

【摘要】

台灣以農業立國，應隨著社會經發展的變遷，農業失去優勢。因應此發展趨勢，政府訂定農村再生條例草案，期望以產業活化提升農村經濟環境進而改善農村生活環境。近年，農村產業不再被定義為一級產業，而是發展到三級產業。人們漸漸重視在地農村產業，由在地自行發起農村產業活化組織，藉由專家學者與政府適當輔助，宣導農村重要性與存在的價值，讓在地居民有認同感與責任感，及讓都市人們感受到農村存在的價值與重要性。期望在生產同時並能兼顧生態環境，提升當地農村產業競爭力確保農村整體發展，以達富麗新農村的目標。

而新社鄉協成村位於台中市近郊，由新社鄉至台中市中心於半個鐘頭，因該地區自然環境條件適合香菇的生長，所生產的香菇品質深獲消費者歡迎，加上香菇由生產至包裝銷售、行銷通路皆在此地形成群聚效應，具全台香菇產業生產代表性。全村有一半的農民皆以此維生，因應此研究區之產業，當地有心人士係針對本地區規劃香菇街以此供給一個經濟產業的環境，所有的生產至包裝皆由在當地完成。以當地特有產業與文化結合，並有效的控制品質，亦能帶動農村產業活化，使達永續發展。以新社鄉協成村為研究案例，並瞭解地區農村產業發展特色與文化，藉此研擬農村產業活化發展目標。

關鍵詞：產業活化、農村再生



【Abstract】

The nation of Taiwan was originally built with the economic foundation of agriculture; however, the change of society and economic development has made agriculture losing its advantage. In order to adapt to this development trend, the Government regulates the Regeneration of Rural Village Bill, and it is expected to enhance the economic environment of rural villages and improve the living environment with rejuvenation of industry. In the recent years, the industry of rural village is no longer defined as the first level industry, but the third level industry. People start to value the importance of industry of rural village, with the assistance from experts, scholars and the Government, and promotion of importance of rural village and valued of its existence, the local organization for rural village's rejuvenation of industry has gained local residents' sense of recognition and responsibility, as well as letting the urban residents understand the value and importance of rural village's existence. It is with expectation that the ecological environment can also be cared for during the process of agricultural production, to enhance the competitiveness of local industry of the rural village and ensure the overall development of the rural village, and to achieve the goal of the new wealthy rural village.

Sie-Cheng Village of Xinshe Township is located in the outskirts of Taichung City; it is about half-hour away from the downtown area of Taichung City. As the natural environment in the area is very suitable for mushroom, therefore the local produced mushroom is very popular; the local packaging, marketing, and sales channels have formed a good cluster effect and the local mushroom industry has very good reputation in Taiwan. About half of the local farmers make a living with this industry, therefore, a Mushroom Street was planned and created to provide a comprehensive environment for the economic industry; all the production and packing process are done locally. With the combination of local unique industry and culture, and effective control of quality, it is able to promote rural village's rejuvenation of industry and achieve the goal of substantial development. Using Sie-Cheng Village of Xinshe Township as the study case, to understand its development characteristics and culture in local industry of the rural village, so that we can propose a plan and goal for the rejuvenation of industry in rural villages.

Keywords: rejuvenation of industry, regeneration of rural village