



WITH

Annual Report Vol. 03
2022

WITH

Jeju Agriculture and Rural Development Institute
Jeju Rural Convergence Industry Support Center

Rather than focusing on one industry, the rural convergence industry, encompassing manufacturing to services, continues to see growth over the years. Local companies cannot remain in the market by solely manufacturing and selling goods. They also need to take other strategies into consideration, such as PR and marketing. The Jeju Rural Convergence Industry Support Center is playing a crucial role in interconnecting these areas. Although this is something that one person cannot do, with mutual trust and support, any company can successfully create a convergence industry business. To give hope to future generations aspiring to enter agriculture, what the convergence industry needs to do is interconnect. The Jeju Rural Convergence Industry Support Center pledges to do its utmost to help the industry forge its way toward a better future.





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EPILOGUE

Part 01 The Story of the Convergence Industry Sharing and Collaborating

I N T E R V I E W

The Small Miracle of Gwangpyeong-ri Village Jeju Island Farmers

Kang Sang-min

President of Jeju Island Farmers Farming Association

Gwangpyeong-ri, situated 500 meters above sea level, was a small town with 15 households. It is a place that is difficult to reach due to poor transportation. People began to leave the town and those remaining were getting older and older. One day, villagers in their 40s and 50s gathered and shared their thoughts. "What if our hometown disappears in a few decades?" The night's conversation, which began with the fear that life in their hometown would disappear, led the village to a new world of possibilities. "What if it disappears?" became "what if we make it livable?" Tossing around ideas all night, they found a gleam of light, as feeble as a firefly that lights up the mountain village but as clear as a bell. It was to make healthy food with the buckwheat that had been grown there for many years. All of them present agreed that it was the best thing they could do to prevent the village from vanishing.

Jeju Island Farmers was conceived with the problem the village faced, and the solution was found in what they already possessed. The hard work of the farming livelihood became a critical clue to the problem, leading to the sale of food that maintains the village. After worrying and talking over that long night in 2013, the villagers have now become not just neighbors but colleagues in the same company. Let's hear more from President Kang Sang-min.





You were selected as the Rural Convergence Industry Leader of the Month (September) and won the Rural Convergence Industry Excellence Award (Grand Prize). Congratulations. How did you feel?

I was the one who received it, but it was thanks to all 14 members of the union who helped me. Most of all, I think that I received the honor because of all the support from the Jeju Rural Convergence Industry Support Center.

The villagers pulled together to grow buckwheat on the land with barren soil. Could you tell us about your organization Jeju Island Farmers?

The motivation for establishing the corporation is probably the same as in any other region. First of all, as the years went by, young community members left, and the elderly passed. This pushed the village toward the danger of extinction. The preparation then started in 2013, and we established the corporation in 2015. For the two years we visited many institutions, such as the agricultural research services, to see what is out there for ourselves. We asked ourselves how we could do what we are best at. After months and years of consideration, we finally narrowed it down to the crop that we have been cultivating all along, none other than buckwheat. The culture of buckwheat here is stronger than any other region in the country. It was the crop that we saw growing up, and it was familiar to our parents' generation. So, we formed a union of 12 people in 2015, who are all from the village. Then everyone chipped in to contribute to the investment fund. I think we have run the company so far to escape the existential crisis of the village.

You said 12 villagers had joined forces at first. Wasn't the process to reach that difficult?

To establish a corporation, you need to have investment capital. What we needed was 100 million won, but none of us had enough money. All of us were farmers and without idle money sitting around. However, because of the strong will to go ahead with the project, we all ran to Nonghyup (National Agricultural Cooperative Federation) to take out loans and invest. That was the seed money that enabled us to start.

It surely wasn't a success from the start. How did you overcome that process?

Once we selected a crop, buckwheat, we tried to figure out how to grow it. We went to the agricultural research services to get proper training. To raise awareness of the crop over others even just around Gwangpyeong, villagers began expanding the area farmed to grow more buckwheat. We drew up an official plan to submit for state grant programs and it was selected in 2016 as a local industry development project by the Ministry of Agriculture and Forestry. With 400 million won from the village fund and a government grant of 600 million won, we constructed a processing plant in 2017, and built a restaurant in 2018, which is now the sales outlet.

You had to change the menu several times after opening the restaurant in 2018. It is now popular and attracts a lot of customers.

When we first opened the restaurant, few of our staff had expertise. Mulling over what to put on the menu, we decided to go for indigenous Jeju food. Bracken *yukgaejang*, *jobaegi*, or *bingtteok*... After two years operating the menu, we realized that we were not trending at all. The menu our members had put together proved to have limitations.

So, our next move was renewing the menu in 2020. We searched for model restaurants in Seoul from which to receive consultation and training. From then on, we have developed buckwheat foods that in line with the latest trends. It seems that buckwheat attracts customers of a wider range of ages. I think that's what gave it universality. Getting the business on track, we wanted to run buckwheat educational and experience programs. But that required a larger space. We found the Pyoseon Folk Village perfect for the cause when searching for somewhere appropriate to open a buckwheat cultural center to promote Jeju Island's buckwheat culture, and it opened in July 2022. You can learn about and experience Jeju's buckwheat culture at the Buckwheat Cultural Center. In addition to visitors to the island, we thought it would be nice to offer Jeju's younger generations opportunities to experience buckwheat.

You must have been proud to see your project expanding like this.

First of all, it was the will of the union members that pushed it to expand. We started with 12 people, and now the number has reached 15 as people have voluntarily joined the project. We have done well up to now, after 7 years have passed since 2015. If something had gone wrong, the business



would have gone in a different direction or progress would have slowed down. But so far it hasn't.

Does the biggest objective of this project lie in overcoming the town's existential crisis?

We have a couple of young members who used to work in other fields. I think that's what I find most rewarding. I hope there will be more cases like that, whether it is my own child or the offspring of a union member. I hope this business makes them want to live and work here. I don't know how far we can expand it, but I want the young to come to the hometown of their fathers and work together. And if they can bring their friends with them, they can rely on each other, can't they? The main purpose is to promote our village and stabilize it. At this point, I think we have reached that stage to a certain degree. Now that the corporation is on track, we are turning our eyes to the village business. We are creating a space for people coming to town to relax and rest. This is so people can feel like they are visiting their father's home. Bit by bit, the corporation is in the process of solving problems in the village. In addition, we are trying to make buckwheat popular on Jeju Island.

Is buckwheat a special dish on Jeju?

Buckwheat was special in our time, as it was for our mother's generation on Jeju Island. When a mother gives birth to a child, she usually eats buckwheat *jobaeggi*, hand-pulled dough soup, for a month. Buckwheat rutin strengthens the capillaries to cleanse the blood. That's why it is good for mothers after giving birth, and they eat it for up to a month. Then there is buckwheat cake served at big family events such as weddings and funerals. Buckwheat cake, called *dolletteok*, is also placed in the coffins of the deceased so that they can have it as a snack on their journey to the other world. That is the status of buckwheat on Jeju Island. From cradle to grave we have had this culture involving buckwheat. But the very culture is fading away and we are trying to elevate it and educate the public about it. The Buckwheat Cultural Center has been given that specific role. I hope that this buckwheat culture penetrates the whole of Jeju Island.

You are collaborating with the Jeju Rural Convergence Industry Support Center. What kind of assistance do you receive?

It's no use making something when you don't have a market to sell to. If



you don't have any distribution outlets to sell your products, the center builds a nationwide sales network for you and organizes an expo or product show to advertise your products to the mainland customers. It creates a lot of opportunities for us to move forward. That's one of the reasons why we're relying on the center. And they give us information that we don't have, and introduce us to the merchandisers when we attend marketing events like expos or product shows. If they like your product, the merchandisers will select it and connect with department stores or overseas buyers. It's hard for individuals to do all this.

You are in the convergence industry, as you are engaged in farming, food processing and the restaurant business. I want to know how you manage that. Please also share any of the challenges you have faced.

The hardest part of farming is the decline in profits due to environmental factors. Buckwheat is so affected by the weather that the crop condition is the key issue. The union members should also benefit from good harvests, leading to profit, which is the reason for collective cultivating. But buckwheat is weak in strong winds. Typhoons in particular have hit the crop so frequently that there were times when the union members

did not make any profit in the fall. We also once had a torrential rain that washed away the crop and left nothing to harvest. Still, they never stop planting seeds, which I very much appreciate.

What is it that you want the Jeju Rural Convergence Industry Support Center to do for your future endeavors?

I want them to enhance the value of good products by increasing their marketability. I want the products to be showcased in as many places as possible so that customers can find them easily. We want the center to create a structure to connect products and consumers. There are a lot of companies that have ideas but can't commercialize them. A little help can turn them into products. Some products can become good ones just by repackaging them. I hope that is taken into consideration as well. Farmers can only do so much, as you know. It is way beyond them to do the design or packaging themselves. It could be, however, extremely helpful if the center arranged something in that area.

Farming is not the only job that farmers do nowadays, is it?


You have to come up with ideas and go through a process of connecting and converging aspects of different industries. Rather than stopping at farming, as we did, we have to think about what we can do, what product we can make from the results of the cultivation. The purpose of promoting the convergence industry is to encourage farmers to think more.

I'm curious about what your plans are going forward.

What I really want to happen is that it becomes natural to say, "You should try buckwheat dishes when you go to Jeju," no sushi, or no black pig pork. I hope that buckwheat dishes are diversified and widely enjoyed across the island. It would be nice if it was popular, especially among younger generations. We are endeavoring to make buckwheat a common and popular culinary ingredient. Gwangpyeong is the smallest and highest settlement on Jeju and has no infrastructure whatsoever. But if this project works out and the village thrives and prospers, it can influence other towns, can't it? If you have a good idea and people come together, you can be like Gwangpyeong! I want to build a small town that could be a role model for others.

Is there anything else you would like to say?

My father's generation was able to earn money by farming. They could create added value by simply farming alone, and they could easily buy land for farming. But the generations of today don't have the luxury to do that. It has come to a time when you have to engage in not just the primary industries but the secondary and tertiary industries to make a profit. Farming has thus become an unprofitable trade and it is impossible to buy a piece of land simply by farming. Convergence has become the only solution instead. Farmers are forced to move into the convergence industry with their own ideas. You have to keep up with the times.



관라산 아래 첫 마을





Sharing and Collaborating with Future Generations Taeban Ddang Jeju

Kim Myung-soo

President of Agricultural Corporation, Taeban Ddang Jeju

Located in Topyeong-ro, Seogwipo City, Taeban Ddang Jeju is engaged in a variety of activities aimed at becoming a farmer who follows a philosophy of life and taste, "Delicious Philosopher." In particular, the company is popular among visitors because it sells pesticide-free, eco-friendly citrus, citrus chips, and citrus juice. It also operates a farm that provides citrus-processing experiences and educational activities. Let's meet and listen to the farmer Kim Myung-soo, who follows philosophy about life and taste every day.





Could you introduce the company "Taeban Ddang Jeju"?

Our slogan is Delicious Philosopher, a farmer who follows a philosophy of life and taste. Life comes first because it is the most important thing of all. If you don't think about life and focus on financial matters, your life balance may fall apart. That's why life is the most important thing. We are a company that is concerned about how to design a good life. We have been working on sustainable agriculture for 22 years. I was thinking about how to deliver this agriculture in a sustainable and valuable way, but I came to realize that it was difficult to achieve through farming alone. So I began processing. We sell citrus chips, citrus juice, and green citrus collagen, and a new line of products are currently in progress. We're a company that researches and produces these products. Finally, in social terms, we run an educational farm and are trying to collaborate by sharing experience programs and work in the village.

You have quite an interesting brand name, "Delicious Philosopher." How did you come up with it?

I first thought of "Delicious philosopher" as relating to a philosophy of taste, but in the sense that life is more important, I wanted it to mean a farmer who embodies a philosophy about life and taste. Since I am engaged in agriculture, the brand name contains a philosophical notion of promoting happiness from healthy food and a healthy taste. This includes a philosophy of life, which is more important than anything.

What is the flagship product line of Taeban Ddang Jeju?

First of all, since we grow citrus, we have pesticide-free citrus. Then there's Hallabong oranges. The processed items are chips made of Tyvek citrus (citrus grown using DuPont™ Tyvek®). Then there is citrus juice. And this is also made of pesticide-free citrus. It is 100% extract. Since the whole fruit is extracted with the peel, the taste and aroma is retained intact within the juice. We always maintain the Brix level (sweetness) at 11 without using any additives. And I tell you it's not easy to reach that level of sweetness without additives. We measure the level for each product to keep the sweetness consistent. That's why our citrus juice is very popular. Then there's the green citrus extract. With regards to marmalade (or fruit syrup), the conventional way of slicing the fruit and preserving it in sugar may come to mind. That doesn't guarantee the right taste and sufficient content. However, since we make the syrup from extract, the content



has twice as much raw ingredients. The peel is also extracted alongside the fruit, bringing its functional properties in the syrup and enriching the flavor. In order to keep the taste consistent throughout the year, we work during the periods necessary to obtain the same taste. The taste and aroma are thus preserved. There is another one. The green citrus collagen. A farm product with functionality, the green citrus collagen results from an idea to combine fish collagen and the functional properties of green citrus. It has received good responses so far.

You work closely with the Jeju Rural Convergence Industry Support Center. What kind of support have you received from them?

The Jeju Rural Convergence Industry Support Center has provided never-ending help. First of all, they help us with sales, the most important part, and then promotion and marketing. If a company is to grow, it will not do to just sell goods. You have to think about how to manage it, what to do with your accounting or work environment, and how to market and promote your products. It is at this point of consideration that the center comes in to play as an important link. It provides you with opportunities to participate in trade shows and supports with the things for transaction, one by one. We received the consulting and training we needed. This has helped us gradually shape a system that is required for a company.

You were doing eco-friendly farming before you jumped into the convergence industry. What prompted this?

Farming is difficult. Compared to the effort we put into agriculture, it does not pay an equivalent economic price. And it's not something that you can ask someone to pay for. If you want to make customers willingly pay for your effort, you develop 'experience' programs and open direct distribution channels to sell your own produce. We went from attractive packaging for the Hallabong orange to processing the fruit, raising the value of our produce. To stay in business as farmers, we combine a variety of such elements. The other reason is that when we pass down this business to the next generation, we can't tell them to just grow things. They won't do it. We are engaged in the convergence industry to create workable conditions for our successors.

Wasn't it difficult to first get started in this new industry?

I found that it was not that difficult. It was delightful to get started. However, I believe nothing comes as exactly as you expected. Therefore, you have to keep solving problems, finding solutions along the way. I think that is how I have come to this point.

Would you mind sharing your plans for the years to come?

I've been designated as an Agriculture Meister. It gives me the opportunity to live a second life, for which I have two key words that are of importance: sharing and collaboration. Becoming a meister means you have become an expert in a field. And it is natural that you have relevant resources around you and accumulated knowledge. I'm thinking about how to share my resources and knowledge with younger people. They don't seem to be capable of thinking big. They even seem to have small dreams with the limited resources they have. Some don't even dream at all. But the dream has to be big. That's why I want to share and collaborate with those young people so that they can achieve something with their dreams and passion. Wouldn't society become stabler and happier if people within it took care of each other like this?

That's well said. I was told that you always write down such visions.

Yes. Let me read some to you. 'The Delicious Philosopher seeks to help everyone design their own decent life. Sustainable agriculture is part of a decent life. The Delicious Philosopher has healthy and delicious food, and education and culture for the next generation. We want our company to be such a delicious philosopher that we can share each other's talents and resources and realize higher dreams and ideals.'



Building and Operating an Antenna Shop E-Mart Seogwipo

Kim Jung-keun

Manager, E-Mart Seogwipo

An Antenna Shop (a pilot shop) opened in E-Mart Seogwipo in May 2015 to inform consumers of the local convergence industry and to reach out to more customers. It has since been introduced to other regions, engaging more consumers. Let's meet Kim Jung-geun, manager of E-Mart Seogwipo, who opened the first antenna shop.

이것이 가장 잘 하는 것이라는 생각에
 寻找最擅长的地方
 我们做了让大家更美好的产品
 一直在找好东西的道路上
 只有真正的美食才能留住大家的心

좋은 상품도 신穎하고 상품에 성질과 스토리가 매력적으로 보이도록
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 The best things are not usually
 found easily
 Sustainable good products are always with
 hundreds of times of
 of a choice
 It is to make
 things before
 真正的好东西是不容易被发现的
 好的产品总是经过
 千百次的选择
 只有品质优秀且故事更吸引人
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 Smart comes with everyone
 Esmart与大家一同关注。
 Optimizely Popular with the local economy
 with the 6th industry-certified companies
 in Jeju
 Esmart(惠新惠计划)
 与济州岛和济州岛6次产业认证的经济体一起
 共谋地区经济。
 只有在济州岛制造出的食品才是真正的
 好食品。



Good afternoon. Please introduce yourself briefly.

I am the manager of E-Mart Seogwipo and have been with the company for 26 years. I joined E-mart Inc. in the early stages of large supermarkets being introduced to the country because I wanted to experience firsthand the transition from a conventional distribution system to new channels. And now 26 years have passed already.

Can you tell me about any of the episodes, companies, or things you learned while promoting and running the antenna shop?

The antenna shop was opened in May 2015, after Jeju Province and E-Mart signed an MOU in April. When the head of the Jeju Rural Convergence Industry Support Center recommended me, I opened three antenna shops on Jeju Island because I was the the PD in charge of opening pilot shops. I promoted two more shops in Seoul, at Yongsan and Mokdong branches. So I opened 5 antenna shops in total.

At that time, the people who gathered to open the antenna shop included the officials from the provincial office and the center, and then the general manager of E-mart. All of them are Jeju natives. This may have been the reason that and we understood each other very well and were on the same wavelength regarding what we wanted to do. We had to address so many issues while opening the shops that we developed rapport with each other. After opening a shop in 2015, I was transferred to another branch on the mainland. Although it has been a long time, we still have a good relationship with one another.

I found it very rewarding when E-Mart and Jeju signed an MOU. We even had a product show at E-Mart Jeju to celebrate the grand opening, and I remember we had a large crowd for the show. I remember the general manager and I talked about how we rejoiced that we could contribute to the community. There was a general consensus at that time that the independent outlets or the shops at the airport charged high prices. The provincial government promoted the opening of an antenna shop at E-mart because, in part, large supermarkets had an image of offering discounted prices. Plus, a handful of local specialties were sold at E-mart at that time, but tourists didn't forage for Jeju specialties. With a shop dedicated to local products installed in the store, however, there was increased exposure to potential customers. What was more worthwhile was that, since the products were manufactured by small businesses, we helped them build systems for finding markets, developing marketing



strategies, and complying with the law.

Tell me about when you were reassigned to this antenna shop.

I came back to Jeju last October. It seemed that the shop was not getting as much attention as before, so I told the center that I would try and invigorate it again and asked the center to provide positive aids once again. The team heads and area managers from Jeju's three E-Mart branches gathered to put their heads together to boost sales, sharing the idea that "the antenna shop was created to help promote local products."

You have been running the shop for a long time. Are there any particular moments, good or bad, that you would like to share?

The shop was opened with three specific goals to fulfill: The first was to find more markets and help increase income for Jeju's convergence industry businesses; the second was to actively participate in the projects promoted by Jeju provincial government; and the third was to increase the exposure to foreign and domestic tourists by bringing together individual



재발견 프로젝트

① 제일 먼저 재발견 프로젝트 로고 유품을 확인하세요.

First, check the logo of Rediscovery Project.

首先确认是否有重新发现计划标识。

② 제주도 땅의 힘을 담은 지형도와 컬러를 확인한 다음.

After checking topographical map & color having energy of Jeju.

确认好含有济州岛土地力量的地图和颜色后

③

You can rediscover Jeju the map with logo!

products that are independently distributed. In fact, E-Mart's sales also increased. Finally, what stands out in my memory is that we, as a private company, were recognized for our efforts to help the local community grow together. That was what I had in mind as I was working on the project as the PD in charge.

What was the most important thing about building an E-mart antenna shop?

First, as I said before, the companies in the convergence industry in Jeju were so small that there were practical difficulties in supplying goods to large conglomerates individually. It is important that the Jeju Rural Convergence Industry Support Center plays a role as an intermediary, that we serve as supporters, and that agencies deliver products to large companies like us.

In what future direction should Jeju's convergence industry move toward?

It is rare that the processing of Jeju's quality raw materials and marketable products is done locally. I hope that companies with high annual sales will establish factories in the region to process raw materials locally and to hopefully create jobs. I think these products should not only be sold at E-Mart but also be distributed nationwide and even exported. Jeju is my hometown. I want the people of my hometown earn more income and prosper.

The Vehicle that Connected Everything Going Together

Lee Jae-hoon

President of Going Together

Going Together, which was launched with the slogan of an online and offline playground for content creators, is a company that offers infrastructure to those who create a variety of photographic or video content for people to enjoy. Lee Jae-hoon, who believes that working together brings synergy to the work rather than working alone, helps clients and creators find the right match according to their needs and specialties. Since 2020, he has been working with the Jeju Rural Convergence Industry Support Center, where he provides a link to video creation to ensure that more and more people are aware of the convergence industry. We met him to hear what he has to say.



Please tell us about your company, Going Together.

We mostly do photos and videos. As the name implies, we work on projects that allow us to work with creators. We also do agency promotions. We listen to the clients and gather opinions and ideas from them. We are also an agency that provides services, such as contracting and public relations, on behalf of our clients who need Jeju-based creators for photography and video content, models, voice-over actors, or MCs. We don't charge commission like other agencies, though. We make sure that the amount paid by the client is paid to the model or actor in full.

Would you mind sharing what you have been collaborating on with the center this year?

We did a project to introduce the center, what it does mostly, including monitoring certified businesses, running contests, and building regional distribution platforms. And we recorded distributed product shows for archiving. In particular, we made a film this year that explains an experience kit that had been developed by one of the certified companies. Also, there was a best practice contest this year, in which the company Jeju Island Farmers won the Minister's Award (the highest honor), about which we made a promotional video.

You must have worked with several convergence industry companies while working with the center. Do any episodes or businesses stick in your mind?

Every company is memorable, actually. It was like learning something new during each and every shoot or editing session. The most memorable thing, if you ask me, was that I learned that "Bibijakjak-myeon", the popular dish that I was already familiar with through the Internet, was developed by the company Jeju Island Farmers. I also remember the activities of the Jeju Convergence Industry Center. Although I was aware that they do a lot to promote local specialties and raw materials, I hardly witnessed any of their efforts were concretely realized. But when visiting the E-Mart stores in Mokdong and Yongsan in Seoul one day, I saw a section with a sign saying, 'Rediscovering Jeju (antenna shop).' I felt and realized that the efforts of the center are widespread across the country. They say that COVID 19 shrank the market economy, but I saw that the center tried to find markets for its affiliated businesses, such as organizing drive-through promotional events or holding distributed product shows to which influential buyers were invited.



Witnessing all those activities helped me realize that they are making every effort to help the businesses.

What was the most important thing about doing this project?

Before we shoot a film, we usually ask the client about the intended result during a meeting. I think of the best way for video content creators to contribute to the center's creation of new value for Jeju agriculture and supporting areas that can be growth engines of the future.

Going Together has been working to connect the Jeju Rural Convergence Industry Support Center with local businesses in the industry. I wonder how you feel about that.

No matter what the circumstances were, they did their best to publicize local produce, boost sales, and support the processing of produce into quality products. I was serially amazed to observe all of that. We are not among the certified companies, but as a resident, it feels reassuring that we have an institution that takes care of such things for local businesses. I am just grateful that we, Going Together, could play a part in this.

What are the future plans of Going Together?

As the name suggests, just as we were "going together" in this bridge role that connects the center with convergence industry businesses, I would like Going Together to accompany all endeavors to connect people to people and business to business in a range of different fields.

Part 02 Shops to Link Values, K-Shop with JEJU

T O G E T H E R

Sales and Information Center for SME Exports Located in Jeju Airport K-Shop with JEJU

- Operation to realize social responsibility through strengthening domestic competitiveness and supporting the export vitalization of SME exports suffering from the prolonged COVID-19 pandemic.
- Model for creating social value through collaboration among five organizations nationwide; a sales and information center (K-Shop with JEJU) established and operated in Jeju airport.

Operation period: 2022 April–2022 December

Partner organizations: Jeju Free International City Development Center
Korea SMEs and Startups Agency
Korea Airports Corporation
Korea Trade Insurance Corporation
Korea Small Business Association

Commissioned operation: Jeju Agriculture and Rural Development Institute

Certified convergence industry businesses in Jeju	Products for sale
Korea Beauty Industry Development Institute	JEJUON Real Jeju Hand Cream Triple Kit, etc.
GOSARI.F. Co. Ltd.	Gosarison Lip Balm, etc.
JEJUINDI	Jeju Mask Pack set, etc.
COCORI JEJU	Cocori Hand Wash, etc.
Taeban Ddang Jeju	Citrus Juice, etc.
GREENPEBBLE	Chocolate, etc.

가치제주상점

가치 제주 상점



제주와 한국 소상공인 의 상품을 가장 저렴하게 만날 수 있는 곳
NO선불증! NO항공권! 현장에서 바로 구매!





△ Korea Beauty Industry Development Institute - JEJUN Real Jeju Hand Cream Triple Kit, etc.



△ GOSARI.F. Co. Ltd. - Gosarison Lip Balm, etc.

▽ JEJUINDI - Jeju Mask Pack set, etc.





△ COCORI JEJU - Cocori Handwash, etc.



△ Taeban Ddang Jeju - Citrus Juice, etc.

▽ GREENPEBBLE - Chocolate, etc.





일상의 아로마 테라피 힐링타임!

유기농 홈스파 스킨케어 아로마용

AROMA YONG

MANDARIN
Aromatherapy Mask

SPEARMINT
Aromatherapy Mask

GERANIUM
Aromatherapy Mask

가을이 깊어지고 있습니다. 가을의 향기를 담은 아로마 테라피 스킨케어 제품을 소개합니다. 가을의 향기를 담은 아로마 테라피 스킨케어 제품을 소개합니다. 가을의 향기를 담은 아로마 테라피 스킨케어 제품을 소개합니다.

자연 재료 활용
자연 재료 활용
₩6,500

1950
1950 Pore Care
₩6,500

Part 03 Convergence Industry Leading to A New Name

AGAIN

Convergence Industry Leading to A New Name Jeju Agriculture and Rural Development Institute

2020

Jan. 2020. Commissioned to Jeju 6th Industry Support Center (till Dec. 31, 2022, 3 years)

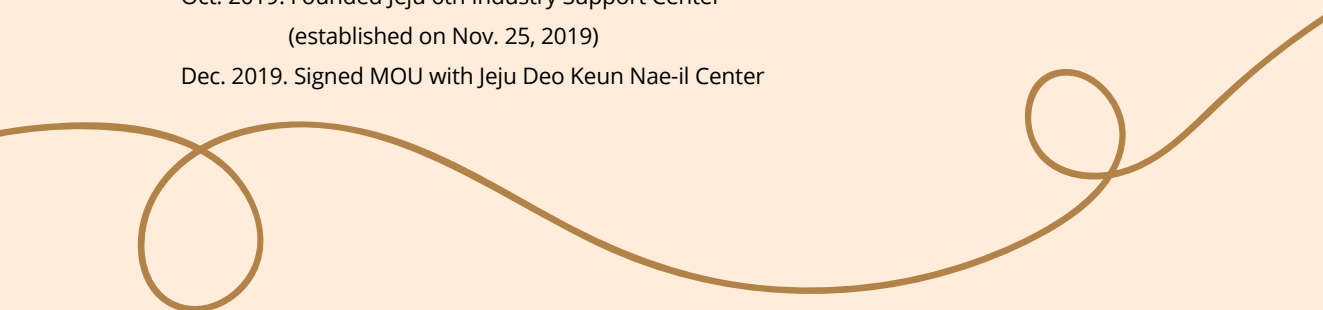
Apr. 2020. Signed MOU with Jeju Sori (Sounds of Jeju)

May. 2020. Signed MOU with Hansalim Jeju-Bapsang Salim (Save Our Table)-Hansalim Producers' Jeju Association

2019

Oct. 2019. Founded Jeju 6th Industry Support Center
(established on Nov. 25, 2019)

Dec. 2019. Signed MOU with Jeju Deo Keun Nae-il Center

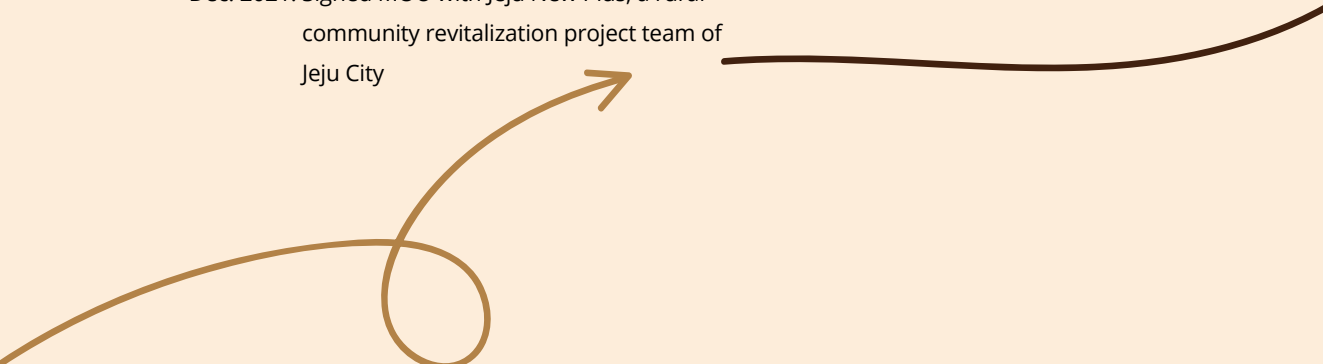


2021

- Jan. 2021. Signed MOU with Culturehero
- Mar. 2021. Signed MOU with Jeju Natural Dyeing Enterprise Support Team, Jeju National University Industry-Academic Cooperation Foundation
- Aug. 2021. Signed MOU with SK Rent-A-Car
- Oct. 2021. Signed MOU with JDC
- Dec. 2021. Signed MOU with Jeju New Plus, a rural community revitalization project team of Jeju City

2022

- Sep. 2022. Changed corporate name
Jeju 6th Industry Support Center
→ **Jeju Agriculture and Rural Development Institute**



Part 04 Connecting the Jeju Convergence Industry

CONNECT

Retrospective 2020-2022 through Numbers Jeju Rural Convergence Industry Support Center

Certification Assessment & Follow-Ups

Certification screening

166 companies



63 new
77 renewals
26 preliminaries

Certification monitoring

3 rounds

403 companies



Empowerment Training

7 collectives
6 circuits

133 graduates



Small group consulting

9 rounds



Startup school

2 rounds

20 graduates



Best practice competition

- **Grand Prize**
2 teams
- **Excellence Prize**
1 team



On-line experience groups and developing experience kits

Conducted on-line experience session
60 participants
188 posts uploaded
10 kits developed
5 new, **5** existing videos produced

Collaborative project

3 teams

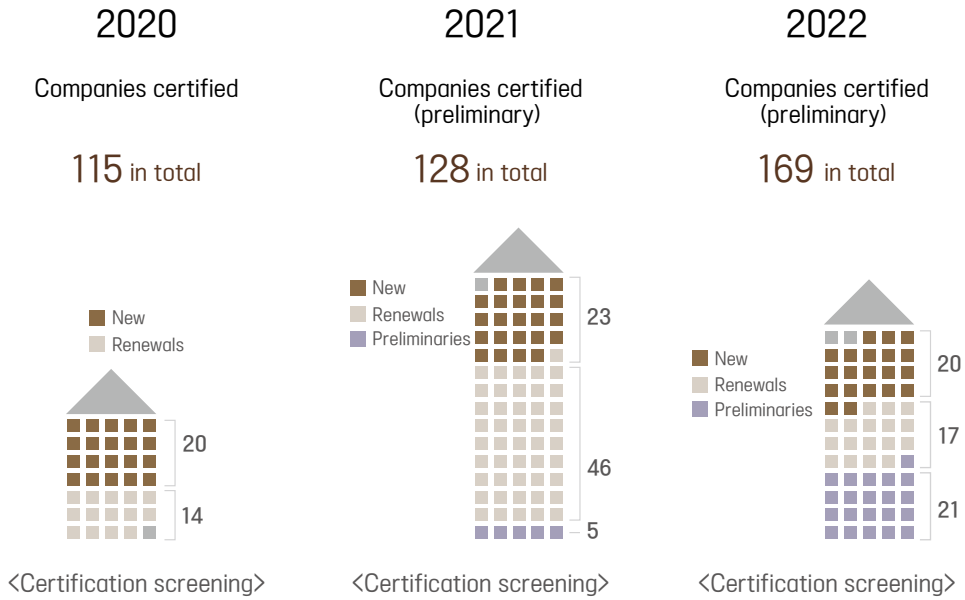
KRW
43 million



Rural convergence industry person of the month

4 businesses





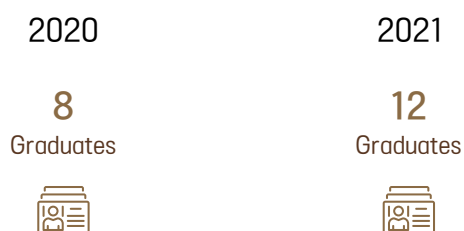
Certification assessment and follow-ups > **Empowerment training**



Certification Assessment and follow-ups > **Small group consultations**



Certification assessment and follow-ups > **Startup school**



Certification assessment and follow-ups > **Best practice competition**

2020



Grand Prize at Finals

Jeju Hanul
Farming Association Corporation

2021



Excellence Prize at Finals

Agricultural Corporation
Yujinfang

2022



Grand Prize at Finals

Jeju Island Farmers
Farming Association Corporation

Rural convergence industry person of the month

2020

(Jan) COCORI JEJU
(Oct) Jeju Saem Farming Association Corporation

2021

(Jan) Korea Beauty Industry Development Institute

2022

(Sep) Jeju Island Farmers

Certification assessment and follow-ups >

On-line experience groups and developing experience kits

* New project in 2021 and 2022

2021



Online
experience groups



60people
(Participated))



188posts
(Uploaded)

2022



10 experience kits
developed



5 new
5 existing



Films made
for 10 businesses

1,328 participants (cumulative)

16 participating institutions (cumulative)

* Overlaps included

Certification assessment and follow-ups > Collaborative projects

Year	Category	Participating certified business	Project cost	Project details
2020	New project	Cheongwon, Morning Smile, Jeju Folk Food	10 mil.	Experience, on/off-line publicity collaboration
2021	New project	Greenpebble, Gosari.F. Hwansang Forest	20 mil.	Developing foot bath product using sweet flag Operating foot bath program
	2020 follow-up	Cheongwon, Morning Smile, Jeju Folk Food	3 mil.	Operating collaborative experience program
2022	New project	Green Bees, KBIDI, Wooyeonmot	10 mil.	Honey mist development

<Collaborative projects in 2022>

Collaboration points with local businesses



Prototype outcome in 2022

Jeju tangerine flower "Honey" Mist (100ml)

Expert Consultation & On-Site Coaching

On-site coaching

672
companies

Type 1 **556** cases

Type 2 **2** cases

Type 3 **114** cases

On-site coaching advancement project

7 Certified businesses

7 Expert consultants



Operating coaching teams

331 people

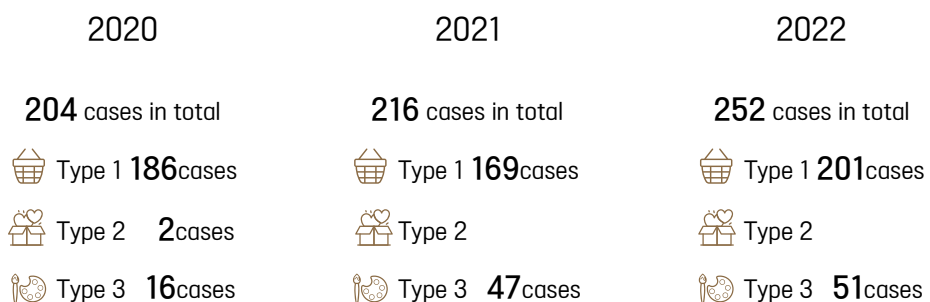


Supporting for HACCP

6 businesses



Expert consultations and on-site coaching > **On-site coaching**



Expert consultations and on-site coaching > **On-site coaching advancement project**

* New project in 2022

7 Certified businesses



7 Expert consultants



Expert consultations and on-site coaching > **Operation of coaching teams**

2020



101

Coaching members selected

2021



119

Coaching members selected

2022



111

Coaching members selected

2020

Progress result (companies)

3



(Stepping Stones Mentoring Program)

2021

Progress result (companies)

2



2022

Progress result (companies)

1



▷ Jeju Moolmaru Doenjang School Farming Association Corporation

- Type 3, 4 rounds of on-site coaching
- Area of coaching: Design
- Details: BI development of new products





▷ • **Doguri Farming Association Corporation**

- Type 3, 6 rounds
- Area of coaching: Marketing
- Details: Research and analysis of traditional sauces, pioneering distribution channels, and developing marketing strategies



▷ • **Yujinfang**

- Type 1, 4 rounds of on-site coaching
- Area of coaching: Rural tourism
- Details: Developing business models for operating healing farms

Regional Distribution Platform Activation

Distributed product show

3 rounds

103 companies
9 follow-ups

Setting up antenna shops

6 shops

KRW **6,097** million
4 activation meetings



Antenna shop consumer survey

3 rounds



Promotional support and MOU

35 cases promotional support

32 sales promotion events

6 cases MOU

Experience and tourism vitalization support

4 cases for

4 companies

644 participants

Publicity

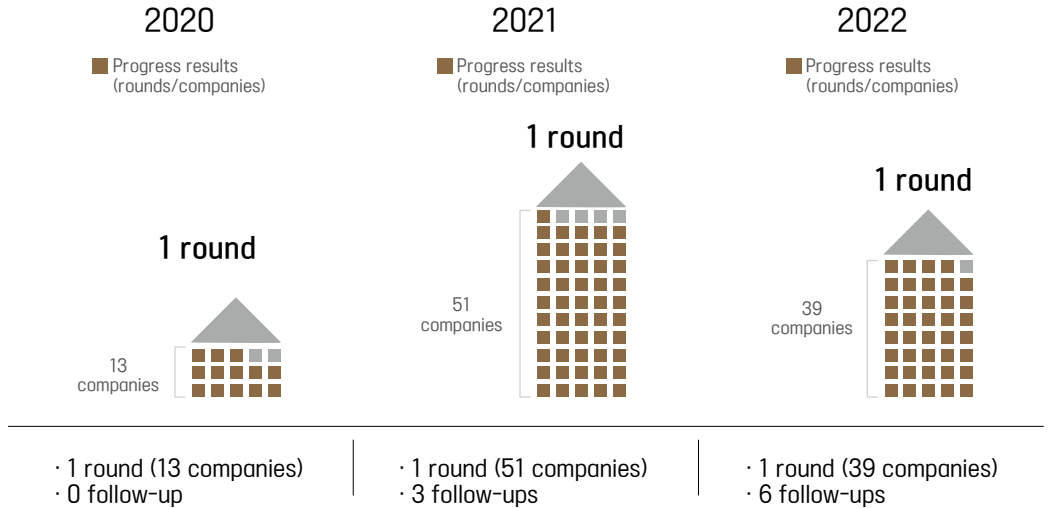
4 leaflet publications

4 rounds experience
program guidance

6 holiday leaflet publications

2 cases operating
promotional booths

Regional distribution platform activation > **Distributed product show**



Regional distribution platform activation > **Setting up antenna shop facilities**



Regional distribution platform activation > **Antenna shop consumer survey**

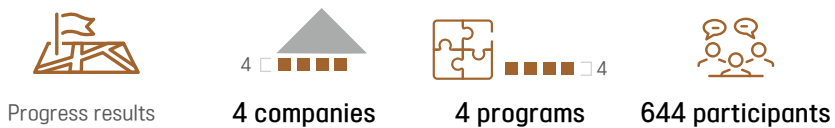


Regional distribution platform activation > **Promotional support and MOU**

	2020	2021	2022
Promotional support	6	16	13
Sales promotion event	9	7	16
MOU	1	4	1




Regional distribution platform activation > **Experience and tourism activation support**

* New business in 2022







Regional distribution platform activation > **Publicity**




2020

-  1 Publicity booklet
-  2 Experience guidance
-  1 Holiday leaflet

2021

-  1 Publicity booklet
-  2 Experience guidance
-  1 Holiday leaflet
-  1 Promotional booth operation

2022

-  1 Publicity booklet
-  2 Experience guidance
-  1 Promotional booth operation



△ Antenna Shop for the Jeju convergence industry at E-Mart Jeju

제주농촌 봄·여름 체험프로그램 리스트

※ 모든 프로그램은 연

제주농촌 봄·여름 체험여행



제주농업농촌
6차산업지원센터

주소 | 제주특별자치도 제주시 월미로 213-65, 2층
전화 | 064-722-7944-8
팩스 | 064-722-7994
홈페이지 | www.jejururaltourism.com



*본 홈페이지는 농업·농촌 관련 다양한 정보를 제공하고 있습니다. *본 홈페이지는 농업·농촌 관련 다양한 정보를 제공하고 있습니다.

01. 사계절 감귤 따기 체험



입력명 농업회사법인 가리물 주식회사
주소 서귀포시 남원읍 남원리성로 168
전화번호 064-764-7759
체험시간 09:00-18:00
휴무일 연중무휴
체험지도 소제하고 체험장 방문 후 생택배함 구매 시 등록금액이 2,000원 할인

02. 보리 막걸리 빚기



입력명 제주스리소울에어빌
주소 서귀포시 보산면 중산간도로 4726
전화번호 064-787-5046
체험시간 전라문화의사관(제과)
휴무일 당일일

03. 실내꽃밭체험 프로그램



입력명 농업회사법인(주) 그린브라
주소 제주시 예물동 일주서로 6623 2층
전화번호 070-7998-4936
체험시간 매주 토요일 오후 2시 / 4시
유류차량 단체예약도 체험은 별도문의
체험지도 소제하고 체험장 방문 시
체험비 10% 할인 / 체험 10% 할인

04. 수국 수확해



입력명 마늘프롬농장
주소 서귀포시 대천면 일주서로 2100번길 46
전화번호 064-794-0999
체험시간 9:30-18:30
휴무일 연중무휴

05. 감귤핀셋 생산 만들기 체험



입력명 제주물마루당장학교 영농조합법인
주소 서귀포시 향림동 한수물길 258-28
전화번호 064-762-4764
체험시간 9:00-17:00
휴무일 당일일
체험지도 소제 시 체험비 10% 할인

06. 백년초 천연비누 만들기 체험



입력명 제주스리소울에어빌
주소 서귀포시 향림동 남원리성로 4726
전화번호 064-772-5886
체험시간 오전 9:00, 10:30, 12:00, 14:40, 16:10
휴무일 매주 월요일
체험지도 소제 후 체험장 방문 시
등록금액이 50% 증정

07. 송아지 우유주기 체험



입력명 농업회사법인(주)아리바(사)신화농장
주소 제주시 향림동 160-20
전화번호 064-772-3745
체험시간 10:00-17:00
휴무일 매주 화요일, 목요일, 금요일

08. 바나나 따기/열대과일농장 생태 체험



입력명 농업회사법인(주)신화농장
주소 서귀포시 대천면 일주서로 2100번길 51-7
전화번호 064-762-3116
체험시간 9:30-18:30
휴무일 연중무휴
체험지도 소제 시 체험비 10% 할인

09. 감귤따이기 체험



입력명 장미이
주소 서귀포시 보산면 선영로(영농조합) 22번길 11
전화번호 010-976-4355
체험시간 9:00-17:00
휴무일 연중무휴
체험지도 소제 후 10,000원 이상
체험 구매 시 10% 할인

10. 흑빛 감귤 따이기(천연염색 체험)



입력명 농업회사법인(주)영농조합법인
주소 서귀포시 향림동 중산간도로 258-28
전화번호 064-762-4764
체험시간 10:00-17:00
휴무일 당일일
체험지도 소제 후 방문 시
체험비 10% 및 음료 10% 할인

11. 생각하는정원 관람



입력명 주식회사정원(생각하는정원)
주소 제주시 향림동 녹산로 675
전화번호 064-772-3701
체험시간 09:00-18:00
휴무일 연중무휴
체험지도 소제 시 단체예약금 적용

12. 제주 흑돼지 소시지 만들기 체험



입력명 농업회사법인(주)영농조합법인
주소 서귀포시 대천면 일주서로 2195-12
전화번호 064-794-6277
체험시간 별도문의
휴무일 토요일, 당일일, 방문예약일
체험지도 소제하고 체험장 방문 후
체험 구매 시 10% 할인

제주농촌 가을·겨울 체험프로그램 리스트

※ 모든 프로그램은 연

제주농촌 가을·겨울 체험여행



제주농업농촌
6차산업지원센터

주소 | 제주특별자치도 제주시 월미로 213-65, 2층
전화 | 064-722-7944-8
팩스 | 064-722-7994
홈페이지 | www.jejururaltourism.com



*본 홈페이지는 농업·농촌 관련 다양한 정보를 제공하고 있습니다. *본 홈페이지는 농업·농촌 관련 다양한 정보를 제공하고 있습니다.

01. 감귤염색 체험



입력명 마늘프롬농장
주소 서귀포시 대천면 제1로 121-72-36
전화번호 010-3200-3225
체험시간 10:00 - 16:00 / 사전예약 필수
휴무일 매주 당일일
체험지도 소제하고 체험장 방문 시
체험비 10% / 체험 10% 할인

02. 명굴절: 굴(참굴)따고 마늘장 만들기



입력명 바나나 따기 농업회사법인(주)신화농장
주소 서귀포시 대천면 일주서로 121
전화번호 064-784-5507
체험시간 10:00 - 17:00
휴무일 매주 화요일, 목요일, 수요일
체험지도 소제하고 체험장 방문 시
체험비 10% 할인

03. 사계절 감귤 따기 체험



입력명 농업회사법인 가리물 주식회사
주소 서귀포시 남원읍 남원리성로 168
전화번호 064-764-7759
체험시간 09:00 - 18:00
휴무일 연중무휴
체험지도 소제하고 체험장 방문 후 생택배함 구매 시 등록금액이 2,000원 할인

04. 송아지 우유주기 체험



입력명 농업회사법인(주)신화농장
주소 서귀포시 대천면 일주서로 2100번길 51-7
전화번호 064-727-2545
체험시간 10:00 - 16:50 (17:00 목장 마당)
휴무일 매주 화요일
체험지도 소제하고 체험장 방문 후 송아지 우유주기 체험을 위한 10% 할인 증정

05. 열대과일농장 생태 체험/바나나 따기 체험



입력명 농업회사법인(주)신화농장
주소 서귀포시 대천면 일주서로 2100번길 51-7
전화번호 064-762-3116
체험시간 9:30 - 18:00
휴무일 연중무휴
체험지도 소제하고 체험장 방문 시
체험비 10% 할인

06. 핑크굴리/동백꽃/감귤-한반도 힐링 체험



입력명 마늘프롬농장
주소 서귀포시 대천면 일주서로 2100번길 46
전화번호 064-794-0999
체험시간 09:00 - 17:00
휴무일 연중무휴

07. 태이백감귤따기 체험



입력명 영농조합법인(주)신화농장
주소 서귀포시 대천면 중산간도로 4726
전화번호 010-2686-9988
체험시간 09:00 - 17:00 / 사전예약 필수
휴무일 연중무휴
체험지도 소제하고 체험장 방문 시
체험비 10% / 음료 20% / 음료 20% 할인

08. 귤따기 체험



입력명 영농조합법인(주)신화농장
주소 서귀포시 대천면 중산간도로 4726
전화번호 010-8952-5505
체험시간 10:00 - 17:00 (입장마감 오후 4시)
휴무일 매주 월요일
체험지도 소제하고 체험장 방문 시
체험비 10% / 체험 10% 할인

09. 감귤핀셋 생산 만들기 체험



입력명 제주물마루당장학교 영농조합법인
주소 서귀포시 향림동 한수물길 258-28
전화번호 064-762-4764
체험시간 09:00-17:00
휴무일 매주 당일일
체험지도 소제하고 체험장 방문 시
체험비 10% 할인

10. 알로에를 이용한 푸딩과 알로에젤리 만들기



입력명 제주스리소울에어빌(주)영농조합법인
주소 서귀포시 예물동 일주서로 7000
전화번호 010-2686-9988
체험시간 09:00 - 17:00 / 사전예약 필수
휴무일 연중무휴
체험지도 소제하고 체험장 방문 시
체험비 10% / 음료 20% / 음료 20% 할인

11. 선다리 만들기 체험



입력명 제주스리소울에어빌
주소 서귀포시 보산면 중산간도로 4726
전화번호 064-787-5046
체험시간 09:00 - 17:00 / 사전예약 필수
휴무일 매주 당일일

12. 생각하는정원 관람



입력명 주식회사정원(생각하는정원)
주소 제주시 향림동 녹산로 675
전화번호 064-772-3701
체험시간 09:00 - 18:00
휴무일 연중무휴
체험지도 소제 시 단체예약금 적용

에 사정에 따라 변동될 수 있으나 방문 전 반드시 업체에 문의해 주시기 바랍니다.

13. 유기농 블루베리 농장체험



업체명 유계업농조합
주소: 서귀포시 남원읍 한남로 473
전화번호: 064-764-0105
체험시간: 10:00~17:00
휴무일: 연중무휴
체험지도: 소지하고 체험장 방문 시
체험비 10% 할인

14. 감귤심과를 만들기 체험



업체명 이순시영농조합
주소: 서귀포시 효돈순천로 217-8
전화번호: 064-733-9181
체험시간: 10:00~11:00, 13:00~17:00
휴무일: 제주 일요일 (단체는 예약 가능)
체험지도: 소지하고 체험장 방문 시
체험비 10% 할인

15. 꿀벌생태관찰, 꿀뜨기, 천연밀랍초 만들기



업체명 한라산비둘기(하.스도라)
주소: 제주시 조천읍 일주중로 661
전화번호: 064-783-1584
체험시간: 10:00~18:00
휴무일: 연중무휴
체험지도: 소지 시 체험비 10% 할인

16. 숲지기가 동행하는 꽃자왈 체험



업체명 한상송곳니재광원
주소: 제주시 양양면 능동농로 594-1
전화번호: 064-772-2488
체험시간: 9:00~17:00
내용: 봄 또는 전화 사전예약 필수
휴무일: 일요일 휴진
체험지도: 소지 시 체험비 10% 할인

에 사정에 따라 변동될 수 있으나 방문 전 반드시 업체에 문의해 주시기 바랍니다.

13. 제주 감귤농장 체험 / 감귤 케이크 만들기



업체명 유계업농조합
주소: 서귀포시 남원읍 한남로 473
전화번호: 064-764-0105
체험시간: 10:00~17:00
휴무일: 연중무휴
체험지도: 소지하고 체험장 방문 시
체험비 10% / 체험 10% 할인

14. 감귤심과를 만들기 체험



업체명 이순시영농조합(이순영)
주소: 서귀포시 효돈순천로 217-8
전화번호: 064-733-9181
체험시간: 10:00 ~ 17:00 / 사전 예약 필수
휴무일: 제주 일요일
체험지도: 소지하고 체험장 방문 시
체험비 10% 할인

15. 꿀벌생태관찰, 꿀뜨기, 천연밀랍초 만들기



업체명 한라산비둘기(하.스도라)
주소: 제주시 조천읍 일주중로 661
전화번호: 064-783-1584
체험시간: 10:00 ~ 18:00
휴무일: 연중무휴
체험지도: 소지 시 체험비 10% 할인

16. 숲지기가 동행하는 꽃자왈 체험

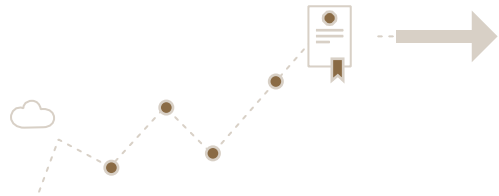


업체명 한상송곳니재광원
주소: 제주시 양양면 능동농로 594-1
전화번호: 064-772-2488
체험시간: 9:00 ~ 17:00
내용: 봄 또는 전화 사전예약 필수
휴무일: 일요일 휴진
체험지도: 소지 시 체험비 10% 할인

◁(Publicity program of the Regional Distribution Platform Activation project)

Publication of Jeju's rural village seasonal experience travel map to explore the convergence industry

Jeju Rural Convergence Industry Support Center Achievements



Creating a foundation for the rural convergence industry

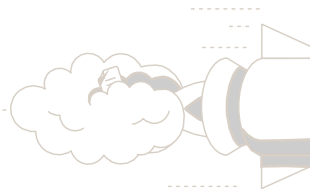
- Monitoring operational status and performance of the certified business support project (annually)
- Annually organizing a joint-hosted event and an international fair, Food Tech and Farming Plus, to promote the Jeju rural convergence industry.
- Introducing an on-line application process for certification consultation, on-site coaching, and training through the center homepage.

Fostering agricultural enterprises with rural convergence industry certification

- Issuing certification to businesses with main business units situated in farming or fishing communities that manufacture, process, operate experience programs, and distribute local products as the main raw material.
- Number of certified businesses: 115 in 2020 → 128 in 2021 → 169 in 2022.
- Preliminary certifications issued: 22 cumulative (42% of 52 nationwide) *as of the end of October
- Providing certified businesses with on-site coaching and professional training support customized by area and type
- Promoting the agricultural convergence industry and certified operators through creating publicity channels and digital content, such as a homepage, Instagram, Facebook and YouTube.



Setting up antenna shops & operating distribution platform



- Antenna Shop operation: 2 billion won in annual average sales of 6 shops
- Accumulative total: 15,407 million won (Apr. 2015-Nov. 2022)
- Sales promotion and promotional event: Support for on/off-line promotion and participation in promotional events held within and outside of Jeju (average 15 times per year)
- Commissioning the operation of K-Shop with JEJU: Operating the shop in Jeju Airport, contributing to increased sales of certified businesses and small and micro enterprises.

Certification Assessment and Follow-Ups

1. List of Jeju certified operators that won the Rural Convergence Industry Best Practice Competition

Winners from 2013 through 2022 (6 businesses)



Agricultural Corporation Morning Smile

Silver Prize at the 2015 (3rd)
Rural Convergence Industry Best Practice Competition
Gyulhyang Farming Association



Morning Smile Farm, which was founded in 1975 and has been handed down for three generations, uses the freshest milk from cows to make yogurt and cheese.

It makes quality dairy products with milk from happy cows that are grazed on organic certified grassland in Jeju's UNESCO-designated Biosphere Reserve.



Agricultural Corporation Morning Smile
Tel. 064-727-2545
Add. 160-30, Cheomdandong-gil, Jeju-si

Gyulhyang Farming Association

Encouragement Award at the 2017 (5th)
Rural Convergence Industry Best Practice Competition



Shinhyo Gyulhyang Gwazeul is a handmade sweet made using a traditional method with the citrus juice of Hyodon mandarins grown in the clean, natural environment of Seogwipo.

Seven female farmers who grow mandarins teamed up to start the business to create jobs and market unsealable citrus fruits. The traditional citrus sweet is popular among visitors as well as Jeju residents.



Gyulhyang Farming Association Corporation
Tel. 064-733-2268
Add. 7, Shinhyo-ro, Seogwipo-si

Jeju Moolmaru Doenjang School Farming Association Corporation

Encouragement Award at the 2019 (7th)
Rural Convergence Industry Best Practice Competition



The most critical elements considered in making soybean paste include fermentation conditions and the weather. The three keys to quality soybean paste are good quality beans, proper conditions to ferment the paste, and the natural environment.

Jeju Moolmaru Doenjang School
Tel. 064-796-4764
Add. 258-28 Hansupul-ro, Hallim-eup, Jeju-si

Hanul Farming Association Corporation Boromwat

Grand Prize at the 2020 (8th)
Rural Convergence Industry Best Practice Competition



Located in the mountainous region of Pyoseon-myeon, Seogwipo City, Boromwat means "breezy field" in Jeju dialect. At Boromwat, we grow buckwheat twice a year and sell organic buckwheat flour. The café also offers coffee and bakery products, made of buckwheat flour, while the indoor garden presents a variety of experiences.



Hanul Farming Association Corporation Boromwat
Tel. 064-742-8181
Add. 2350-104, Beonyeong-ro, Pyoseon-myeon, Seogwipo-si

Agricultural Corporation Yujinfang

Excellence Award at the 2021 (9th)
Rural Convergence Industry Best Practice Competition



In addition to growing and distributing tropical fruits in Jeju, Yujinfang Agricultural Corporation also offers an experience program to explore Jeju's natural environment. Along with the camellia road, the pine hill, and the cosmos flower field that make perfect photo spots to wholly embrace Jeju nature, Yujinfang provides you with unique experiences to see, touch, and eat the tropical fruits yourself.

We do our utmost to grow all of our produce and make it safe to eat, and we do our best to make your trip to Jeju enjoyable.



Agricultural Corporation Yujinfang
Tel. 064-762-3116
Add. 31-7, 399 beon-gil, Wonnim-ro, Namwon-eup, Seogwipo-si

Jeju Island Farmers Farming Association Corporation

Grand Prize at the 2022 (10th)
Rural Convergence Industry Best Practice Competition



Jeju Island Farmers, who make food that everyone can trust in a pristine land presented by Hallasan mountain, grows and harvests the buckwheat local crop in ways that preserve and develop this local variety.

Certified as pesticide-free, the buckwheat is healthy and safe thanks to being grown by association members who have been making and selling buckwheat dishes and products following lengthy research.

The production site, Gwanggyeong-ri, also hosts a variety of interactive programs, including the Jeju Buckwheat Festival.



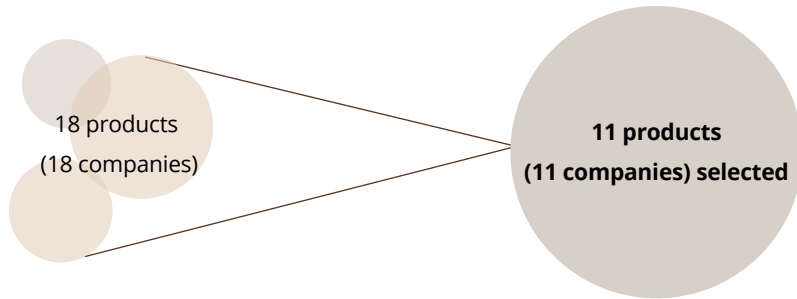
Jeju Island Farmers
Tel. 064-792-8245
Add. 675, Sallongnam-ro, Andeok-myeon, Seogwipo-si

2. Jeju Rural Convergence Industry Experience Kit Project “6ood 6oods”

- To revitalize rural areas affected by COVID-19, the center offered opportunities for people from various walks of life to explore existing on-site, hands-on experiences using experience kits.
- By providing unique agricultural and rural experience products categorized by original produce or certified service providers, the center helped increase sales revenue and activate publicity, while also continuously creating added value through developing related products.

6ood 6oods

1 × 2 × 3 = 6



Product reviews:
244 people in total



Delicious Philosopher Citrus Juice
1 box

Taeban Ddang Jeju



Gotjawal Jeju Swindari set

Neutinamu



JEJUN Cuthera Tumeric set of 3

KBIDI



Gosarison Hoho Cream & Balm

Gosari F.



Hallabong/ Green Mandarin/ Citron Tea set

JejuNFarm



Jeulgeowoon Shiitake & Beet Snack set

Jeulgeowoon



Marmalang Banana & Citrus 5P mix

YUMYUM JEJU



Banana & Citrus 5P mix Vinegar set

Yujinfang



Jejumami snack package

Jejumami



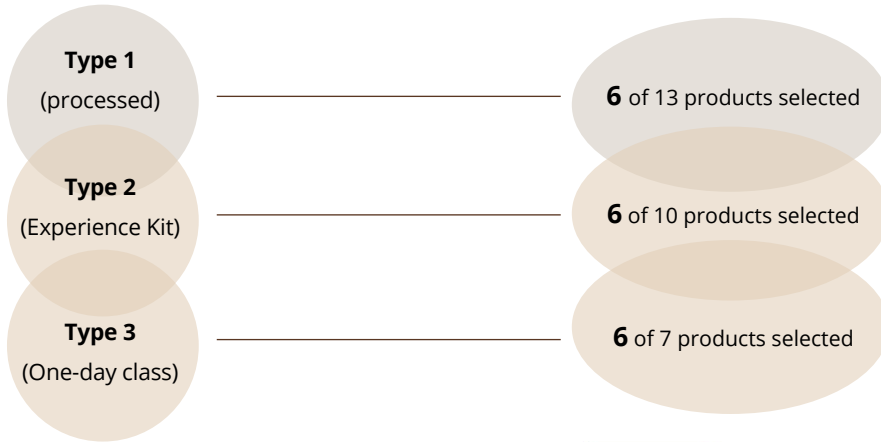
Classic/Blended Jeju set

Jeju White Tea



Seokchangpo Five Senses set

GREENPEBBLE



Product reviews:
60 persons
188 products



Type 1 (6 selected products among 13)



Green Mandarin Aloe Vera Soothing Gel 90ml*1 ea / Green Mandarin Mask 23ml*5ea

KBIDI



Cosorong Pork Jerky 180g

Schinkenhaus



COCORI Citrus Class 1 Kitchen Detergent 750ml / COCORI Citrus Bubble Soap 300ml

COCORI JEJU



Honey Butter Citrus Chips 25g + Yogurt Citrus Chips 25g

Jeju One Food



Tamgyul Aloe 100 ml*30 pack

Jeju Samda Aloe



Cosorong Jeju Grain Powder

**Aloe
Jin Seang**

□ **Type 2** (6 selected products among 10)



Syrup with green citrus extract-making

Taeban Ddang Jeju



Indigo handkerchief-dyeing kit

JEJUINDI



Stuffed haenyeo-making

Muldeuryeon Massim



Making your own little forest

Banglim-Won



Quick-fermented low-salt makjang paste-making

Jeju Moolmaru Doenjang School



Polgae fruit soap-making

Polgae Cooperative

□ **Type 3** (6 selected products among 7)



Blueberry picking & Hallabong jam-making & rural ecology and monorail experience

Gamoemul



Indigo sky curtain-making

Muldeuryeon Massim



One-day class (garden tour + 2 gardening books + millstone coffee experience)

Cheongwon



Hwangsang Forest healing program

Hwangsang Forest



Pheasant taffy + pheasant taffy spread-making

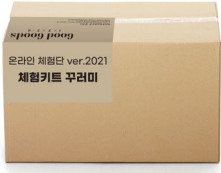
Jeju Folk Food, April Pheasant



Seokchangpo Bean to Bar one-day class

GREENPEBBLE

Producing and shipping Good Goods packaging and leaflets
 (publicity shots for each volume)



Box packaging



Eco bag gift



Handkerchief gift



Good Goods leaflet

Good Goods
 1 X 2 X 3 = 6

Good Goods affiliated with national and public nurseries and primary schools

Participation: 7 national and public educational institutions, 251 participants



Syrup with green citrus extract-making

Taeban Ddang Jeju



Indigo handkerchief-dyeing

JEJUINDI



Making your own little forest

Banglim-Won



Quick-fermented low-salt makjang paste-making

Jeju Moolmaru Doenjang School



Polgae fruit soap-making

Polgae Cooperative



Stuffed haenyeo-making

Muldeuryeon Massim



Keeping insectivorous plants

Gamoemul



Handkerchief-making

Muldeuryeon Massim



Pheasant feather craft-making (bookmarks, pencils)

Jeju Folk Food



Making Seokchangpo chocolate (9 cavity)

GREENPEBBLE



Making multi-grain latte

Spirited Garden

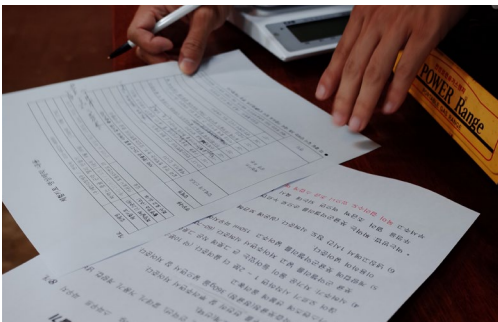


Creating terrariums

Hwangsang Forest

Support for the development and promotion of Jeju Convergence Industry Experience Kits in 2022

- Eligibility
 - 135 rural convergence industry-certified companies in Jeju
 - 5 companies with preliminary certification
- Scale of support: 10 companies in total
- Details of support: Developing experience kits and producing videos related to the convergence industry, providing promotional support for them.



□ Experience kit film production (Existing)



Citrus chip chocolate experience kit

Gamoemul



Rice yogurt (Jeju Swindari)-making kit

Yujinfang



Golden kiwi syrup-making kit

Bijarim Farm



Quick-fermented low-salt makjang paste-making kit
Jeju Moolmaru Doenjang School



Honey lip balm and beeswax fragrance kit
Hallasan Food

□ Experience kit film production (new)



Natural citrus soap-making kit

Gamoemul



Smudge stick-making kit

Dovana



Green citrus konjac jelly-making kit

Taeban Ddang Jeju



Green beeswax wrap-making kit

Green Bees



Mushroom-growing kit

Polgae Cooperative

❑ Promotional Support: (DIY) experience kit manual publication and distribution

GoodGoods Manual

GoodGoods Manual

www.goodgoods.com

054-752-8233

031-71, Seobang-ro 1-gil, Jachon-eup, Jaji-si

054-752-8233

031-71, Seobang-ro 1-gil, Jachon-eup, Jaji-si

www.goodgoods.com

054-752-8233

031-71, Seobang-ro 1-gil, Jachon-eup, Jaji-si

Hallaean Food (Honey Story)

054-752-8084
031, Jachon-eup, Jachon-eup, Jaji-si

Making beeswax air freshener

This is an experience kit from Hallaean Food, a company specializing in honey. It has been promoting quality beekeeping products in Jaji since 1996.

Ingredients
Paper cup, almond oil, honey, beeswax, citric, beeswax, soy wax, dry flowers

Put the beeswax and the soy wax in the paper cup.

Warm it in the microwave for 2 minutes and check for melting (10 minutes total).

Pour the solution into the mold (before before it hardens).

Place the dry flowers on top when the bottom of the frame turns slightly white.

When it's completely white, remove it from the mold and tie it with a string to finish!

Hallaean Food (Honey Story)

054-752-8084
031, Jachon-eup, Jachon-eup, Jaji-si

Making honey lip balm

This is an experience kit from Hallaean Food, a company specializing in honey. It has been promoting quality beekeeping products in Jaji since 1996.

Ingredients
Paper cup, almond oil, castor oil, honey, beeswax, citric, beeswax, soy wax

Layer 2 paper cups and add the beeswax and castor oil.

Warm it again for 1-2 minutes and check for melting (5-6 minutes total).

Add honey to soften the lip balm. (lip balm is sticky)

Clear the lid and apply the sticker to finish!

Jaji Mokmuu Daengjang School Farming Association Corporation

www.mokmuu.com
031-752-4321
038-28 Hansu-ro 1-gil, Hallam-eup, Jaji-si

Quick-fermented low-salt making paste making kit manual

It is a low salt making paste DIY kit from Mokmuu Daengjang School, which uses clean Jaji products to keep and promote healthy fermentation culture.

Ingredients
Cooked beans (organic), soybean paste (1kg), making base, fermented soybean powder (100g), soybean seeds, salt

Put vegetable water in an empty container, and add additional soybean paste (1kg), and the making base, fermented soybean powder (100g), and soybean seeds, salt.

Mix with the remaining beans in the same way, add the enclosed soybean powder, and stir well.

Fill in the enclosed sticker and apply it to the container to finish.

Bijigae Firm

www.bijigae.com
054-752-8233
031-71, Seobang-ro 1-gil, Jachon-eup, Jaji-si

Gold kiwi syrup making kit

This is an experience kit from Bijigae Firm, made with Halla Sweet Golden Mango Kiwi, grown in Jaji's natural environment of clean water and fresh fruit.

Ingredients
Sweet golden mango kiwi, apricot, the sugar, the honey, the individual preparation Cheeping basket, kiwi, bowl

Peel the sweet golden mango kiwi to make sugar.

Prepare the same amount of sugar as the kiwi (without the skin).

Add the same amount of sugar as the weight of the kiwi.

Mix the kiwi and the sugar thoroughly to slightly melt the sugar.

Put the well-mixed kiwi sugar into the enclosed bottle.

The finished kiwi sugar can be added to warm water or to cold sparkling water to enjoy.

Agricultural Corporation Dowaes

www.dowaes.com
031, Jachon-eup, Poyonam-yeon, Seogwipo-si, Jaji-si

Smudge stick making kit

This smudge stick experience kit is made from Jaji's biggest ingredients at Dowaes, which grows tea and herbs in the east of Jaji.

Ingredients
Cedar, cinnamon, green tangerine, citrus, thyme, etc.

Remove each herb or sprig and collect it according to the type of bundle.

*Do not include an object that changes according to the season.

Remove each herb or sprig and collect it according to the type of bundle.

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*Do not include an object that changes according to the season.

Palgae Cooperative

www.palgae.com
054-754-0116
031-53, Namwon-ro 320-beon-gil, Namwon-eup, Seogwipo-si

Mushroom growing experience kit

This mushroom growing kit brings home the experience of playing with mushrooms in the Jaji forest.

Ingredients
Mushroom medium, wire, support, string, container, jar, etc.

Separate the top and the bottom of the box along the perforation at the bottom.

Use the enclosed wire support to set up the space for the mushroom medium, and separate the top and the bottom of the box along the perforation at the bottom.

Place wooden chopsticks on the bottom, then the mushroom medium, and separate the top and the bottom of the box along the perforation at the bottom.

Cover with the enclosed plastic cover and close the cover with stickers.

Check the mushroom medium once a day and keep your shikabele journal.

Agricultural Corporation Gomeumi

www.gomeumi.com
054-754-7759
031, Namwon-ro 320-beon-gil, Namwon-eup, Seogwipo-si

Citrus chip chocolate experience kit

This is a citrus chip chocolate experience kit made by Gomeumi, a citrus farm where you can experience the four seasons of Jaji.

Ingredients
Citrus chips, white & dark chocolate, a party bag, paper foil, wrapper etc.

Warm the party bags in hot water to melt the chocolate.

Place the enclosed citrus chips side-by-side on the paper foil.

Cut the top of the chocolate party bags.

Let the citrus chip chocolate dip.

Wrap the finished citrus chips in a nice package.

Agricultural Corporation Gomeumi

www.gomeumi.com
054-754-7759
031, Namwon-ro 320-beon-gil, Namwon-eup, Seogwipo-si

Natural citrus soap-making kit

This is a natural citrus soap-making kit made by Gomeumi, a citrus farm where you can experience the four seasons of Jaji.

Ingredients
Soap base, rose mold, citrus peel powder, citric, orange, etc.

Put the soap base in the enclosed paper cup and melt it.

Add ground citrus peel and orange sweet oil.

Mix the melted soap base, ground peel, and orange sweet oil and pour into the mold.

Leave the soap to harden (30 minutes to 1 hour at room temperature).

Remove the hardened soap from the mold starting from the edges.

Agricultural Corporation Toeban Donggajji

www.toeban.com
054-752-8233
031, Jachon-eup, Seobang-ro 1-gil, Jachon-eup, Jaji-si

Green citrus kempji jelly-making kit

This is a green citrus kempji jelly-making kit, developed by Delicious Philosopher that does phytotherapy on life and taste.

Ingredients
Green citrus syrup, kempji powder, bowl

Put the green citrus kempji jelly in the measuring cup and pour it through the funnel into the enclosed pouch.

When the jelly is completely white, remove it from the mold and tie it with a string to finish!

Agricultural Corporation Yujifang

www.yujifang.com
054-752-3116
031-71, Seobang-ro 399-beon-gil, Seogwipo-si, Jaji-si

Rice yogurt (Jaji Swinduri)-making kit

This is a Jaji Swinduri drink-making kit by Yujifang, which practices healing farming in the clean environment of Jaji's Namwon Dongbaek Village.

Ingredients
100g rice, 50g rice yeast, 100ml water, etc.

Pour it in a fermentation container (1L wider-mouth jar) and leave it to ferment in a warm place for 3 days.

After 3 days, pour it in a pressure-resistant bottle and add an additional 100ml of fruit syrup and 300ml of water.

Refrigerate it for the next 24 hours. The longer it is kept, the more carbonated and delicious it becomes.

Hallaean Food (Honey Story)

054-752-8084
031, Jachon-eup, Jachon-eup, Jaji-si

Making beeswax air freshener

This is an experience kit from Hallaean Food, a company specializing in honey. It has been promoting quality beekeeping products in Jaji since 1996.

Ingredients
Paper cup, almond oil, honey, beeswax, citric, beeswax, soy wax, dry flowers

Put the beeswax and the soy wax in the paper cup.

Warm it in the microwave for 2 minutes and check for melting (10 minutes total).

Pour the solution into the mold (before before it hardens).

Place the dry flowers on top when the bottom of the frame turns slightly white.

When it's completely white, remove it from the mold and tie it with a string to finish!

Good Goods

1 X 2 X 3 = 6

□ Progress results of the 2022 Jeju Convergence Industry Experience Kit Development and Promotion Support Project



1,328



16

Participants (accumulative)

Participating institutions (accumulative)

*Overlaps included



Expert Consultation and On-Site Coaching

1. Advancement Project

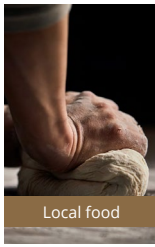
Convergence industry-certified	Coaching consultants	On-site coaching	Advancement project details
Pizza Baking Dolharubang	Son Sang-chul	Type 1, 4 rounds	Packaging development
JejuNFarm	Yoo Jong-min	Type 1, 4 rounds	Export package design
Jeju Samda Aloe	Jeong Hye-yoon	Type 3, 5 rounds	Experience programs and food development
Taeban Ddang Jeju	Oh Nam-yeol	Type 1, 4 rounds	Online Marketing
Pureundeul	Noh Jae-wook	Type 1, 4 rounds	Online Marketing
Jejumami	Bae Chang-bong	Type 1, 4 rounds	Design package development, consumer survey
Hahyosalon	Soh Su-hyun	Type 1, 4 rounds	Marketing design



Jeju Island



Wheat, wheat flour



Local food

Pizza Baking Dolharubang×Son Sang-chul
▷ Package development



Jeju Samda Aloe × Jeong Hye-yoon
△ Experience programs and food development

Hahyosalon×Soh Su-hyun
▽ Marketing design

Healthy and responsible food
culture from mother's heart



2. Winner of Best Expert Consultant Award in the Rural Convergence Industry 2022

Yoo Jong-min, expert consultant

[Korea Rural Community Corporation President Award]

- Major accomplishments

- On-site consultation on the use of FTAs and export support for convergence industry businesses in Jeju**
 - Field-oriented consultation to help with FTA verification of origin, preparing supporting documents, certificate of origin to be issued
 - On-the-job training on trade and customs, customs clearance for companies struggling with import and export business
 - Advice on precautions, reviewing contract terms, and writing contracts when negotiating with overseas buyers
 - Analysis and support on accumulated export results (direct and indirect) for each export transaction
 - Validating overseas buyers and providing coordinated responses to buyer requirements in real time

- Identifying difficulties in exporting and suggesting solutions**
 - Receiving cases of difficulties that arise in the process of utilizing FTAs and exporting for local businesses
 - Proposing policy-making to the Jeju provincial government and the central government for cases that cannot be solved on site
 - Suggesting ways to reduce logistics costs by explaining the iceberg of logistics in the context of Jeju
 - Requesting the Korea Customs Service to designate additional items to be reimbursed for customs-related items made in Jeju



△ Yoo Jong-min, expert consultant

□ **Fostering export experts and conducting advisory consultations**

- Nurturing export-specialized personnel in companies through trade business training
- Supporting and lecturing on a variety of administrative affairs
- Operating as a licensed customs agent for export consultations appointed by the Global Futures Club of Small Business Corporation Jeju
- Assisting in establishing export strategies through consultations with private export associations and organizations
- Promoting Jeju products through participation in overseas trade shows and exhibitions, opening new markets and providing intensive advice on developing marketing models for each export company
- Raising global awareness of Jeju businesses by arranging their participation in overseas trade shows and providing opportunities for B2B meetings with local buyers

Regional Distribution Platform Activation

1. Distributed product show

- Identifying the distribution opportunities and market competitiveness of Jeju rural convergence industry products
- Identifying excellent Jeju rural convergence industry products and establishing a foothold to expand distribution channels

Date/Location: 2022. 07. 26 / Jeju Dream Tower Ballroom

Size: 39 businesses (with preliminary certification)

Participation of distribution specialists and officials from related agencies from 17 entities

Follow-ups: Supporting promotion and holding information sessions (6 in total)

① 1:1 B2B matching online and offline promotion support (5 cases)

No.	Buyer	Company	Period/Venue	Details
1	Hiliving	Choharu	August - September / Hiliving (online)	1+1 Promotion
2		GREENPEBBLE		1+1 Promotion
3		JejuNFarm		N+1 Promotion
4	Bapsang Salim (Save Our Table)	Great Happiness	August - October / Offline store	Discount Promotions
5	Joongang Marketing Biz	Memilbategasiri	August - October / Online channel	Giveaway/ Discount Promotion

② Information session for Jeju Convergence Industry Antenna Shop in Jeju Dream Tower (1 session)

- **Time/Venue:** 2022. 11. 30 / Jeju General Business Center meeting room
- **Participation:** 24 businesses (with preliminary certification)







2. Project to support the activation of experiences and tourism

- Promotion period:** July to December, 2022
- Size:** Four experience programs from four Jeju Rural Convergence Industry certified businesses

Company name	Experience program
Yujinfang	Tropical rural village ecological experience
Gamoemul	Greenhouse mandarin-picking + Monorail experience
YUMYUM JEJU	Green citrus marmalang-making
GREENPEBBLE	Making chocolate with local produce

- Key initiatives**
 - ① 50% discount promotion for experience or tour programs for SK Rent-A-Car customers
 - ② Support for the purchase of experience programs or tourist products for SK Rent-A-Car customers

Results

Tropical rural village experience	376 people
Greenhouse mandarin-picking + monorail experience	196 people
Green citrus marmalang-making	14 people
Making chocolate with local produce	58 people
Total	644 people



△ Agricultural Corporation Yujinfang - Tropical rural village ecological experience



△ Agricultural Corporation Gamoeumul - Greenhouse mandarin-picking + Monorail experience

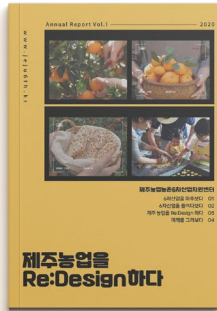
▽ GREENPEBBLE - Chocolate-making with local produce





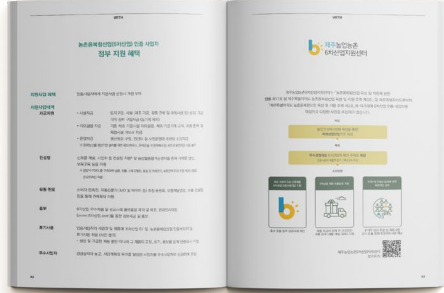
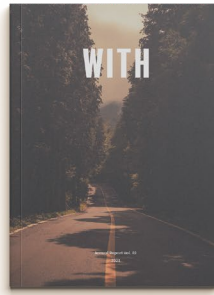
△ YUMMYUM JEJU - Green citrus marmalade-making

2020-2022 Annual Report

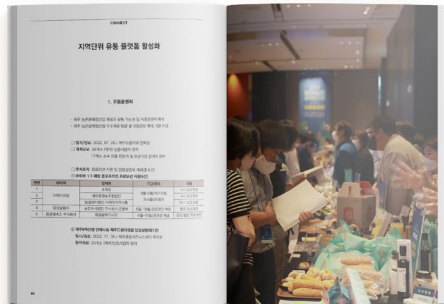
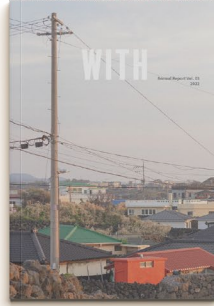


Re:Design Jeju Agriculture
Annual Report Vol. 01, 2020





WITH, Annual Report Vol. 02, 2021



WITH, Annual Report Vol. 03, 2022



△ Jeju Food Land

도바니영

-12

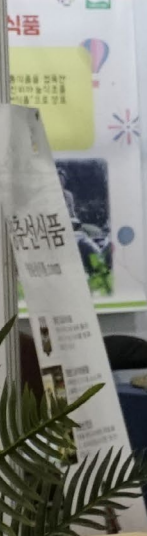


제주
맛·수다

B-1

양춘선식품

제주
맛·수다





An aerial photograph of a two-lane asphalt road with a yellow center line, cutting through a dense forest. The trees are mostly green, with some yellowing, suggesting early autumn. A utility pole with power lines is visible on the right side of the road. The word "EPILOGUE" is centered in white, uppercase letters over the forest canopy.

EPILOGUE



**Ahn soon-hwa,
Director**

“

Love, encouragement, support, and cooperation for the Jeju convergence industry!!! We are very grateful for the year and hope the New Year will bring strength and passion, day after day.



**Kim Seung-ju,
Team manager**

“

While working on the rural convergence industry certification project, I was moved to see that all the companies, big or small, are committed to the agricultural and rural industry and do their best. I am humbled by the fact that the businesspeople work together and obtain certification despite a lack of special and specific support. I would like to thank the management and all concerned who have worked hard to revitalize agricultural and rural areas in difficult times. To not waste this effort, I will try to do my best to be of help. Thank you very much.

“

While in charge of the project to support the activation of the rural convergence industry, I would like to thank the convergence industry certification businesses for their hard work in making the devotion of farmers worthwhile. I will continue to work, and work harder, to help you solve your problems and difficulties.



**Kim Dong-hoon,
Team manager**



Pu Kyung-won,
Researcher

“

Working on the 'regional distribution platform activation project' over the past three years, I've learned that what is important in the face of all adversity is the will to overcome it. This is achieved through those businesses with Jeju Rural Convergence Industry (preliminary) certification, which adapted themselves to greatly changed distribution circumstances due to COVID-19 and turned a crisis into an opportunity to take a step further. We will continue to support Jeju Rural Convergence Industry certification holders, who are always sincere about and dedicated to local agricultural products. Thank you.

“

Being in charge of on-site consultations, I learned a lot from agricultural business operators and expert consultants. I hope, to a humble degree, I was able to be of assistance with the consultations. It was a privilege for me to work for you over the past year.



Kim Eun-young,
Researcher

“

During my work this year, I was able to feel pride and confidence in the high-quality products of the rural convergence industry businesses through various events such as distributed product shows, international fairs and more.



Jeong Joon-heon,
Researcher



Jeju Agriculture and Rural Development Institute Partners

Jeju New Plus

Jeju National Dyeing Enterprise Support Team

Hansalim Jeju & Bapsang Salim (Save Our Table) & Hansalim Producer Association

Jeju Deo Keun Nae-il Center

Lotte Duty Free Shop Jeju

KORYO TRADING PTE LTD · Mark & Company

GRA

Lotte Home Shopping

Halla Women's New Work Center

Jeju Social Enterprise Management Institute

Jeju Wellbeing Vegetable RIS Project Team, JNU

Hiliving

SK Rent-A-Car

Culturehero

Jeju Sori (Sounds of Jeju)

Lotte Tour Grand Hyatt Jeju

UNI GLS

Jeju Business Incubator

Jeju Tourism Organization

T'way Air

Department of Tourism Convergence, JNU

Jeju Ilbo

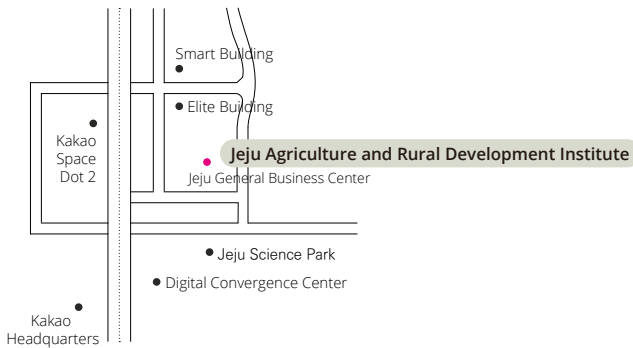
Rural & Fishing Village Council,
Jeju Special Self-Governing Province

WITH

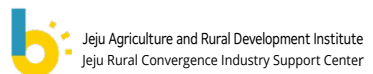
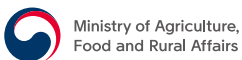
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How to get there



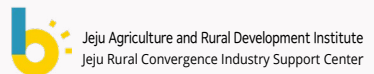
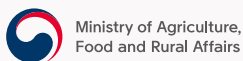
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I want them to enhance the value of quality products by increasing their marketability. I want the products to be showcased in as many places as possible so that customers can find them easily. We want the center to create a structure to connect products and consumers. There are a lot of companies that have ideas but can't commercialize them. A little help can turn them into products.

- Excerpt from the interview **The Small Miracle of Gwangpyeong-ri Village**
"Jeju Island Farmers"



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