

# **Quality Standards for Agricultural Products in Taiwan**

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# Outline



**The current status in Taiwan**



**Good Case**

- Background
- Strategies
- Achievements
- Challenges and opportunities



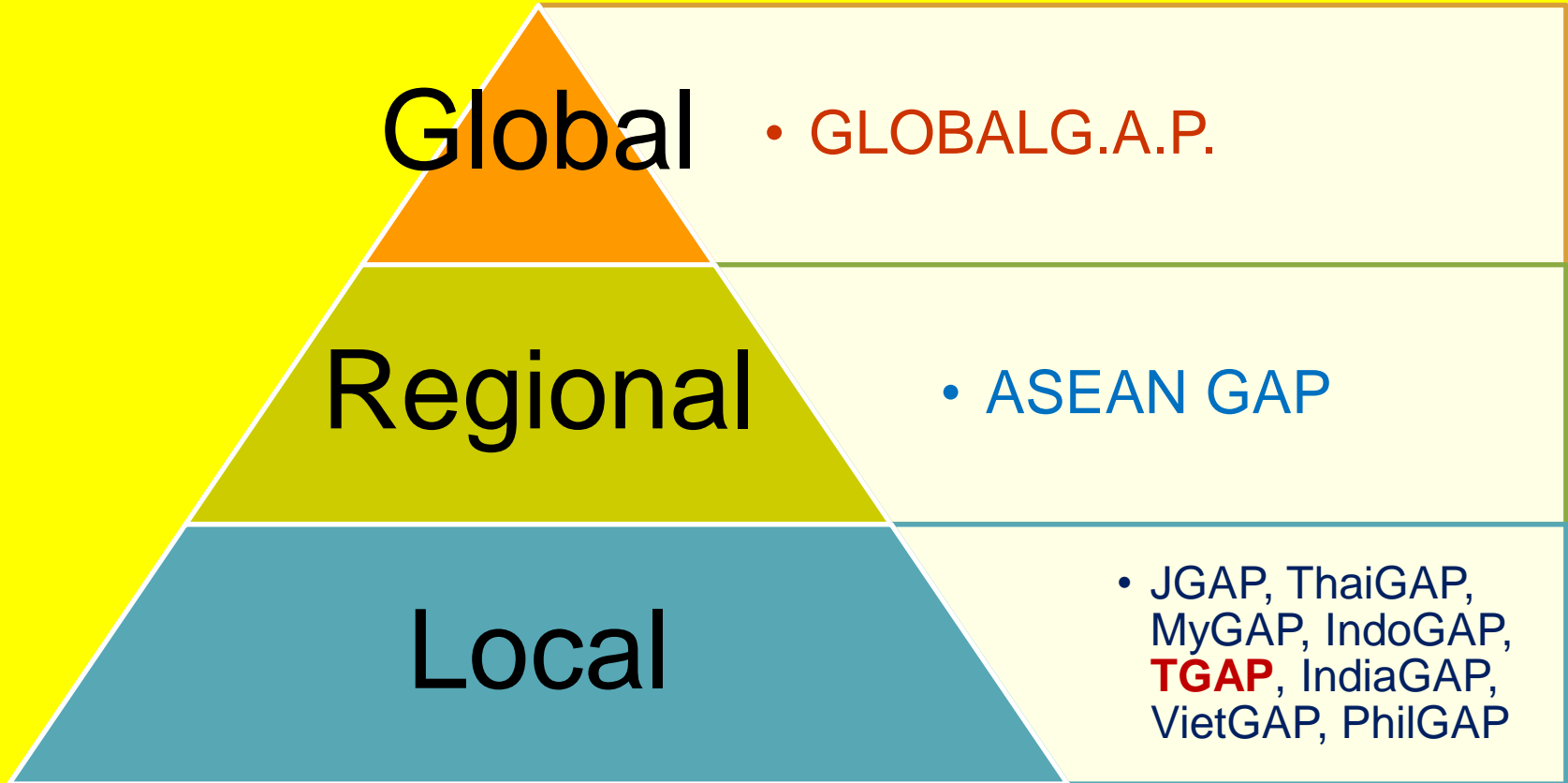
**Conclusion**

**1**

# **The current status**

**of quality standards  
for agricultural  
products in Taiwan**

Good Agricultural Practice (GAP)  
has already been promoted worldwide



Our government has adopted the GAP concept in the 1990s



**TGAP**  
(Taiwan Good Agricultural Practice)

## Production Process

- Flow chart from production to sale
- Mark the materials and facilities which may cause risk in every step

## Risk Management List

- To identify the factors that may cause risk, and to list the responding measures and relating records

## Check List

- For self examination, to list all the factors and inspection frequency

A total of 5 quality standards systems (4 Labels 1 QR Code) working in parallel, each provides a different level of safety assurance and traceability penetration

臺灣農產生產追溯



0101000001



## Primary level

Taiwan  
Agricultural  
Products  
Production  
Traceability  
QR-code

## Mid level

Safe  
Agricultural  
Products  
(Gi-Am-Pu)

## Advanced level

Agricultural  
Traceability  
Certification  
(TAP)

Certified  
Agricultural  
Standards  
(CAS)

## Highest level

Organic  
Certification

# TGAP





Sale and Expo focusing on safety products with traceability certificate or organic label



Rice products made of certified traceable ingredients



School lunch using “4 labels 1 Q” materials





Flower float in the National Day which promoted “4 Labels 1 Q” and “Local Production, Local Consumption”



**2**

**Good Case**

**Taoyuan  
Bigger Farm**

# Where is Taoyuan Bigger Farm?



Located in  
Bade District  
of Taoyuan,  
the main leafy  
vegetable  
production  
area in  
Taiwan



## Background

- ✓ The father is the leader of production and marketing group in Bade District, who once leaded the members to win many awards, and assisted them to get Safe Agricultural Products (Gi-Am-Pu) logo, further passed Agricultural Traceability Certification (TAP)
- ✓ The son won the "TAP Master" in 2016







## Strategies

# Record completely from production to sale

回首頁 | 網站導覽 | 常見問答

產銷履歷農產品資訊網

請輸入查詢內容

什麼是產銷履歷 | 我想購買產銷履歷商品 | 如何加入產銷履歷 | 推薦料理 | 最新履歷 | A+ | A

## 什麼是產銷履歷

### 農產品產銷履歷制度

臺灣良好農業規範實施及驗證 + 履歷追溯體系

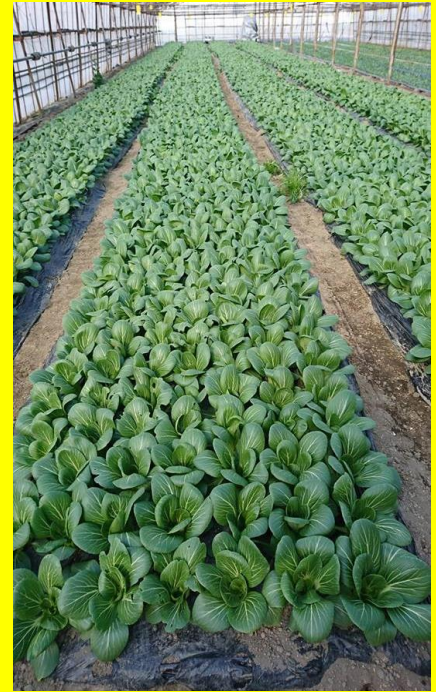
請輸入履歷追溯碼

- All the documents are uploaded to the Agricultural Traceability Certification (TAP) website
- opened to public
- can be traced back and known when, where and how it produced



# Strategies

## ① Establish net house to enhance quality





## Strategies

# ① Use new agricultural machinery to improve production efficiency



The leafy vegetable machine, which combines seeding, insect prevention and harvest, three functions in one

Save 10 times of labor cost than original, almost NTD 1.7 million per hector a year

Save 1/3 seeds usage

Control the size of plants



## Achievements

- ① The high quality and safe products of Taoyuan Bigger Farm attract many marketing channels and restaurants to contact actively, then become cooperative partners



Pork XiaoLongBao



Vegetarian Dumplings



Purchase in good price







# Challenges and opportunities



Meet the  
consumers'  
different  
demand

Sold in  
higher price



Expand the  
cultivation area  
would be necessary  
in the future (more  
money invested in)



Draw up a  
cultivation  
plan in  
advance

Keep trying  
different varieties  
of vegetables for  
different seasons

Improve pre-  
cooling and  
distribution  
systems

Assess  
Return on  
Investment  
carefully



Stable quality and safety win good  
reputation and trust from numerous  
consumers



**3**

**Conclusion**



To make it easier for consumers to recognize and identify the meaning of the labels



Integration of the labels

**4 Labels**  
**1 QR Code**



By the end of 2020



## Our government

- Further assist producers in improving value chain to comply with global standards, like GLOBALG.A.P., or Halal Certification for Southeast Asian countries, which are the very important trade partners for Taiwan
- Set up training courses regularly
- Partially subsidize certificate fee



Hope to guide producers gradually to **stay in line with international standard**, assist them in **adopting quality standards concepts and expanding market opportunities** with proper strategies

