encourage involvement of farmers in exhibits and open more markets.
- Need to introduce “farming” to younger generation at an early stage such as by developing school involvement programs, integrate farm visits in school education, and farming activities like competition related to farming.

Overall, the general implications are:

#### 1. Farming business

- 1) Provide more comprehensive training courses, such as business planning, entrepreneurial attitude, innovation program, leadership, to existing farmers via university and/or farmers' associations.
- 2) Generate some programs that can link aging farmers with younger farmers and enable them to share valuable farming experiences and knowledge.
- 3) Convert “farm-production-oriented” into “edu-farming-recreation-oriented”.
- 4) Develop new products/new business models via innovation approaches.

#### 2. Marketing local farm products

- 1) Design new channels linking local farm products with local consumers, such as hotel, restaurant, B&B, leisure/recreation areas.

- 2) Develop an umbrella of local label and servicing as a marketing/quality indicator. Farmers' associations may play a role as the platform in Taiwan.
3. For younger farmer playing some roles on rural community
  - 1) Any rural community should act as a platform in terms of resource-based view.
  - 2) The functions of a platform are such as information center, negotiation center and resource distribution center.
  - 3) Strategies that will open opportunities for younger farmers to survive in the industry should be developed.

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