

Gap between Consumers and Producers via “Agri-product Business Inquiry” Launched

Min-Hsien Yang, Professor, Feng Chia University, Taiwan

I Han, Assistant Professor, Feng Chia University, Taiwan

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How can consumers get information regarding product sources?

To close the gap between consumers and producers, the Council of Agriculture (COA) launched a specific database, “Agri-Product Business Inquiry”, in its official website, in order to integrate various kinds of information, such as agricultural labels and traceability system, CAS premium agricultural products, production origins and traceable records, and geographic trademark of organic tea (i.e., 13 geographic trademarks, such as Sun Mood Lake black tea). Those production suppliers can be divided into four categories with individual basic information provided: agri-food, fishery, animal husbandry, and processing. The database from the integration provides keyword search functions to access firm names, contact windows, product categories, product names, locations, labels, telephones, and emails.

COA said that most Taiwanese agricultural business operators have done their best in order to produce high quality products. Taiwanese consumers enjoy safe food with varieties at reasonable prices even though some recent food insecurity problems raised consumers’ consciousness in checking more information about production sources.

COA expects that Taiwanese consumers can search their local agri-products through keywords in order to find labeling secure food providers. Moreover, consumers are encouraged to call those agri-product firms to find appropriate and safe food. In addition, for big volume purchase accounts, such as retail channels, group-meal catering firms, they are also encouraged to find premier agri-product suppliers and consider more local food for their procurements. Thus, it will achieve a win-win scenario for both producers and consumers.

COA emphasizes that those labeled quality agri-products with certified testing marks awarded by gatekeeping inspection institutions are safe for consumers. The web service of “Agri-Product Business Inquiry,” an online database, was officially launched on June 8, 2015. Everybody is welcome to use this web database. More professional agricultural producers are highly encouraged to upgrade their outputs’ safety and quality. Local production and local consumption are not only fresh but they also help protect our environment by reducing food mileage.

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