

都會近郊農場生產與食農教育推動策略

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摘要

在食農教育法通過後，食農教育更加落實於校園教育之中；過去在農業現場發生的農遊活動亦成為食農教育活動。然而過去關於食農教育的文獻多著重於教育角度探討，較少由農場的視角深究食農教育對於農場的意義與價值。過去文獻梳理對於農場而言，食農教育活動帶來之效益有：1. 能夠直接聽到消費者的聲音、2. 使消費者的回饋納入生產活動中、3. 增加忠實顧客的數量、4. 可以認識更多非農業的人、5. 與消費者互動會增加生產動力等。本篇透過整理位於桃園的近郊有機農場所執行之食農教育經驗。在有機農場中的食農教育與傳統校園中不同的是，在農業現場的食農教育是農遊化的食農教育，褪去濃厚的教育色彩，且具有場域不再受限於校園、更真實的五感體驗、更具社會教育功能、也更能讓受眾了解農業最真實的脈絡等等特色。除學生之外，農遊化的食農教育更適合一般家庭與公、私部門參與，甚至與企業 CSR 活動結合也成為趨勢。此外，讓農夫成為食農教育者，業有助於反轉社會大眾對於農民的刻板印象、亦能鼓勵青年投入農業，成為新興的農業經濟模式。

關鍵字：食農教育、有機農場、農遊

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Farm Production and Food and Agricultural Education Promotion Strategies in Urban Suburbs

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Abstract

After the Food and Agricultural Education Act was passed, food and agricultural education has been further implemented in campus education; agricultural tourism activities that used to take place at agricultural sites have also become food and agricultural education activities. However, in the past, most of the literature on food and agricultural education focused on the discussion from the educational perspective, and less on the significance and value of food and agricultural education to the farm from the perspective of the farm. Reviewing past literature, for farms, the benefits brought by food and agricultural education activities are: 1. Being able to directly hear the voices of consumers, 2. Incorporating consumer feedback into production activities, 3. Increasing the number of loyal customers, 4. You can get to know more non-agricultural people, 5. Interacting with consumers will increase production power, etc. This article summarizes the agricultural education experience implemented by a suburban organic farm in Taoyuan. The difference between food and agricultural education in organic farms and traditional campuses is that food and agricultural education at agricultural sites is agritourism education, which loses the strong educational color, and the field is no longer limited by the campus. It has a more realistic five-sense experience, has more social educational functions, and allows the audience to understand the truest context of agricultural and other features. In addition to students, agritourism-based food and agricultural education is more suitable for ordinary families and public and private sectors to participate. It has even become a trend to integrate it with corporate CSR activities. In addition, allowing farmers to become food and agricultural educators will help reverse the public's stereotype of farmers, encourage young people to invest in agricultural, and become an emerging agricultural economic model.

Keywords: Food and Agricultural Education, Organic Farm, Agricultural Tourism