Self-Introduction

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Background
Industrial Design
Creative Culture Industry
Service Design

Interested Field
Creative Culture Industry
Sustainable Agriculture
Creative Cluster

Shu-ting Yeh is a postgraduate student of Institute of Creative Industries Design at National Cheng Kung University, after completing a degree in industrial design at the National Kaohsiung Normal University. Her research focuses on the cultural and creative industry, social innovation, and sustainable agriculture. Her favorite place to do research is not in the library but in the field with mud, crops and insects.
Exploring the Creative Rural Milieu for Agricultural Renaissance: a case study of 200 Akker in Taiwan

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Outline

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Research Background
Case Introduction
Literature Review
Agriculture

Research Background

Factor:
World population growth rate
1950–2050
(Census Bureau, 6 Dec 2003)

Influence:
• Environmental pollution
• HYC lack of vitamin and mineral requirement

First Green Revolution (1950)

GR1:
• High-yield crops
• The single cropping
• Use of fertilizers (chemical)

Figure 1. Food System Map (nourish)

Figure 2. World population growth rate 1950–2050 (Census Bureau, 6 Dec 2003)

Figure 3. Compare production capacity with pesticide usage (USDA)
Sustainable agriculture integrates three main goals--environmental health, economic profitability, and social and economic equity. People in many different capacities, from farmers to consumers, have shared this vision and contributed to it. **Making the transition to sustainable agriculture is a process.** For farmers, the transition to sustainable agriculture normally requires a series of small, realistic steps. It is important to realize that each small decision can make a difference and contribute to advancing the entire system further on the "sustainable agriculture continuum." *(ucdavis)*

- Protecting and improving the natural environment are fundamental, and issues like climate change, energy, water scarcity, biodiversity and soil degradation need to be addressed.

- The social dimension covers labor rights and the health of communities, including access to and affordability of food, labor rights and community health. Food quality, safety and animal welfare are also important social aspects.

- On the economic side, sustainable agriculture is **productive, efficient and competitive.** The benefits should be seen in farm profitability, in thriving local economies, and throughout the whole value chain.

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**Figure 4. Sustainable agriculture (SAI PLATFORM 2010)**
Agriculture in Taiwan

Arable land was limited, as some 60% of the island was covered with forests. On average, each farm family cultivated around one hectare. This traditional small farm model kept operating efficiency and profit margins low.  

(Agriculture in Taiwan – Rich and Enriching, 2014)

The number of agricultural employment is 10 times smaller than 60 years ago.

Emigration leads to labor shortage in rural area.

Figure 5. Agriculture in Taiwan – Rich and Enriching (2014)

Figure 6. Changes in Taiwanese society Structure and Industrial Structure (Ntubicd, 2010)
Innovative and creative agricultural action in Taiwan

Source: Internet
Innovative and creative agricultural action in Taiwan

People

Agri-food

Land

Source: Internet
Agricultural innovative and creative cases in Taiwan

- Aiming for sustainable agriculture through diverse actions
- Forming a life style/culture

Figure 6. The map of agricultural innovative and creative cases (by author)
Case: 200 Akker in Yilan

Status quo:
- Location: YuanShan, YiLan (内城村、深溝村)
- Time: From 2012.11.14 till now
- Founder: Wen-Chang Yang & Chin-Sung Lai
- Membership: 6 households → 50 households
- Territory: 2.5 Akker → 30 Akker

Figure 7. Immigration statistic from 1997 to 2015 (The government archive)
Case: 200 Akker in Yilan

- Environment friendly farming
  - Learning
  - Innovation
  - Talented-(mi)X

- Positioning as an Incubation
  - Help each other
  - Sharing resource
  - Public interest

Figure 8. The development of 200 Akker

- The depopulation of the youth.
- The insufficient labors in agriculture.
- Near from Taipei: Attract many genius
  - YiLan plain area: Good environment for planting.
  - Environmental protection

To lower the entry barriers of the first year for whom want to be farmers in the site, and with sharing their professionals and resource, supporting and cooperating mutually.
Case: 200 Akker in Yilan
Research objectives

Agriculture reveals its value in multiple dimensions for sustainable development by various agricultural innovative action as reconnecting the relationship of agri-food, people and land in the past few decades. And it forms the specific agricultural life style and culture in Taiwan. Those innovative actions contributing to agriculture are from different backgrounds and practices of actors forming the learning network and sharing the resources, knowledge and information in agriculture addition to aim for sustainable development.

This paper aims to propose how the creative milieu treated as a physical environment with soft infrastructure of networking and hard infrastructure for learning, sharing and inspiration enhances the condition of actors aiming for Agricultural Renaissance.
Agricultural Renaissance

The influence of the phenomenon

The image of farmer from negative to positive

The attention of agrarian issues from low to high

The sphere of agriculture from rural to urban

3 aspects of Agricultural Renaissance

農義 Agro-Ideology

1. **Value**: from productive (single) to innovative, educational, etc.
2. **Scale**: from agri-product (single) to culture, social, ecology, etc.

農譯 Agro-Translation

1. **Transligual**: between foreign and local
2. **Transcultural**: between new and old
3. **Transmodal**: between consciousness and practice

農藝 Agro-arts

1. **Useful arts**: agricultural technical - production
2. **Fine arts**: cultural intermediaries - consumption

Manner: Learning and innovative

“Disaster society as the extreme climate, global warming, financial tsunami, economy depression are effecting our life. We need to face the dilemma and find some way out.” - Ding-tzann LII, 2011

“Learning is an effective process of managing change in agricultural and natural resource management under conditions of high uncertainty.” – Margaret M. Kroma, 2008


Figure 9. Social innovation process (Neumeier, 2012)
Network: Creative milieu for creative cluster

A physical environment could let people interact and inspire ideas face to face (Landry, 2008).

The network within the creative milieu is for dissemination of ideas, knowledge and technical (Florida, 2003).

Creative people are attracted to those places more diversity, high tolerance, and open for new ideas (Florida, 2003).

Landry, Charles. (2000). The creative city
Research Method
### Research Questions

How the creative milieu formed for learning, sharing and inspiration networking within the creative hard and soft infrastructure to enhances the condition of actors aiming for Agricultural Renaissance?

<table>
<thead>
<tr>
<th>Problematization</th>
<th>Expression of Interest</th>
<th>Delineation &amp; Co-ordination</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hard infrastructure</strong></td>
<td>Who are the people engaging in the creative milieu in rural?</td>
<td></td>
<td>Qualitative research</td>
</tr>
<tr>
<td><strong>Soft infrastructure</strong></td>
<td>Where are the target group?</td>
<td>Where the creative cluster and learning networking happened?</td>
<td>- Participant observation</td>
</tr>
<tr>
<td>• Social capital</td>
<td>Where the creative cluster and learning networking happened?</td>
<td>What’s the non-human actor within the creative cluster in rural?</td>
<td>- Interview</td>
</tr>
<tr>
<td>• Human capital</td>
<td>What triggers the forming of learning network?</td>
<td>How the targets gather together?</td>
<td></td>
</tr>
<tr>
<td>• Creative capital</td>
<td>How does the cluster network maintain?</td>
<td></td>
<td></td>
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</tbody>
</table>

Figure 10. Matrix of social innovation process and elements of creative milieu
The study conduct Participant observation and interview as the data collection method:

- **Contact through emails**
- **Collect secondary data**
- **Place: Co-dining restraint**
  **Date: Saturday, May 21, 2016**
- **Go to the field to experience as a farmer**
- **Face-to-face interview in Chinese lasted approximately ninety minutes**

The data was transcribed and analyzed.
According to the research question, data analysis of this study was conducted from three perspectives:

1) Clarify the stakeholders (including human and nonhuman actors) in Agricultural Renaissance of 200 Akker.
2) Categorized those actors into each step of Agricultural Renaissance as Figure.
3) Assisted to answer the research questions on how the creative milieu in rural area formed for learning, sharing and inspiration enhances the condition of actors aiming for Agricultural.

Who are the people who engage in the creative milieu in rural?

<table>
<thead>
<tr>
<th>Agricultural Renaissance (Social innovation)</th>
<th>Problematization</th>
<th>Expression of Interest</th>
<th>Delineation &amp; Co-ordination</th>
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<td><strong>Hard infrastructure</strong></td>
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<td><strong>Soft infrastructure</strong></td>
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<td></td>
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<tr>
<td>- Social capital</td>
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<td></td>
<td></td>
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<tr>
<td>- Human capital</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Creative capital</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Figure 11. Matrix of social innovation process and elements of creative milieu
Results
Discussion & Conclusion
Reference
The stakeholders of Agricultural Renaissance in 200 Akker could be categorized into internal and external use the region as the boundary.

Old farmer: Conventional farmers; New farmer: 200 Akker member

Table 2. Category of actors in 200 Akker (by author)

<table>
<thead>
<tr>
<th>Category</th>
<th>Role</th>
<th>Actor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>Upstream</td>
<td>Landlord</td>
</tr>
<tr>
<td>Production</td>
<td>Upstream</td>
<td>Crops Cultivation Services</td>
</tr>
<tr>
<td>Production</td>
<td>Downstream</td>
<td>New farmers (Member of 200 Akker)</td>
</tr>
<tr>
<td>Production</td>
<td>Downstream</td>
<td>Old farmers</td>
</tr>
<tr>
<td>Consumption</td>
<td>Cluster</td>
<td>Consumer, Fans</td>
</tr>
<tr>
<td>Consumption</td>
<td>Channel</td>
<td>Farmers’ market</td>
</tr>
<tr>
<td>Government</td>
<td>Active</td>
<td>Agriculture Department (Yilan)</td>
</tr>
<tr>
<td>Government</td>
<td>Passive</td>
<td>Policy</td>
</tr>
<tr>
<td>Partnership</td>
<td>International</td>
<td>Agricultural actors (Market, Magazine, Community, etc.)</td>
</tr>
<tr>
<td>Partnership</td>
<td>National</td>
<td>Academic, Publisher, Community</td>
</tr>
<tr>
<td>Diffusion</td>
<td>Indirect</td>
<td>Delivery service, News</td>
</tr>
<tr>
<td>Diffusion</td>
<td>Direct</td>
<td>Social media, Shop, Articles, Forum</td>
</tr>
<tr>
<td>Environment</td>
<td>Human-made</td>
<td>Local residents, religion belief, Infrastructures (traffic &amp; building)</td>
</tr>
<tr>
<td>Environment</td>
<td>Natural</td>
<td>Crops, Weeds, and Pests</td>
</tr>
</tbody>
</table>
The research finding reveals that the creative rural milieu attracting creative talents to join Agricultural Renaissance actions by providing a **comfortable and inviting surrounding with a common goal for agricultural sustainability, high tolerance in agricultural obstacles**, as well as setting up innovative and creative ideas from diverse actors to deal with the problem in the production process and also the settlement as a village for strong relationship in networking.
Discussion & Conclusion

• Limitations:
  ➢ Because time limit, the researcher only conducted one interview with two key person of 200 Akker, so that it might lack opinion from other stakeholders.

• Recommendations for future research:
  ➢ The situation of Agriculture Renaissance is still changing, it’s springing up like mushrooms and we all happy to see it. So there’s more and more developing case could be explored.
  ➢ In order to get more data, participatory observation is a good tool to know their real situation and how they get alone together.
  ➢ Quantitative method can be adopted and to be referred to qualitative method.
• Tsai, H. C. (2003). 台灣新鄉村社會學. Taiwan: 全華圖書.
• Wu, Y. N. (2007). 江湖在哪裡？—台灣農業觀察. INK.