

Fostering a City Farm to Start an Organic Enterprise

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Abstract: For forwarding quality of life and health condition of Taiwan busy urbanites, we diversify an alternate business blueprint such as green products of sachet, perfume, wash supplies and skin-care, etc. in order to service our consumers. We plan to get involved in the activities mentioned above and enhance our publicity more in the offing. We hence conducted an investigation of organic enterprise that includes city farm and organic product acceptance and cognition. The result is that Taiwan urbanites accept city farm which can save the cost of living and cognition of organic products which can advance their physical and psychological health. On top of that, Taiwan urbanites consider cost of living and quality of life as an important part of life. We, city moms, take more care over organic products, green enterprise and cost of living for our family as a start and willing to promote carbon emission and quality of life of Taiwan urbanites as well. The community impact is useful for the urgent movement of production of green products presently. We hope the extreme goal of energy conservation will be done to promote friendly environment of Taiwan and the world and will hopefully meet the CSR (corporate social responsibility) eventually.

1 INTRODUCTION

A city is usually full of tall, cold, hard and solid buildings and small in area. However it is a densely populated place where some people hope to promote a quality of life for relaxing nerves tension and crowded urban environment in a contemporary society. There are some quickest ways such as community or attic city farm, hydroponics¹ or aquaponics² farm, potted plant on the windowsill or balcony or climbing plant over backyard fence at home, for example, may be a better way back to nature for modern urbanites.

For improving quality of life and health condition of Taiwan busy urbanites, we trigger the business by using a strategy of diversification to contact and communicate with Taiwanese. There is a schedule of organic city farm, an organic and herb hand-made pizza mobile diner and a bistro enterprise respectively. The bistro enterprise will have organic and herb ingredients of cuisine, tea, cakes, biscuits and cookies. We also have an extreme goal of environmentally friendly bistro enterprise in Taiwan.

To achieve our goal of organic entrepreneur, the article aims to study organic, herb and hand-made enterprise can be accepted by the consumers and play the sincere role of businessmen. The objectives

are: 1. To investigate the relationship between city farm and cost of living. 2. To investigate the relationship between organic products and health. 3. To investigate the relationship between health and quality of life. For checking these phenomena, we conduct a survey in order to retain a solution mentioned above.

2 MANUSCRIPT PREPARATION

2.1 Contact with Taiwan Urbanites via City Farm and Cost of Living

Urbanites may be too tired to cook meal after work and school. Home meal replacement³ becomes a new favorite of theirs. Jo et al., (2014) studied the home meal replacement market size in Seoul, Korea and they presented that the Home Meal Replacement (HMR) has been growing rapidly in the food industry of Korea. Because of the conveniences that the HMR product provide so that busy workers and/or individuals who live alone are the target consumers in general. Taiwan has a similar situation and HMR is also popular for the same target consumers here. However, we observe that HMR may cost money but do not satisfy individual's

health necessity because of the alert of food hygiene and freshness.

We are a group of city moms who want to save cost of living because of the responsibility of thrift and are obliged to process it right away from now on. Initially, a brainstorming meeting was carried on and the solution is to foster a city farm with cheaper natural compost in order to get organic vegetables and herbs. Some farms or communities, such as community or attic city farm, hydroponic or aquaponics farm, and herb potted plant will be our vegetables sources. We are willing to spend some time to grow organic vegetables for our family and are happy to save the cost of living. Our group will settle the time, freshness, cost of living, and health troubles for Taiwan urbanites who have insufficient time. Likewise, Nugent (2000) investigated that Africa city farm saves around one third cost of living of urbanites monthly. We care about time, cost of living and our energy bills, so that a hypothesis can be proposed: H₁ There is a significant relationship between city farm and cost of living in Taiwan that has been made.

2.2 Communicate with Taiwan Urbanites via Organic Products, Health, and Quality of Life

Taiwan is in a situation of a hazard of food processing that we are afraid of and should keep an eye on, such as food being cooked using reused (second-hand) oil. We think that organic products are necessary right now. We are a group of city moms who want to improve family's health in mood and body because we love our family so much. We consider unhealthy food, products, air pollution and environment as "health diversity" items and want to get rid of them as soon as possible. We are obliged to process it right away from now on.

Firstly, we foster a city farm without chemical fertilizers to get organic vegetables and herbs. We ask some experts in compost because it is an essential part to have an organic farm. Organic vegetables need an essential element which is compost. After preparing compost, we rent plots of land from community authority that release community patches to the inhabitants of community. We also make attic, windowsill, balcony, and backyard to be our city farm for increasing the harvest. It's lucky that some mothers are familiar with variety classes of vegetables and herbs. We are willing to spend some time to grow organic vegetables for our family and happy to see them eating the favorite and healthy organic vegetables.

We have quite a confidence after the initial step, and we are eager to plan the next step for our entrepreneurship.

According to the definition in Wikipedia, the compost is a mixture of decaying organic matter, as from leaves and manure, used to improve soil structure and provide nutrients when waste drops into the compost where it is naturally processed into soil and liquid fertilizer over time. According to definition in Wikipedia, compost is organic matter that has been decomposed in a process called composting. This process recycles various organic materials - otherwise regarded as waste products - and produces a soil condition (the compost).

Compost is carbon emission which is better than chemical fertilizer and used for example in gardens, landscaping, horticulture, urban agriculture and organic farming. The compost itself is beneficial for the land in many ways, including as a soil conditioner, a fertilizer, addition of vital humus or humic acids, and as a natural pesticide for soil. In ecosystems, compost is useful for erosion control, land and stream reclamation, wetland construction, and as landfill cover. At the simplest level, the process of composting requires making a heap of wet organic matter (also called green waste, such as leaves, grass, food scraps) and waiting for the materials to break down into humus after months.

The decomposition process is aided by shredding the plant matter, adding water and ensuring proper aeration by regularly turning the mixture when open piles or "windrows" are used. Earthworms and fungi further break up the material. Bacteria requires oxygen to function (aerobic bacteria) and fungi manages the chemical process by converting the inputs into heat, carbon dioxide, and ammonium (Wikipedia). Based on the concept above, we have the next hypothesis: H₂ There is a significant relationship between organic products and individual's health in body and mood in Taiwan.

In addition, quality of life (QOL) is the general well-being of individuals and societies, outlining negative and positive features of life. It observes life satisfaction, including everything from physical health, family, education, employment, wealth, religious beliefs, finance and the environment. QOL has a wide range of contexts, including the fields of international development, healthcare, politics and employment (Wikipedia).

After a step of city farm, an organic and herb hand-made pizza is baked by mobile diner which baked pizza by using brick kiln in the following. In the beginning of business, we will use FB for online and social media power to promote our pizza mobile

diner and stop by at the same location in months. Personal direct selling is also a useful communication tool with our consumers and we community moms are experts to manage that. Later, we release our location information on the group of FB in order to collect a group of customers.

Communication channels may be personal that include social channels and word of mouth and mass media that directs more than one person and includes sales promotions, events and experiences, and public relations. Social channels consists of neighbors, friends, family members, and associates talking to target buyers. We will use the relationship between moms and community to process it. Positive word of mouth sometimes happens naturally with little advertising, but we can manage and facilitate with bureau of community to finish it. We will create attention via events of high quality of organic products which include hand-made herb cake, cookies, tea, sachet, perfume, soap, shampoo, lotion and moisture on the internet and mobile diner at the same time.

We build teamwork and try to diversify our business variety. Therefore, opening an organic bistro restaurant to promote our organic and herb cuisine will be the following step. The communication tool of events and special holiday will be used. Later we will involve meal delivery service and home cooking service in some special occasions such as banquets of birthday, mother's day, father's day and the night before the Lunar New Year that are important family dinner parties in Taiwan. Once more we are eager to be master chef of religious festival and wedding banquet which has a lot of people eat together and our organic purpose has been satisfied. We plan to get involved in the activities mentioned above and enhance our publicity more. Of course advertising and campaign budget is considered for remaining the price for our customers.

There are some alternate business blueprints such as sachet, perfume, soap, shampoo, lotion and moisture, etc. to diversify our green enterprise. It is not only to reduce carbon emission but also to improve the environment and air quality of Taiwan.

Brown and Jameton (2000) examined urban gardening in the USA and did not have strong evidence on improving urban public health. Nevertheless, Namdar et al., (2017) thought that educational status, monthly income, and rural/urban residency may have a positive influence on the QOL of Iranian women.

Besides, when Chen et al., (2005) explored the attitudes of motivation, participation frequency and

overall satisfaction among city farm participants in Taichung, Taiwan, we see that most respondents were satisfied in the service of city farm of the community in general. In addition, the 'Pursuing Health' motivation was found being the main factor affecting participant's overall satisfaction. It sends some beliefs to our group for seeking healthier eating and living lifestyle of Taiwan urbanites. We trigger the business by using a strategy of diversification so that we have a schedule of organic city farm, an organic and herb hand-made pizza mobile diner, and a bistro enterprise respectively, which include herb ingredients of cuisine, tea, cakes, biscuits and cookies. The bistro business will include a natural diet environment and health cuisine. Therefore, we make another hypothesis eventually: H₃ There is a significant relationship between urbanities' health in body and mood and their quality of life in Taiwan.

3 MATERIALS AND METHODS

3.1 Data Collecting and Statistical Analysis

There are 30 pre-tests to give in 2016. Cronbach's coefficient number is 0.86 and the validity is 0.81. Thus, we conduct a formal survey and 250 random samples from western Taiwan were collected in communities. The respondent rate of valid samples was 75% (188). The credibility Cronbach's α coefficient, KMO is 0.703, and effective coefficient is 0.621. The SPSS 17.0 software is used as a statistical tool. Methods used in this research contain a descriptive analysis, a factor analysis, and a correlation analysis.

The demographic statistics distribution are presented simply, such as the most of the respondents of females (152 or 81%), college education (169 or 90%), married (154 or 82%), employed (179 or 95%), monthly income (around NTD 30,001 to NTD 60,000 each month) (175 or 93%), and monthly payment (around NTD 22,001 to NTD 37,000) (182 or 97%).

Table 1: Demographic Profile of the respondents (N=188).

Variable	Frequency	Percentage (%)	
Gender	Female	152	81
	Male	36	19

Table 1: Demographic Profile of the respondents (N=188) (cont.).

Variable	Frequency	Percentage (%)	
Education	High	6	3
	College	169	90
	Graduate & Above	13	7
Marital Status	Married	154	82
	Single	34	18
Monthly Income	≤NTD 30,000	8	4
	NTD 30,001-60,000	175	93
	≥NTD 60,001	5	3
Family Monthly Payment	≤NTD 22,000	4	2
	NTD 22,001-37,000	182	97
	≥NTD 37,001	2	1

3.2 The Factor and Credibility Analysis

There are thirty two items of questionnaire to be designed that includes three parts of grow plants willing city farm, organic consideration and health cognition. Three variables were extracted by using the factor analysis which includes physical and psychological health, cost of living and quality of life. The total VAR percentages is 64.47% and each of them are 57.53%, 6.19% and 1.81%, respectively. The Cronbach's α coefficient, KMO is 0.75 (see Table 2).

Table 2: The Factor Analysis and Credibility Analysis (N=188).

Variables and components	Physical and Psychological Health	Cost of living	Quality of life
Eigenvalue (EV)	9.02	4.02	1.09
Variation percentage (%)	56.53%	5.19%	2.75%
Cumulative VAR percentage (%)	56.53%	61.72%	64.47%
Cronbach's α credibility coefficient	0.75		

3.3 Pearson Correlation Analysis

According to Table 3, the physical and

psychological health is significantly related to cost of living and quality of life. There are inferences that the city farm is significantly related to cost of living in Taiwan and organic products are significantly related to urbanites' health in body and mood. We see the hypotheses 1: There is a significant relationship between city farm and cost of living in Taiwan and hypothesis 2: There is a significant relationship between organic products and individual's health in mood and body in Taiwan has been met. Besides, there is a significant relationship between cost of living and quality of life. We inferred that urbanites take cost of living and quality of life as an important part of their life. We, therefore, see the hypothesis 3: There is a significant relationship between urbanities' health in body and mood and their quality of life in Taiwan has been achieved. There are many studies on realizing the community's quality of life and health in different areas (Rosemarie, Sniezek, Zack, Lucas, & Burns, 2010; Kindig, Asada, & Booske, 2008; Reeve, Hays, Bjorner, Cook, Crane, Teresi, Thissen, Revicki, Weiss, Hambleton, Liu, Gershon, Reise, Lai, & Cella, 2007) and have similar results with this study (see Table 3).

Table 3: Correlation analysis on physical and psychological health, cost of living, and quality of life (N = 188).

Variables and components	Correlation	Physical and psychological Health	Cost of living	Quality of life
Physical and Psychological Health	Pearson Correlation	1	0.327**	0.43**
	Sig. (2-tailed)	.000	.000	.000
Cost of Living	Pearson Correlation	0.327**	1	0.257**
	Sig. (2-tailed)	.000	.000	.000
Quality of Life	Pearson Correlation	0.43**	0.257**	1
	Sig. (2-tailed)	.000	.000	.000

Note: n = 188 respondents; * $p < 0.05$, ** $p < 0.01$ (2 - tailed)

4 CONCLUSIONS

According to the result of hypotheses testing, we can infer that city farm can save the cost of living in Taiwan, organic products can forward urbanites' physical and psychological health, and Taiwan

urbanites take cost of living and quality of life as an important part of their life.

For forwarding quality of life and health condition of Taiwan busy urbanites, we start the business by using a strategy of diversification. We design a schedule of organic city farm, an organic and herb hand-made pizza mobile diner, and a bistro enterprise respectively. The bistro business will have organic and herb ingredients of cuisine, tea, cake, biscuit and cookies. We learn from some researches that local green product could reduce carbon emission around 40% per year and cut our energy bills quite a lot. It is a good news to promote quality of life of Taiwan urbanites. Hence, our group direct a financial plan to raise money as soon as possible for the start up around NTD 5,000,000 in order to pay the initial cost. Once more, we spread the business concept to Taiwan community and instruct the processes free to some community or organizations that is interesting to our start-up. We are willing to work for Taiwan environmentally friendly and even for the world in the future.

There are some alternate business blueprints, such as sachet, perfume, soap, shampoo, lotion and moisture, etc. that will be our product list for remaining the goal of carbon emission reduction as well. In addition, meal delivery service, home cooking service and local master chef will be provided during special holiday occasion. Local master chef is a unique occupation in religious festival and wedding banquet in Taiwan. We plan to get involved in the activities mentioned above and enhance our publicity more.

In general, we have acquired the result that city farm can save the cost of living in Taiwan, organic products can forward urbanites' physical and psychological health, and Taiwan urbanites view cost of living and quality of life as an important part in life. We, city moms, will take more care over organic products and cost of living for our family as a start and are willing to promote health and quality of life of Taiwan urbanites as the following step. It is no doubt that this is an urgent movement to produce green products presently and the community impact will be used to settle it. We hope an extreme goal toward the environment and air-quality protection can be achieved eventually.

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- Wikipedia, attached from <https://en.wikipedia.org/wiki/Compost>.

ANNOTATIONS:

1. Hydroponics: Hydroponics is a subset of hydroculture, the method of growing plants without soil, using mineral nutrient solutions in a water solvent. Terrestrial plants may be grown with only their roots exposed to the mineral solution, or the roots may be supported by an inert medium, such as perlite or gravel. The nutrients in hydroponics can come from an array of different sources; these can include but are not limited to byproduct from fish waste, duck manure, or normal nutrients (Wikipedia).
2. Aquaponics: Aquaponics refers to any system that combines conventional aquaculture (raising aquatic animals such as snails, fish, crayfish or prawns in tanks) with hydroponics (cultivating plants in water) in a symbiotic environment. In normal aquaculture, excretions from the animals being raised can accumulate in the water, increasing toxicity. In an aquaponic system, water from an aquaculture system is fed to a hydroponic system where the by-products are

broken down by nitrifying bacteria initially into nitrites and subsequently into nitrates that are utilized by the plants as nutrients. The water is then recirculated back to the aquaculture system. As existing hydroponic and aquaculture farming techniques form the basis for all aquaponic systems, the size, complexity, and types of foods grown in an aquaponic system can vary as much as any system found in either distinct farming discipline (Wikipedia).

3. Home Meal Replacement: In American terms, HMR is similar to ready-to-eat meals purchased at grocery stores and delis. Beef and pork – especially processed products – play major roles in the arrangement of these meals.

