

Students activities for agricultural problem in Korea

Minji Park

KyungPook University

1. Introduction: The Presentment of Current Agriculture Situations

Domestic agriculture has expanding the opening market gradually. Korea overseas expansion state of investment is increasing about 3 times in 3 years. The company in the overseas also increased 17 in 2008 to 85 in 2011. The growth of income in agricultural food is 34million dollar to 77million dollar. 'Agriculture policy 1.0' is the start of modernization of agriculture in Korea. In 1970 Saemaul Movement (community development project) made the development into modernization of agriculture, which is the 'Agriculture policy 2.0'. The Uruguay Round in 1992 made the market of agriculture steadily, and today Korea and the US, Korea and EU go in the effect of FTA caused the Korea agriculture competitive between the globalization.

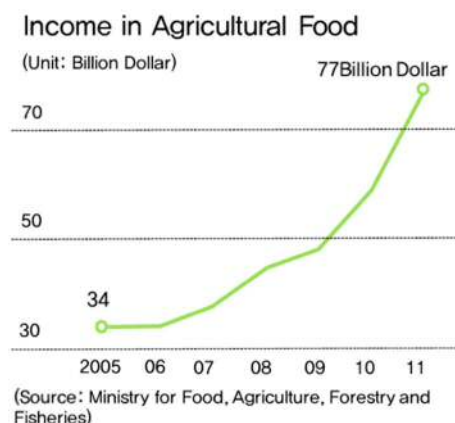
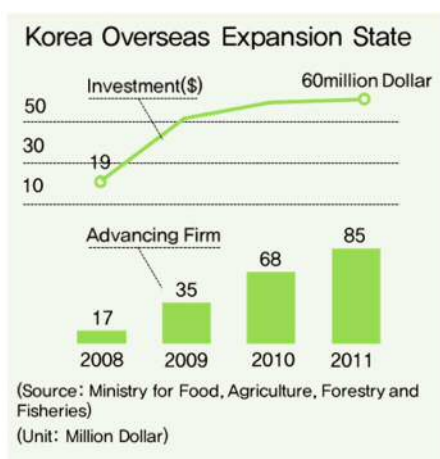


Figure 1-1. the gross income of agriculture Figure 1-1. the gross income of agriculture

However all these globalization and modernization of agriculture brought not only the bright future but also brought the dark shadow. On account of modernization policy in agriculture by Park Jung-Hee government in 1980, the industrialization of agriculture had begun. Therefore, increasement in the amount of harvest paradigm occurred. In the process of this, large amount of chemical fertilizer, pesticides and herbicide developed rapidly. The agriculture has changed in to dependent to agricultural machine and chemistry fuel motor. Moreover the IMF (International Monetary Fund) in 1997 break up the national oriented development and brought globalization of agriculture and enterprising food system rapidly. This made the beginning of transnational agricultural food company seize the market in Korea. The market size of Long distance of space movement, low wage of earner is the factor of worked agricultural enterprise are increasing more and more. Like this, agricultural goods

changed into commercialization, unclear production and circulation and chemical process made non- naturalization

Externally, the commercialization of agricultural is the negative side of the current issue, internally, the decrease of farmhouse population is the second problem. According to this problem, rural labor is on their shortage. The below graph shows that farm income, including farming and other economic activities, is steadily increasing but agricultural income is decreasing. This means that nowadays many farmers get their income not from farming but from other economic activities. This unclear image has effected to today’s students. In reality, 20 Korea students answered in survey that their image of agriculture is really poor because of the unclear future of agriculture.

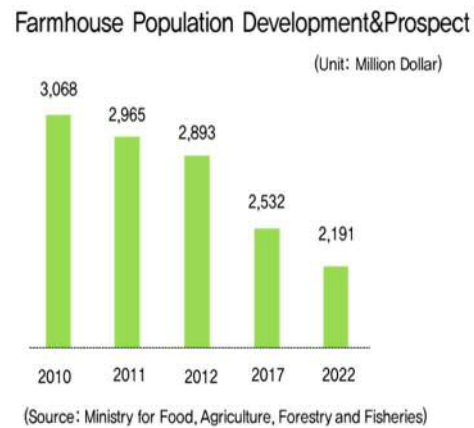
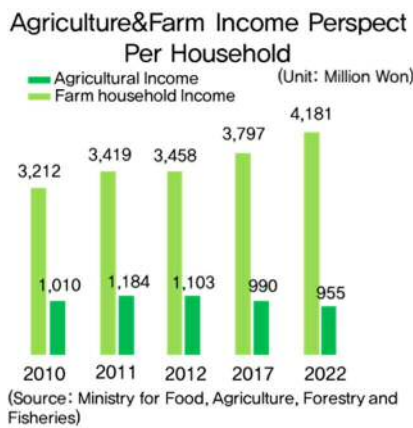


Figure 1-1. the gross income of agriculture **Figure 1-2. the gross income of agriculture**

Then in the middle of this crisis of Korea agriculture, what does students taking action in indigenous communities and local cultures to sustain traditional knowledge and effectively move forward in the field of food, agriculture and environment. The report will say about the activities in Kyungpook national university. Before, we need to know what are the changes of opportunities and trends surrounding these crises.

2. Main

(1) The new hope of Korea Agriculture

1) External Change: Well-Being trend cause of Export market expending

As I said before, to survive in the expend of export market, Korea need to change the viewpoint into high-quality goods market. China, the huge agricultural country has signed up in WTO, accepted the active open-door policy. They insisted on the agricultural foods for their main force. Therefore, low-price competition will be hard but innovate quality and develop new product is getting more important. Through this flow, Well-Being trend has begun. According to income bracket, the pattern of consumption diversified. Also the preference of agricultural qualities get more important. As the income level goes up, agricultural expand is not only for basic nutrition but also for health and life quality. Grain centered consume is diversified to

meat, fruit, fish etc. and food gentrification is getting more advanced. As consumer divided into many kinds of style, high-quality, high-priced agriculture goods has appeared in the market. Lastly, environmental problem is getting more important. Private psychological, physical health is directly connected to Well-Being social trend. Many companies are marketing using this trend. People are concentrating on healthy and safety food which is produced by eco-friendly.

2) Internal Change: Appearance of New-Farmer

In Korea, there are some new farmer who are looking for new opportunity in the poor soil situation. Hard based such as farmland and equipment, long time accumulated know-how for farming is connected with new technology. This made a venture business in agriculture. This is the same situation with traditional manufacture institute IT technology transfer into e-transformation. Also, creative idea, technology development, risk loading is the characteristic of venture business. For example, using bio-technology and digital technology actively and think important of marketing and networking at the same time is the common thing.

Above this, there are more environmental risks and opportunities surrounding the Korea agriculture.



(2) The Activities of Students for current agriculture

1) Hopesoil Village club

Hopesoil village is for students who likes to farming and likes agriculture. They work in the small vegetable garden in the Kyungpook national university. They do this activity through farming and cultivating in the shape of small community group. In 2010, 4 students gathered together who are interested in agriculture, and in 2011, through 'Urban agriculture project- campus garden' they expanded their size of garden as today. Now continuing their activity with the club name 'Hope village'. The word urban agriculture is meaning that using urban garden or weekend farm growing fresh vegetables all by oneself. So the role of agriculture became more important than before because of the meeting of urban and agriculture. Meanwhile, the industry used to produce the food for the citizens. But being careful of health and environmental and education development, recovery of community is making the urban people life more qualified.

Hopesoil Village is doing those four activities.

1. Hopesoil Village is meeting every Thursday in Kyungpook national university. (There's a selected garden inside the campus). In the meeting they usually do farm administration and learning new farming knowledge.
2. In spring and fall they donate the crop the community society. In summer they donate lettuce to children welfare center. And in winter they donate kimchi (Korean traditional food) to senior citizen who live also in the district.
3. They make cup-garden using reusable coffee cup to advertise urban agriculture. Then spread to students or citizens for free. Through this activity, it will make people do at least amount of cultivation.
4. To teach children how to cultivate the garden, they do the teaching volunteering in every Monday. They are actually connected to few elementary school near university.

Above these, making friendship through indirect agriculture experiences and do the event in children's day (may 5th). They also did the vegetable day, eating only vegetable for three days.



Figure 2-1. Activities of ‘Hope Village’



Figure 2-2. Activities of ‘Hope Village’

2) Volunteer activities for rural communities

Volunteer activities for rural communities is the activity with over 4 people helping the rural society who are lack of labor. They can fulfill the labor and can experience the agricultural culture in-directly (or maybe directly). This activity is very famous in Korea as processing in each college and also center club is doing this activity every year. Many students are looking for recruitment of this volunteer to experience the rural culture.

The origin of Volunteer activities for rural communities is from enlightenment movement for rural communities in 1920 to resist Japan’s colonization and enlighten the lagged farm. In the late 1960, university students volunteered actively. They tried to solve the gap between urban and rural by development of economics. The activities were culture aesthetic such as music and art, living education such as accountant, making bag packs and health caring. In 1980, the volunteer became more actively by thinking themselves not doing well. This activity became more important, because it is not just only mean volunteering but communicating with urban and rural with reality of agriculture.

(2) The Effect of this activities

1) The Hopesoil Village

The environment surrounding the agriculture market is changing rapidly, so we need to have a ability to shift a viewpoint. To make a competitive agriculture company, the company have to organize the education system for human resources.

The Hopesoil Village has the vison ‘Love the nature, know the value of farming’. The Hopesoil Village do the farming, which is a primary nature activity to love the natural environment, realize how valuable the agriculture is and spread this value to community through the word ‘urban agriculture’. According to this activity, agriculture will be more friendly to students and implant professionalism of agricultural works. All this will solve the problem of ‘Human Resource’ in agricultural fields.

Another effect with this activity is that growing crops by oneself and eat in the final round will make students feel what is the most fresh and Well-Being vegetable. This opportunity can give direct experience to the students about the current issue, Well-Being foods and can experience how hard but feel great to their own grown vegetables.



Figure 3-1. Picture of ‘Hope Village’

2) Volunteer activities for rural communities

Volunteer activities for rural communities can realize the students who are used to urban life style know how serious the rural situation is. And learn the culture of rural at the same time. Labor is not the only thing that rural needs. They need the specialized young farmers, which means ‘Human Resources in agricultural’. Through this Volunteer activities for rural communities, we hope that the students get more interest in agriculture and get more future young farmer. Also this is a volunteer not paid, so it will be economical for farmer too. This activity is not burden-some for both rural people and students. Volunteer activity for rural communities is Win-Win activity.

(4) The advance for the activities

1) Hopesoil Village

The Hopesoil Village club has started with only 4 students and only 2 years old ever since it started. Last year in 2013, many students knew the existence of this club and participated in many activities held about advertising urban agriculture. In this year, the club reorganized the structure and expanding the size. It's only for few students now, but the Hopesoil Village can expect for synergy effect (what I said before) if the size of the club is bigger than now. So what they have to concentrate is to expand and advertise the existence of this valuable activity.

2) Volunteer activities for rural communities

The purpose of Volunteer activities for rural communities is very desirable and the expectation effectiveness is very positive for future of Korea agriculture. But recently Volunteer activities for rural communities is not positive. Many complains and problems only exists. Through the interview of university students they said: "In quality we don't do volunteering", "Nowadays not many students including colleague are participating." "It is just a chance for playing not for volunteering.", "We don't think that we are really giving them a big hand." According to these complains leaving this activity only to students is not systematic, so connection between government is essential. In practice, the program called "Smile talent Bank" is related with government. They get the application from the students and link to the farm house who need the hand with specific talent. For example, an engineering student can fix the broken machines, art students can teach the rural children with painting and babysitting. Like this, students can feel that they are helping somebody with their major. Also, from Ministry of Culture focused on the cultural lackness compare to urban. They do the program "Culture Delivery" and deal with this Volunteer activities for rural communities to one Spec.

3. Conclusion

In the introduction, I wrote the current situation of Korea agriculture. Domestic agriculture get effect from globalization and modernization. They try to grow through getting competitiveness. Korea agriculture is now growing. But as I said, there also was a shadow behind. Agricultural food became enterprise and commercialization. Farmer is not a promising business anymore. So farmhouse population decreased and lackness of rural labor has occurred. So we need to know what is today's trend in the agriculture field is very important. World is concentrating on Well-Being trend, and New-Farmer has appeared. To keep up with this trends, Kyungpook National University is doing activities called 'Hopesoil Villiage' and 'Volunteer activities for rural communities'. Through these activities students can know, realize and learn how valuable the nature is and how important the role of agriculture.

Of course these activities will need lots of feedback to get a synergy effect. But the most important thing the students need to know is that always do these activities in sincerely mind. Many a mickle makes a muckle.

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