

## Snapshots of Success – Jane Tsao, BIOFarm

We learn from our favorite businesses tackling sustainability challenges

This month we spoke with Jane Tsao, PR director of BIOFarm, about the challenges in building a organic produce business in China. The certified organic farm located in Shanghai and Chengdu has seen a shift in consumer base since its establishment in 2004. Though the BIOFarm main customer base is still expats, and more predominantly families with kids, BIOFarm have seen the demand for organic rise with a growing number of customers (around 40%) now being locals.



本月我们就在中国建立有机农产品业务遇到的挑战采访了来自 BIOFarm 的 Jane Tsao（公关总监）。这个被认证的有机农场坐落于上海和成都，自 2004 年成立以来已经看到了客户群的变化。虽然 BIOFarm 主要客户群仍是外籍人士，并且是有孩子的家庭，但 BIOFarm 已经看到了有机市场的崛起，它正在被越来越多的当地客户（40%左右）所需要。

*"In view of a rising number of food scandals in the news in the last few years, we have seen more and more people start to search for organic products, in particular we have seen a growing number of young, highly educated white-collar consumers and the retired population starting to purchase our products. Local families, usually a young couple with a new-born baby, are willing to pay higher price for reliable organic foods so as to secure their food safety."*

“鉴于在过去几年中食品安全的负面消息数量居高不下，我们已经看到越来越多的人开始寻找有机产品。我们的消费者中出现了越来越多的年轻，且受过高等教育的白领消费者和退休人员。一般情况下，当地的家庭中有新生儿的年轻夫妇更愿意支付高价格但可靠的有机食品来确保其食品安全。”

In addition to a strong commitment to supporting local agriculture, transparency is key for BIOFarm, and providing educational experiences for those wanting to get closer to where their food comes from and provide a variety of ways in which customers can interact with organic produce including product

pick-up, home delivery, farm tour, an eco-education program and a farmers' market to promote organic farming. In fact 'the experience' is where Jane's journey herself started.

此外，BIOFarm的核心是始终承诺支持当地农业，坚持透明度。它为那些想要更加了解他们食物来源的客户提供体验式教学，提供多种方式增加客户的参与性，并促进有机农业发展。包括食品采摘、送货上门、农场旅游，生态教育项目和农夫市集。事实上，也就是这种亲身体验让Jane开始她的有机事业。

*"I unexpectedly started my organic carrier after being a customer and a volunteer of BIOFarm for months. My original motivation is simply from the concern on food safety for my family. Devoting myself in organic business, was influenced greatly by my dear boss Sherrie Tian ( founder of BIOFarm), who lead me on a road of inspiring more and more people to choose a sustainable life with good-quality organic foods, to enjoy the joyful harvest from the Nature, and to respect every life on the world."*

“在成为一名 BIOFarm 的消费者和志愿者几个月之后，我出乎意料地开始了我的有机事业。刚开始的想法很简单，就是为了自己家庭才关注食品安全。投身于有机事业完全是深受我的老板 Sherrie Tian（百欧欢有机生态农场创始人）影响。她让我明白应该让更多的人选择高质量的有机食品维持他们的可持续发展生活，享受来自大自然的快乐果实，尊重世界上的每一个生命。”



Most of their customers have the same ethos, being already educated on the advantages of organic products before bringing their business to BIOFarm, and the company does not have a huge challenge in selling the benefits. They are seeing many young people become customers, who are followers of the eco-chic LOHAS lifestyle. 他们的客户大多具有相同的气质。BIOFarm 把他们变成客户之前会让他们了解有机产品的优势。对 BIOFarm 而言，推销这些有机产品的好处并不是什么大挑战。他们所看到的许多年轻人成为客户，而他们都是健康时尚乐活生活方式的追随者。

*'Though we found some customers find the shift to purchasing seasonal produce difficult,*

*most of our customers know why organic is better. We see a person asking challenging questions will often become a loyal customer after we satisfy their concerns.'*

“虽然我们发现了一些客户仍然觉得转变消费习惯去购买季节性产品有些困难，但是大多数客户都清楚为什么有机产品更好。我们看到当我们满足了他们提出的具有挑战性的问题后，往往会成为忠诚的客户。”

Organic food used to be labeled as a luxurious product for top-end consumers with products usually imported and selling at a high price, which didn't raise public interest in organic food much. However, now more and more domestic farms, both small and large scale, are applying organic farming methods to grow their produce and to sell at an affordable price.

有机食品通常会被认为是针对高端消费者的奢侈产品，因为它是进口货并且销售价格较高。因此，没有提高公众对有机食品的浓厚兴趣。然而，现在国内越来越多的小型 and 大型农场，采用有机耕作方法种植他们的产品，并以低廉的价格出售。

However, to become certified, can be particularly challenging, especially for smaller scale businesses here in China due to the high certification fee, intense documentation, complicated procedures of dealing with authorities responsible for inspection and sample testing. BIOFarm achieved organic certification with OFDC in 2007, and are reviewed annually by well trained inspectors.

但是，要成为被认证的农场是一个特殊的挑战。高昂的认证费用，繁杂的文件，还有由当局负责检查和抽样的复杂处理程序对中国规模较小的农场来说是一件棘手的事情。然而，BIOFarm 做到了！在 2007 年它取得 OFDC 有机认证，并每年由训练有素的检查员进行审查。

*“Achieving the growth we have had not been plain sailing. Our farm was designed under the principles of biodiversity, with seasonal shifts. We can't keep guarantee constant supply to satisfy constant big buyers. We need to win the heart of CSA members, one by one, under budget-limited marketing and promotion works.”*

“实现增长，我们没有一直一帆风顺。我们农场的设计是随着季节更替，保持生物多样性原则。因此，我们不能承诺稳定地供应，以满足需要稳定供应的大买家。我们需要在预算有限的营销和推广工作情况下，赢得每一位 CSA 成员的信任和支持。”



One challenge that prevails in China today is the contrast to western organic goods in supermarkets, where organic fruit and vegetables are often over packaged playing to consumer concerns of contamination and safety, and against those of environmental wellbeing.

如今，中国普遍存在的一个挑战是：超市里的有机水果蔬菜与西方超市的食品进行对比，因为消费者会担心有机蔬果被污染和安全性等顾虑，中国的有机水果和蔬菜通常有过度包装的不环保问题。

**BIOFarm are definitely not in this group, with produce arriving largely unpackaged to consumers.**

*‘We use as little packaging as possible, and with our customers that shop from our farmers market we promote the use of recycled shopping bags. We do sell our products in the supermarkets too, but again avoid over packaging. One plastic bag/box is usually enough to keep BIOFarm’s produces in fresh*

*condition during their shelf life and to avoid possible chemical contamination from the neighbor vegetables grown in conventional agriculture.'*

BIOFarm 当然不列在那份不环保的名单中。它一直将没有包装过的产品呈现给消费者。

“我们尽可能的少用包装，对于来农夫市集购物的消费者，我们一直推广使用可回收购物袋。我们当然也在超市出售产品，但是会避免过度包装。在货架上的 BIOFarm 产品，通常一个塑料袋/盒足够保持其新鲜状态，并且可以避免被化学物质污染的可能性，这种化学物质通常来自附近以常规农业方式种植的蔬菜。”



In view of the global organic market, Jane admits that organic business is still at a niche scale here in China, but with potential for big growth, particularly in view of the recent governmental policy favoring a sustainable low-carbon industry in. With governmental support, the organic industry may enjoy certain preferential policies to help grow bigger in consumption market.

鉴于全球有机市场，Jane 承认，有机商贸是在中国仍是小众市场，但有很大的增长潜力。特别是最近的政府政策 有利于可持续发展的低碳产业发展。通过政府的支持，有机产业可享受一定的优惠政策，以帮助在消费市场更好地增长。

BIOFarm have expanded land twice in size once to meet the market need during 2010 World Expo. Now total organic agriculture land is about 32 acres in size, which is manageable to BIOFarm per se. In short, BIOFarm is still a small, local, family-based organic certified farm, but experiencing healthy stable growth both in business and brand.

为了满足 2010 年世博会期间的市场需求，BIOFarm 的土地已经扩大了两倍。现在总的有机农业用地约 32 英亩，还在她自己可以控管的规模。简单说，现在的 BIOFarm 尽管仍然是一个小的，本地的，以家庭为基础的有机认证农场，但是在商业与品牌建立上，它一直保持着健康稳定地成长。

Jane's final wise words to other businesses tackling sustainability challenges are honesty & transparency. *'For BIOFarm, Honesty is the first and only principle'*

最后，Jane 对于也在解决可持续发展之挑战的其他商业同道的建言是诚实和透明度。她如是说“对于 BIOFarm，诚信是第一也是唯一的原则。”

For more information on how you can start ordering delicious seasonal organic fruit and veggies check out [www.BIOFarm.cn](http://www.BIOFarm.cn)

想要更多信息了解如何开始订购美味的时令有机水果和蔬菜，点击这里 [www.BIOFarm.cn](http://www.BIOFarm.cn)