

KOREA

- Total land size – 100,000 km²
- Arable land size – 16,910 km² (17%)

- Total population – 50,4 mln
- Farming households – 1,1 mln

- GDP – Euro 1,321 billion (mld)
- GDP Farms – Euro 25 billion (1.9%)

KOREA AGRO & IT

Production

- Small farms & old farmers; not attractive yet for youth
- Government supports Agro-IT development, smart farming, training young farmers, modernization, exports and bigger farms
- Use of internet & direct sales is clearly growing
- Urban retirees embrace modern farming & direct sales
- Problem is still too many middlemen, no efficient logistics, prices are relatively high
- More direct sales will effect costs, efficiency & prices

KOREA AGRO & IT

Consumer

- Used to shopping on internet at retail shops; easy track & tracing systems
- Online shopping of agro products is increasing
- Direct shopping at farmers is getting more popular
- In 2014: €69 mln , in 2015: €100 mln agro products sold online in total
- Attraction of direct shopping is lower price, quality & more variety

TAIWAN

- Total land size – 36,000 km²
- Arable land size – 8,640 km² (24%)

- Total population – 23 mln
- Farming households – 0,78 mln (3,4%)

- GDP – Euro 489 billion (mld)
- GDP Farms – Euro 1,9 billion (0.4%)

TAIWAN AGRO & IT

Production

- Small farms, old farmers; not so attractive for youth
- Government works on Agro-IT policy; use of internet mainly for information to & training of farmers
- A growing number of farmers use internet, mostly for government information, training etc.
- Direct sales are increasing; individual farmers or through farmers cooperations

TAIWAN AGRO & IT

Consumer

- Used to shopping on internet at retail shops
- Online shopping of agro products is increasing
- Direct shopping at farmers is getting more popular
- Attraction of direct shopping is easy use, speedy delivery of fresh products, food safety & variety of organic products

KOREA & TAIWAN

Opportunities

Korea:

- Farming starts to develop, IT use is increasing
- New area's (reclaimed land) are promising
- Target is agro export to China as due to FTA's

Taiwan:

- **Pres. Mrs. Tsai seeks agricultural reform for export**
- **IT infrastructure good; needs consultancy on Agro-IT**