

KYE's Participation in the "My Acre of Land" Program: Establishing Friendly Connections with Farmers, Land, and People

Since 2010, KYE has been responding to PayEasy's "My Acre of Land" initiative by adopting rice fields to contribute to environmental friendliness and social equity.

After Taiwan joined the WTO in 2002, domestic rice faced competition from low-cost imported rice. This, coupled with grain merchants suppressing purchase prices to gain excessive profits, led to the gradual decline of farmers' production, manpower, profits, and fields. The "My Acre of Land" program aims to address this unfair situation by establishing a matchmaking platform for contract farming. Partnering with private enterprises, the program allows direct contracts with rice farmers at purchase prices 30-50% higher than market rates, acknowledging their hard work and helping them avoid exploitation, ensuring their livelihood and fair remuneration. This contributes to fairness in both societal and economic dimensions.

KYE has translated its care for farmers and social equity into tangible actions, sharing profits with farmers and supporting local agriculture. Over the past 14 years, the company has invested more than 3 million TWD in the program, hoping to turn farmers' hard work into fruitful results.

According to the Ministry of Agriculture, Taiwan's rice planting area decreased from 260,000 hectares in 2012 to 220,000 hectares in 2022. However, rice fields contribute irreplaceably to Taiwan's natural ecology, rural landscapes, land preservation, and cultural and social values. The "My Acre of Land" program not only supports farmers with better contract prices but also encourages the adoption of non-toxic natural farming practices, avoiding pesticides and chemical fertilizers to preserve the ecological environment and ensure land sustainability.

For over a decade, KYE has been contracting rice cultivation in Yilan County's Dongshan Township, growing Kaohsiung 145 rice over an annual area of 6,000 square meters. The company has agreements with farmers to grow rice without pesticides, replacing chemical fertilizers with organic alternatives. Despite limited capabilities, KYE continues to safeguard this piece of farmland, hoping that its small efforts inspire others to join in creating biodiversity-rich, sustainable land.

Rice harvested from these adopted fields has been used as employee benefits and corporate gifts. In 2024, KYE distributed this toxin-free, high-quality Taiwanese rice to all 58 employees, sharing the natural flavors of the land and

promoting employee health. This initiative also advocates support for local farmers, environmentally friendly food choices, and alignment with the company's sustainability values.

Through over a decade of dedication to the "My Acre of Land" program, KYE has forged a resilient sustainability network with farmers, the ecological environment, and hundreds of employees. This has created a positive cycle of mutual benefits: companies recognize the program's contributions to society and the environment, invest resources in quality agricultural products, and provide fair profits to farmers, motivating them to continue producing non-toxic crops. Sustained rice farming enriches Taiwan's landscapes, enhances biodiversity, and ensures safe and healthy food for employees, reinforcing their support for the company's sustainable actions. In the future, KYE will continue its humble efforts to create a better world. With collaborative contributions from various sectors, we believe this land will flourish with abundant harvests and thriving biodiversity, ensuring its people a prosperous and peaceful life.