認證組織&程序 Certification Structure and Procedure

認證委員會 Certification Committee

（由官方、學者、非營利組織組成，任期四年）
Composed of officials, scholars, and non-profit organizations; four-year term

主要職責｜訂定制度、修訂要點、認證審查、申覆以及各項客訴、申訴事件。
Main Responsibilities：Formulate policies, amend guidelines, conduct certification reviews, handle appeals and customer complaints

農業旅遊業者提出認證申請
Agro-tourism operators submit certification applications

評審小組 Evaluation Sub-committee

（認證委員會下成立分區評審小組，任期四年）
Regional Evaluation Sub-committee formed under the Certification Committee; four-year term

主要職責｜輔導、受理申請、認證審查及撰寫報告。
Main Responsibilities：Provide guidance, accept applications, conduct certification reviews, and write reports

資格符合 Eligible
資格不符 Not Eligible
進行審查 Auditing
補正文件 Submit supplementary documents
通過 Passed（總70分(含)以上 Score of 70 or above）
不通過 Not Passed
認證委員會備查 Filed with the certification committee
授予掛牌 Award a Certification Plaque
通知業者 Notify the operator

成績達65分-69分者 Score between 65 and 69
複查 Review
申訴 Appeal

品質小組 Quality Sub-committee

由認證委員或評審委員擔任
（認證委員會下設立品質小組，任期四年）
Composed of certification or evaluation committee members
Regional Quality Sub-committee formed under the Certification Committee; four-year term

主要職責｜客訴處理與品質確保。
Main Responsibilities：Handle customer complaints and ensure quality

不定期稽核 Random audits
客訴處理 Handle complaints
認證委員會審查 Audited by certification committee
通過 Passed
不通過 Not Passed
維持認證資格 Certification Reinstated
通知業者 Notify the operator

SAS Taiwan Farm

特色農業旅遊場域認證
Special Agro-tourism Spots Certified

推動台灣休閒農業之永續經營，深化農業本質特色，並提升體驗與服務品質，打造具「國際化」、「品質化」與「品牌化」特質的台灣農業旅遊品牌與經營體系。為旅人提供兼具特色且優質的農遊場域，同時，著力於建構“農業特色”的品牌價值，建立亞洲地區領先的農遊品牌標準，讓台灣農業旅遊在國際舞台上綻放光芒。

Promote the sustainable development of Taiwan's leisure agriculture by enhancing its core agricultural characteristics and improving experiential and service quality. The goal is to build an internationally recognized, high-quality, and well-branded agricultural tourism industry. Provide travelers with unique and premium agro-tourism destinations while establishing brand value based on “agricultural characteristics” and becoming the leading benchmark for agro-tourism in Asia, letting Taiwan's agricultural tourism shine on the global stage.

特色農業旅遊場域認證PLUS
Special Agro-tourism Spots Certification - PLUS

永續行為認證 Agrotour Sustainability Certification
食農體驗認證 Food and Agriculture Certification

農遊超市 Farmtour Market

台灣休閒農業旅遊專賣店
Taiwan Leisure Agriculture Tourism Store

以尊重自然、食農體驗、田園生活為主題的旅遊預定平台，容納超過300家農場，800條以上的農遊商品，您可以在平台上找尋到各種體驗行程，感受台灣這片土地獨特的美好！

A travel booking platform themed on respect for nature, food and farming experiences, and rural living. It features over 300 farms and more than 800 agro-tourism products, where you can find diverse experiences and appreciate the unique beauty of Taiwan's land.

在這裡，品味吃、玩、買、賞的慢旅日常，體驗生活的深度美學。

Savor the art of slow travel through eating, playing, shopping, and relaxing – and experience the deeper aesthetics of life

嚴選特色農遊 Carefully Selected Agro-tourism Experiences
旅程舒心自在 Relaxing and Comfortable Journey
優質文化行程 High-quality Cultural Itinerary
探訪在地人文 Explore Local Culture and Heritage

台灣休閒農業發展協會

台灣休閒農業發展協會係於西元1998年依據人民團體法設立之非營利組織，以協助農業升級發展休閒農業，建構樂活農村為目標，在促進農業經濟發展的同時，也肩負社會教育與環境保護的責任，期使農村社會安定、農村永續發展，創造更大的社會價值。

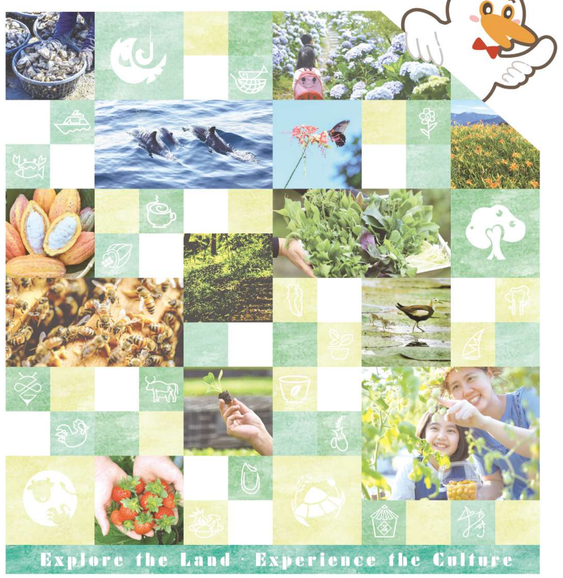
The Taiwan Leisure Farms Development Association was established in 1998 as a non-profit organization under the Civil Association Act. Its goal is to assist in the upgrading and development of leisure agriculture, as well as establishing vibrant rural communities. Whilst promoting agricultural economic development, it also shoulders the responsibility of social education and environmental protection, striving for rural social stability and sustainable development, thereby creating greater social value.

台灣休閒農業發展協會｜電話｜+886-3-9381269 傳真｜+886-3-9382610 地址｜260宜蘭市陽明二路23巷2號3樓 網址｜www.taiwanfarm.org.tw

農業部農村發展及水土保持署 指導　台灣休閒農業發展協會 推薦　2025 廣告

享受休閒 體驗幸福

特色農業旅遊場域認證



Special Agro-tourism Spots Certified

用一段旅程，探索農林漁牧的文化與美好
A journey to explore the culture and beauty of agriculture, forestry, fishery, and animal husbandry

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認證識別系統 Certification Identification System

看到這個「掛牌」就對了！ When you see this 'plaque' you know its authentic!

「特色農遊認證」指標 SAS Certification Criteria

分為四大面向 Four Major Dimensions：

- 整體環境與經營 Overall Environment and Operation
- 資源與建物設施 Resources and Amenities
- 服務與體驗活動 Services and Experiential Activities
- 產業經營與行銷 Operational and Marketing Strategies

特色農業旅遊場域認證－簡稱「特色農遊認證」（SAS），透過經濟、環境、文化、生態及社會等多元指標，引導農業產業朝向經濟與環境共榮的永續發展目標。為引導場域發展具「農業特色」的農業旅遊模式，建立「特色農遊認證」指標，分為四大面向，共計20項指標。

The Special Agro-tourism Spots (SAS) Certification is based on economic, environmental, cultural, ecological, and social criteria. It guides agricultural industries toward sustainable development with economic and environmental harmony. The certification system includes 20 indicators across four dimensions.

特色農業旅遊場域認證PLUS「食農體驗認證」

特色農業旅遊場域認證PLUS－「食農體驗認證」乃是依據食農教育法三面六項所設計，為引導特色農遊場域發揮食農教育功能，建立「食農體驗」指標，分為三大面向，共計12項。

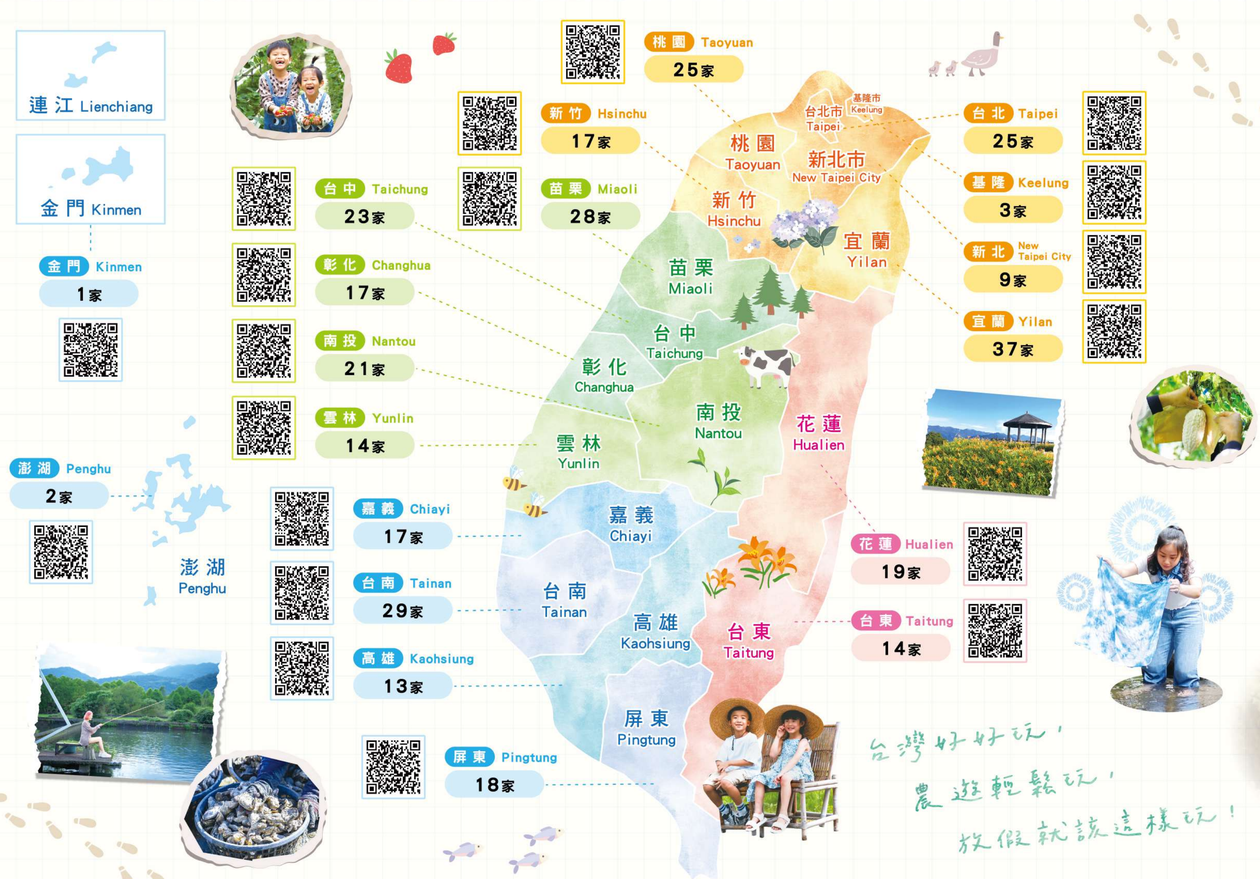
「食農體驗」指標，分為三大面向：
- **農業生產與環境**：生產特色、加工運輸、環境連結、永續利用
- **飲食健康與消費**：食材知識、營養知識、食品安全、低碳消費
- **飲食生活與文化**：飲食習慣、全食利用、烹飪品嚐、飲食文化

透過「食農體驗」傳遞食農教育的理念，帶我們認識食物、農業、土地與生活連結之美。走進農場，也走進食農教育，感受台灣農村魅力。學校與師生體驗食農教育的最佳場所。

The Special Agro-tourism Spots Certification, PLUS–"Food and Agriculture Certification"is developed based on the three dimensions and six categories outlined in the Food and Agriculture Education Act. It aims to guide featured agro-tourism spots in fulfilling their educational role through the establishment of 12 "Food and Agricultural Experience" criteria under three major dimensions.

"Food and Agricultural Experience" Criteria - Three Dimensions
- **Agricultural Production and Environment**：Production Characteristics、Processing and Transportation、Environmental Connection、Sustainable Utilization
- **Dietary Health and Consumption**：Knowledge of Ingredients、Nutrition Awareness、Food Safety、Low-Carbon Consumption
- **Dietary Lifestyle and Culture**：Eating Habits、Whole Food Utilization、Cooking and Tasting、Food Culture

The certification promotes the values of Food and Agriculture Education, helping visitors to understand the connection between food, agriculture, land, and daily life. By visiting farms, participants also step into the world of Food and Agriculture Education and experience the charm of Taiwan's agricultural landscape.



特色農業旅遊場域認證PLUS「永續行為認證」

特色農業旅遊場域認證PLUS－「永續行為認證」乃是依據聯合國17項永續發展目標(SDGs)所設計，為引導特色農遊場域朝向永續發展，建立「永續行為」指標共10項。

「永續行為」10項指標
維護環境、生態保護、安全農產、無菸場所、節電省水、綠色能源、循環農業、多元友善、減廢減量、資源利用

透過體驗活動傳遞永續旅遊理念，並鼓勵場域採取永續措施，重視其對社會與環境的影響，打造永續發展的特色農遊場域。企業、機關、學校，綠色旅遊的最佳選擇。

The Special Agro-tourism Spots Certification–PLUS,"Agrotour Sustainable Certification" is developed based on the United Nations' 17 Sustainable Development Goals (SDGs). It aims to guide special agro-tourism spots toward sustainable development by establishing 10"sustainable action" criteria.

"Sustainable Actions" - 10 Criterias
Environmental conservation, ecological protection, safe agricultural products, smoke-free environments, energy and water conservation, green energy, circular agriculture, diversity and inclusiveness, waste reduction and minimization, resource utilization.

Through experiential activities, the certification promotes the concept of sustainable tourism and encourages spots to adopt sustainable practices, placing importance on their social and environmental impacts. The goal is to foster unique agro-tourism spots rooted in sustainable development.

特色農業類別 Special Agriculture Categories

- 農 Farm
  - 米 Rice
  - 蔬菜 Vegetables
  - 水果 Fruits
  - 茶 Tea
  - 雜糧 Grains
  - 特用作物 Special crops
  - 觀賞作物 Ornamental Crops
- 畜 Livestock
  - 牛 Cattle
  - 羊 Sheep
  - 豬 Pig
  - 家禽 Poultry
  - 蜜蜂 Honey bees
  - 其他畜產 Other Livestock
- 林 Forestry
  - 竹 Bamboo
- 漁 Fishery
  - 海捕 Fishing
  - 養殖 Aquaculture
  - 觀光魚 Recreational Fishing
- 牧 Pasture
  - 草 Grass
  - 放牧 Grazing

相關標章 Certification Mark

- 地產地銷 Local Goods (Taiwan)
- 有機農產品 Organic Taiwan
- 綠色消費 Green Consumption
- 環境教育認證 Environmental Education (EE)
- 休閒農場 Leisure Farm
- GTGS 臺灣永續旅遊 Green Travel Best (GTGS)
- GSTC Global Sustainable Tourism Council

宜蘭 【宜北分署】 Yilan

- 醫國蔡玉 Feng Sheng Ay
- 果園有機休閒農場 Dongfong Organic Leisure Farm
- 三星休閒農場(紫森林) Master Guan's Leisure Farm
- 二湖山莊 Erhu Pineapple Hall
- 宜蘭縣柯鼎山休閒農業區發展協會 Jhemoushan Agricultural Leisure Area
- 香格里拉休閒農場 Shangrila Leisure Farm
- 蘭陽休閒特產館 Touching Leisure Farm
- 陳家庄園 Chen Manor
- 地熱果休閒農場 Geothermal Rice
- 雪老鼠休閒農場 Snow Mouse Farm
- 名宜蘭酒莊市場(音樂大) Musical Market Wine
- 蘭和田休閒農場 Jiaoshotian Farm
- 花系休閒農場 Hua Cyuam Sino Sun Nong Chang
- 蘭陽休閒特產館 Lanyang Leisure Farm
- 宜農牧場 Yilong Farm
- 斑比山莊休閒農場 Bambi Land
- 可達羊場 Keda Yuan Goat Farm
- 鮮語有機農場 Siyuang Yue Organic Farm
- 蘇澳冷泉 Suao Spring Resort Farm
- 人甲休閒農場 Renjia Farm
- 大通休閒農場 Dawen Leisure Farm

北部 【北分署】 New Taipei City

- 桃園綠豆糕 Dorothy Pomelo Farm
- 農夫有機休閒農場 Nong Fu Leisure Farm
- 三才養芝麻 Sungertan Oil Farm
- 阿三農莊 Ecoom Farm
- 新北市農業公園休閒農場 New Taipei City Farmers' Association Wen Sun Farm
- 天然茶莊 Natural Tea Manor
- 鮮物本舖 Nicotoine Khalone Aquaculture
- 千戶魚台生態農場 Chenhu Chuan Ecological Fish Farm
- 牧場休閒農場 Move Bee Leisure Farm
- 汪汪生態瓜園 Won Wan Sweet Pedator Farm
- 淡印農場 Pio's Farm
- 勝洋休閒農場 Sheng Yang Farm
- 大華多肉園場 Wu Chu Succulent Farm
- 三峽山莊 Sanxia Mountain Villa
- 鶯歌花園 Ying Ge Flower Garden
- 花谷海芋園 Hua Gu
- 歡樂休閒農園 Hometown Leisure Farm
- 名間鄉休閒農莊 Mingjian Leisure Farm
- 福田園教育休閒農場 Fortune village
- 六季養茶坊 Liu Ji Xiang Tea house
- 美加茶園 Mei-Jia Tea Garden
- 茶藝茶坊 Han She Tea House
- 湯敏茶場 Tsinpei Jenkuen Tea Road Space
- 可可有機農場 Kokoroad Organic Farm
- 樹居休閒農場 Mao Ju Leisure Farm
- 橘園有機農場 Nong Yi Jhan Farm
- 農園養蜂場 Life Discovery Garden

桃園 【桃分署】 Taoyuan

- 真善夢校 Strawberry School
- 綠金農場 Greenolen Agricultural
- 隨緣休閒農場 Wonderful Leisure Farm
- 松柏山園莊 Jma Sajian
- 好梅有農園 Good Times Recreational Farm
- 好梅園農園 Fuli Eco Farm
- 森園馬告自然茶園特莊園 Sanyuan Mazao Tea Garden
- 三和茶葉工作坊 Sanhe Wood Art
- 林茶百園休閒農場 LIN JIA Ancient House Leisure Farm
- 蓮荷園休閒農場 Lian He Garden Leisure Farm
- 青林園 Ching Lin Farm
- 桃園市觀音區區長花園休閒農業區發展協會 Guanyin District,Guanyin City Leisure Gardens Association
- 金興果園 Kin Shine Orchards
- 大地農莊 Ms Dirt Homestead
- 愛灣基地SGOODBOX La Dee Base & Goge Box
- 山間農場之家 Good I Den Services
- 鍾旗牧場 Wei Yi Farm
- 美加茶園 Mei-Jia Tea Garden
- 茶藝基地SGOODBOX La Dee Base & Goge Box
- 巧克力茶莊休閒農場 Chocolate Tea Farm
- 三和茶葉工作坊 Sanhe Wood Art
- 三星休閒農場(紫森林) Master Guan's Leisure Farm
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- 宜農牧場 Yilong Farm
- 斑比山莊休閒農場 Bambi Land
- 可達羊場 Keda Yuan Goat Farm
- 鮮語有機農場 Siyuang Yue Organic Farm
- 蘇澳冷泉 Suao Spring Resort Farm
- 人甲休閒農場 Renjia Farm
- 大通休閒農場 Dawen Leisure Farm

中部 【中分署】 Taichung

- 橘子合院 Orange Life
- 桃花林休閒農莊 Dominion Shao Shang
- 梅花林休閒農場 Meteor Garden
- 蜜蜂園 Honey Farm
- 新社菊園 Xin Cheng Feng Tang
- 水果一刀休閒農場 Shui Guo Yi Dao Leisure Farm
- 福樂休閒漁村 Fule Leisure Fishing Village
- 仙人掌園 Fuhsiang Cactus
- 蘭莊和人掌 Lan Zhuang Cactus Farm
- 台中市梨之鄉休閒觀光發展協會 Pears Homeland
- 檸檬香林農場 Lemon Forest Farm
- 芸薰休休閒農園 Dou Manna Farm
- 寒花園 Hsin Fang
- 農村拾穗 農村十穗 Grain from Farm
- 沐心泉休閒農場 Spring Mountain Leisure Farm
- 可田花園休閒農場 Ko Tian Flower Farm
- 台中市梨鄉軟棗柿休閒產業發展協會 Taichung Lisiang Industry Development Association
- 鑫中市梨之鄉休閒觀光發展協會 Pears Homeland
- 梨園莊園 Lisiang Farm
- 梨園莊園 Lisiang Farm
- 梨園莊園 Lisiang Farm