New Dimensions in Taiwan
Farms and Ranches

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CONTENTS

◆ Preface .........................................................................................................................6.1
◆ The Present Condition of Taiwanese Farms and Ranches .................................6.1
◆ Introduction of Chingjing Farm .............................................................................6.3
◆ Compare Chingjing Farm & Chiayi Farm .................................................................6.7
◆ Introduction of Ying Zhang Farm ...........................................................................6.9
◆ Suggesting Some Improvements to Chingjing Farm & Ying Zhang Farm .........6.11
◆ Conclusion ......................................................................................................................6.11
Preface

Agriculture and sightseeing are both industries to complement each other. By changing the use of resources, it can offer pleasure-seeking for tourists and link industry, culture, education, and travel effectually. The goal of leisure farms is to build a convenient and comfortable environment that attracts urban residents to come and play. In addition, they can earn much money to support their families. Therefore, we decided to research deeply into Taiwan’s farms and ranches. This research project will compare some of Taiwan’s farms to find out the differences between leisure and management. We select Chingjing farm to compare with Chiayi farm, and we also choose Ying Zhang Farm to introduce how it combine leisure and management.

The present condition of Taiwan farms and ranches

Because of industrialization farms and ranches are not as important to the economy as they were once was in Taiwan. The present trend in agricultural development combines production and marketing. Meanwhile, this situation also promotes an important direction for agriculture in Taiwan. At present the farm that we see is mainly developing into a leisure farm.

The leisure farm refers to the use of countryside landscape, nature, ecology and environmental resources linking up productions for farming, forestry, fishing, husbandry, and agriculture management offer a recreational for place for people, promoting people’s experience with agriculture and countryside. People enjoy nature, and there are many natural resources one a farm; therefore, this is the leisure farm development goal.

Chingjing Farm is one of the most popular leisure farms in Taiwan. Chingjing Farm offers a quiet and beautiful view of nature whenever tourists decide to go. Besides, tourists may admire the beauty of flowers in spring, stay at the summer resort

1 Chingjing Farm: was called “Chianching Farm” and “The Arcadia”.

01/10/06
in summer, appreciate the maple trees in autumn, and enjoy snow with romantic feelings in winter. This farm has desirable characteristics the whole year. It is a scenic spot that is worth trying for tourists again and again. First, tourists can see a sheep show two times a day; and may also feed those sheep. Second, tourists can taste candies and sticks make of sheep’s milk. Finally, tourists can have a picnic and take many beautiful pictures. Also, there are other beautiful spots that are worth seeing. On weekends, tourists come here and this situation brings many benefits for businesses and hotel accommodations.

Ying Zhang Farm\(^3\) is located in Paweng Dairy Zone\(^4\), which is the biggest dairy area in Tainan Country’s Liouying Township. The main production is milk; in addition, it also manufactures other dairy products, including milk candies, milk ice stick, milk hot pot, milk pudding, milk cheese, and milk steamed bread, as well as souvenirs related to cows.

The resources of Taiwan farms and ranches can be briefly summarized as natural environment and facilities. The natural environment of Taiwan farms and ranches include hot springs, lakes, gardens, and mountains. Besides that, Taiwan farms and ranches have facilities for traveling accommodation, mountain climbing and camping.

We researched Chingjing Farm and Ying Zhang Farm in depth to learn about the development of Taiwan farms and ranches.

\(^2\) Sheep Show: Mr. New Zealander help sheep cut their wool to make them feel comfortable.

\(^3\) Ying Zhang Farm: No.93-108, Paweng Village, Liuying Shiang, Tainan County 736, Taiwan (R.O.C.)

\(^4\) Paweng Dairy Zone: It is the largest dairy production zone in Taiwan and all people are feed cows here.
**Introduction of Chingjing Farm**

Chingjing Farm is located in Jen-Ai Town of Nantou Country. It was previously called Chianching Farm. The altitude is about 1700 to 2100 meters above the sea. The weather is generally mild all year round. The temperatures average between 15°C and 23°C in summer. So, it has a good reputation and is called “The Arcadia.” It is most suitable for tourists to travel here from March to October. In addition, the farm produces a variety of fruits and vegetables at different times of the year.

Chingjing Farm’s history began when Mainland China became Communist in 1949 and many veterans fled to the Burmese-Thai-Laotian borders, joining the resistance forces in Yunnan. They fought under the command of generals who led attacking forces across the Thai-Burmese borders. These soldiers were ordered to retreat in 1961, and then proceeded to Chengkongling and settled in the Chingjing Veterans Farm after one hundred days of training. Year after year, as we enter the new millennium, Taiwan’s society is constantly changing. Farmers engage in pasture such as cow, sheep and goats…etc, grow fruits and vegetables and plant a variety of beautiful flowers.

Because people enjoy nature in Taiwan, the geography of Chingjing Farm is a superior destination, and there are some scenic spots there that fascinate tourists. Therefore, Chingjing Farm was the most popular travel spot in 2004 in Taiwan. In each season, tourists can experience firsthand a different view of Chingjing Farm. From March to May, tourists can appreciate peaches, plums and azaleas. During June to August, tourists see not only peach blossom, plum blossom and azaleas, but also a
variety of flower, besides that, tourists can taste juicy honey peaches. From September to November, tourists can taste many kinds of pears, apples and kiwi fruit. During December to February, many plum blossom and cherry blossom’s are in full bloom. Tourists can have an unforgettable experience by this spectacular scenery.

In Evergreen Grasslands, tourists can see two sheep shows a day, once at 9:30 in the morning, and the other at 2:30 in the afternoon. The most interesting activity is sheep shearing by a New Zealander who has been living on this farm for over a decade. In native fluent Chinese, he describes the process and then before one can blink twice, he has done it, the lamb standing like an humble goat, bereft of his thick white coat. If tourists would like to feed the sheep, they can also spend 10 NT dollars buying a cup of feedstuff. Besides that, tourists can touch and take many pictures with them. The farm offers candies and sheep oils, Popsicles made of sheep’s milk and many products mutuality related to sheep for tourists to buy.

Other than Chingjing Farm itself, there are many famous spots near it, as outlined below.

- **The Small Swiss Garden:** Because of its Northern European atmosphere, the Small Swiss Garden has been called “Taiwan’s Little Switzerland” and “Paradise in the Mist” hence the name. Tourists can drink a cup of coffee and relax in this nature scenery. With this breathtaking view, it is no doubt that the fame of the Small Swiss Garden range’s far and wide.

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5 Evergreen Grasslands: are 7.6 hectares in size and resembles the sort of mountain pastureland common in northern Europe.
• **Wushe Bihu:** Wushe is the home of the Atayal aboriginal tribe, namely “Hometown of Chreey Blossoms.” The green waters of the nearby Wanda Reservoir that generates electric power and stores water for irrigation and consumption, popularly known as Bihu, picturesquely complement the blue skies and white clouds.

• **Hehuan Mountain:** Along the road of Chingjing Farm, tourists can arrive at Hehuan Mountain. Also known as snow town, Hehuan Mountain is located at the border of Hualien County and Nantou County’s northeastern tip. It sits in the north end of the Central Mountains. Hehuan Mountain’s main peak measures 3,417 meters high. Because the traffic become convenience, it attracts many people to go there and enjoy the sight of snow. In winter, tourists flock to the mountain to see snow and to ski.

• **Lushan Hot Spring:** In the end of the trip to Chingjing Farm, tourists can stop by Lushan and take a dip in a hot spring to relax their body and mind. Lushan hot spring is also be called “Cherry Blossoms Hot Spring” or “Fuji Hot Spring”, and is famed for the name of “World No. 1 Hot Spring” Lushan is one of the better known hot spring resorts in Taiwan, because it provides many hotels and facilities that makes the hot spring experience more convenient. It also attracts large crowds on holidays and
weekends. The spring water, with a temperature of 87, is an effective treatment for such ailments as rheumatism and neuralgia (bathing) and chronic gastritis (drinking). The old and new areas of the town are separated by a small suspension bridge. By the way, tourists can put eggs in hot spring and wait for minutes; they can taste the “Hot Spring Egg”.

If tourists plan to stay overnight, they can choose to stay in a yurt which was built in the unique Mongolia style. The price of staying in a yurt for one night is 600 NT dollars per person, if there are more than four people. They also offer meal services for tourists which are made from the local and special foods. When tourists stay in this special yurt, they may feel like they are nomads. At night, tourists can go around and take in the night view. In addition, there are many accommodations of England and European styles for tourists to choose.

Tourists can plan Two-Day Trip:

Day 1: Ji-Ji Town (Nantou) → Sun Moon Lake → Lushan → Watching Star (Starbucks & 7-11 at the top)

Day 2: The Evergreen Grasslands → The Small Swiss Garden → Wushe Bihu → Puli Winery → Go Home
Transportation:

By Car: South bound cars exit at Wangtien Highway Interchange, take to No 1 Provincial route towards Chungchuan (also pronounced as Jhongjuang). Then take No 14 Provincial route towards Wushe and turn onto route 14A to reach the farm. Northbound cars should exit at the Yuanlin junction, and follow routes 148, 14, and 14A. Look for the English board signs of the Farm.

By Bus: From Taichung, board the Taichi Express bus to Puli, then change to Nantou Express Bus bound for Shungkan or Chuifang. Get off at Yushih (Young Lion) stop. Some buses may stop at the farm gate on request.

Compare Chingjing Farm and Chiayi Farm

We select Chiayi Farm⁶ as a model to discover their good points or ideas from which Chingjing Farm can learn, and try to improve. We will compare the two farms from three aspects; environment, equipment, and activities.

Chiayi Farm is on the southeastern shore of Zengwen Reservoir⁷. The farm was originally founded in 1952 by retired soldiers who settled in Taiwan after fleeing from mainland China when it was taken over by the communists in 1949. In the 1950s, this was indeed a common situation in Taiwan, as the government sought to demobilize

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⁶ Chiayi Farm: is an ecology farm. It has rich ecological resources.
⁷ Zengwen Reservoir: is located boundary between Chiayi and Tainan. It is Taiwan’s largest artifical lake. [http://www.wrasb.gov.tw/frame.asp?m_no=22&s_no=65&t_url=5travel/zengwen.htm](http://www.wrasb.gov.tw/frame.asp?m_no=22&s_no=65&t_url=5travel/zengwen.htm)
over a million soldiers and their families. This was done with official government blessing – indeed, the government helped organize the whole scheme, and has profited by building hotels and other tourist-related facilities. The temperature of Chiayi farm is moderate around the year. Unlike Chiayi Farm, Chingjing Farm is positioned at a high elevation. It affords views of spectacular mountain landscapes. Tourists can enjoy the tastes of fruits, in addition to appreciating the beautiful scenes of the farm. The climate here is mild, the air is fresh and the farm is shrouded by clouds and fog all year round.

Like many government-run farms in Taiwan’s mountains, Chiayi Farm, which belongs to the Veterans Affairs Commission, has shifted from an agricultural venture to one dependent on tourism. Moreover, in recent years it has re-branded itself as an eco-tourism destination, taking advantage of its pristine surroundings, which are rich in bird and insect life.

At Chiayi Farm, there are many things to see and do, including the flower garden, bee farm, Youting Pier (where you can rent a boat), Chiang Kaishek’s Villa, and climbing to Biyun Pavilion which the highest spot in Chiayi Farm. From these special facilities, tourists can gain ecological knowledge through exposure. For example, one can learn how to plant flowers and how the bees join together and divide labor. In contrast to Chiayi Farm, Chingjing Farm is a beautiful place for tourists to relax. The wide field has many natural resources that allow tourists to experience nature closely. However, they do not have many types of equipment to facilitate their activities, but it has wild grassland for tourists to take beautiful pictures.

Families at Chiayi Farm can play toxophily at on archery range, play paintball, fish, and play croquet. By these activities, family relationships may be imported. Distinct from Chiayi Farm, tourists at Chingjing can see a sheep show, feed sheep, and taste savory candies and sticks made of sheep’s milk. It also offers some
information about sheep to tourists.

Chingjing Farm and Chiayi Farm each has its unique character. When tourists go there, they can learn about nature from animals and insects. It is worthwhile for families to go.

**Introduction of Ying Zhang Farm**

Paweng Dairy Zone, the nation’s largest dairy production zone, is located in Liouying Township in Tainan. David Wu⁸ is the owner of Ying Zhang Farm, which is located in Paweng Dairy Zone. He is shown loading milk produced on his farm onto the trucks from the milk factories. Ying Zhang farm is the most famous farm in Liouying for tourists.

With unpolluted meadows and a good water supply, the area has been producing milk since 1974, when the government imported 240 milk cows from New Zealand and distributed them to 40 households in the town. Today, 83 households in the Paweng Dairy Zone keep about 12,000 cattle and produce a total of 150 tons of milk every day. Beside that, now, Paweng now supplies 60 percent of the fresh milk sold through major brands such as Uni-President Enterprises, Kuang-Chuan and Wei-chuan Food in Taiwan.

The extra income from the flourishing tourist business helps the marginal dairy farm to survive; another important function of the tourist attraction is enhancing tourists’

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⁸ David Wu: The person we interview at Ying Zhang Farm.
awareness of locally produced products. When we joined WTO (World Trade Organization), our farmers had to create new farming business, such as selling their products abroad and offering for people to visit. Ying Zhang Farm also manufactures many dairy products, including milk candies, milk ice stick, milk yogurt, milk pudding, milk cheese, milk steamed bread, the highly popular milk hot pots and souvenirs related to cows.

There are many kinds of animals other than cows, including lambs, chickens, turkeys, ostriches, mini horses, small cows and rabbits. If tourists would like to feed those animals, they can buy grass, vegetables and feedstuff from the farm shop. Tourists also can learn to milk cows by themselves. In recent years, Taisugar has made use of its old railway lines in the county to develop the local tourism businesses in different towns. As a result, the most well known place in Ying Zhang Farm is the “Train Restaurant”, which is rebuilt from an old train. Tourists can joy their meals in this atmospheric place full of nostalgia.

Apart from dairy products, one of the major selling points of the guest farm is a 15-minute joyride on an old railway line that Taiwan Sugar Co. once used to transport sugar cane. Taisugar’s sugar refining factory in Tainan’s Hsinyin Town was closed in 2001 and the line was opened to the public on Dec. 6, 2003. Tourists can park their cars at the station and take the train or go by car to Ying Zhang Farm – Cow’s Home.

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9 Cow’s Home: It is a part of Ying Zhang Farm.
**Suggesting some improvements to Chingjing Farm and Ying Zhang Farm**

**Suggestions for Chingjing Farm**

After we went to Chingjing Farm, we had some suggestions for improvement.

- The brochure should offer an English version to help foreigners know about Chingjing Farm.
- The Chingjing Farm brochure should be free.
- Parking places should be well drawn up.
- Some drink machines could be set up at the entrance of Evergreen Grasslands.

We think it could be more interesting and more attractive for tourists, when it achieves these goals.

**Suggestions for Ying Zhang Farm**

After we went to Ying Zhang Farm, we felt some disappointment.

- We think the service for customers should be better.
- The brochure should be more detailed and offer an English version.
- The web site should offer an English version.
- When we ordered our meals, we hoped the server could give us some ideas for their special food.
- It should enhance their quality control of their souvenirs.

It is difficult to change being a manufacture farm turn to a leisure farm. If they can adopt these suggestions, their future prospect would be worthy of our expectations.

**Conclusion**

After gathering information about the current situation and transition of Taiwan’s farms and ranches, we found that their farm and ranch change is successful, for example, Chingjing Farm and Ying Zhang Farm.

01/10/06
When doing this project, our group wanted to know more about correlation, marketing, and business of Chingjing Farm and Ying Zhang Farm. We visited the farms and, after our travels, found that the change to leisure farming is dealing with the target of WTO of Taiwan government.

The number of imported products will increase in the market because Taiwan is a member of the World Trade Organization. At the same time, it also causes the sales volumes of our native products gradually decrease. Consequently, the owners of farms are trying to change into leisure farming in order to avoid their sales quantity of agricultural products to be low.

We hope to provide some suggestions for the present leisure farm. In the future, they would become diversified. They would not only manufacture products for tourists, but also add interesting facilities to attract more tourists. Finally, from this aspect, we think that agriculture sightseeing of Taiwan is at the turning point of history.
Reference


  The Chingjing website is introduce about Chingjing Farm and spots around Chingjing. It have offer visitor ask question about Chingjing or leave messages. This website introduce Chingjing is very detail.


  This brochure introduces spots and accommodations. It also offer map where we can visit.

- “Chingjing Community” Brochure. 5 November, 2005.

  This brochure is another one to introduce about flowers and fruits.


  This website is introduced about Nantou County.


  This website is introduced the North, Central, and South Taiwan’s farm.

- Mr. David Wu, Personal Interview. The owner of Ying Zhang Farm. Tainan County. 20 December, 2005. The interview is about the main characteristics in Ying Zhang Farm.

01/10/06
• “Ying Zhang Farm” and “Cow’s Home” Brochure. 20 December, 2005.
  This brochure introduces their history, products and activities.

• “Pa La Ya Dairy Farm” Brochure. 20 December, 2005.
  This brochure introduces Paweng Dairy Zone and around the zone’s spots.

• “CTIN Chingjing Traveling” Online posting. Internet. 28 December, 2005.
  <http://chingjing.network.com.tw/>
  This website is introduces Chingjing Farm’s geographical features and characteristic.

  It talks about linking up the tech of agriculture growing, the life of village, and ecological landscapes to improve competitive strength of them.

• “Nantou High Light” April 2003, periodical magazine, No.20. Cover story: A travel line for visitors to rebuild sightseeing of Nantou. The article of author is Jiang Jun-Pei, 8th December, 2005.
  Nantou is located at the central part of Taiwan. It is a good place for people to have a picnic because there weather is well and cool. On the other hand, they want to push the sightseeing of hot spring and to rectify the environment of traveling. Their propose is to beautify Nantou and promote the quality of traveling.
• Welcome to Taiwan Online posting. Internet. November 16, 2005.


  This website has much information about Taiwan and introduces very detail.

• ” Chiayi Farm” Online posting. Internet. November 9, 2005.

  <http://www.chiayifarm.com.tw/>

  This website introduces the Chiayi Farm, tourists can get much information from this website.

• ” Alishan National Sceareanic Area” Online posting. Internet. December 8, 2005.


  This website introduces about Chiayi’s tourist spot.

• ” Chiayi County Bureau of Tourism” Online posting. Internet.


  The website introduces Chiayi very detail. Tourists can get more and more information from this website and they can know about Chiayi deeply.

• ” CTIN – TOP 10 of popular travel spots in Taiwan in 2004” Online posting. Internet. November 13, 2005

  <http://travel.network.com.tw/events/10spot/?actkey=54&fromkey=2>

• ” Revitalizing Tourism” Online posting. Internet. November 15, 2005


  Tell tourists the Chingjing Farm’s scenic tour route and some information about Chingjing Farm.

01/10/06

It is a dairy farm of Paweng Dairy Zone. The website introduces the Pa La Ya Dairy Farm’s history, scenery, products and activities. It is the second leisure farm in Paweng Dairy Zone.


This article describes Paweng’s dairy farmers are having to be creative about the ways in which they do business as they have battle to come to terms with international competition since Taiwan joined the WTO in 2002.


This website introduces tourists about travel’s information and the website also offers some schedule for tourists to choose.


It is a newspaper which introduces about Chingjing Farm, its transportation information is very detail and tourists will know how they can arrived the farm.

• ”OTOP (One Town One Product)” Online posting. Internet. December 15, 2005
This website introduces many countries’ local spot, product, food, store, accommodation, etc. It introduces very detail and let us to know very much.