檳榔轉作

Betel Nut Crop Transition

轉作咖啡與可可樹

Switching to Coffee and Cacao Trees

Crop Type Transition

邱銘松

檳榔、咖啡及可可，是邱銘松人生裡最重要的三個作物。種植檳榔超過 20 年，曾是他養家活口的重要收入。然而在意識到檳榔可能致癌，產業走下坡後，他從 1997 年開始摸索咖啡、可可，為了轉型學習生產與加工技術，堪稱是產業先鋒。

Ming-Song Chiu

檳榔、咖啡及可可

邱銘松

Betel nut, coffee, and cacao are the three most important crops in Ming-Song Chiu's life. Having cultivated betel nut for over 20 years, it was once a major source of income to support his family. However, after realizing that betel nut could be carcinogenic and seeing the industry decline, he began exploring coffee and cacao in 1997. In order to transform, he learned production and processing techniques, becoming a pioneer in the industry.

Betel nut, coffee, and cacao

Ming-Song Chiu

轉種契機

從 1975 年開始種檳榔，當時的檳榔是養活農村的綠金，相比於公務員月薪約一萬元，檳榔每天能帶來兩、三萬元，村莊因此變得繁榮。不過，邱銘松在一天天銷售中，發現一絲不對勁。

邱銘松分析，原本檳榔是以顆計價，後來卻慢慢變成論斤計價，街邊檳榔攤甚至出現檳榔西施，這意味著檳榔正在走下坡。檳榔過去為邱銘松帶來父母、子女的照養收入，但後來孩子長大，檳榔又是有致癌風險的作物，「實在沒有繼續種的理由」。

The Turning Point for Crop Transition

Ming-Song Chiu began cultivating betel nut in 1975, when it was considered the "green gold" that sustained rural communities. At the time, a civil servant earned around NT$10,000 per month, while betel nut could bring in NT$20,000 to NT$30,000 per day, leading to the prosperity of the village. However, during his daily sales, he began to sense something was amiss.

He observed that betel nut, once priced per piece, gradually shifted to being sold by weight.

Street stalls even began employing “betel nut beauties” to boost sales — a sign, he believed, of the industry's decline.

Although betel nut had once provided the income needed to support his parents and raise his children, the crop's carcinogenic risks became more concerning as his children grew older. “

There was really no reason to continue cultivating it,” he concluded.

檳榔樹下兼作咖啡，自行摸索栽培、加工之道

不種檳榔，那該種什麼？

邱銘松注意到，當時台灣經濟起飛，部分國人已開始喝咖啡，「當然不像現在一樣人手一杯」，但他認為咖啡是未來新興作物，便在 1997 年開始轉作咖啡。邱銘松直言，「我不是第一個改種咖啡的檳榔農」，事實上，至少還有三批人比他更早進場，然而，這些人卻都無法順利轉型。

轉作咖啡無法一蹴而就，邱銘松表示，咖啡種下後要等三到五年，才有穩定的產量，等待期間無法帶來收入，且咖啡雖然是熱帶果樹，但幼齡時需要有遮陰才長得好，因此他選擇先保留檳榔樹，將檳榔樹作為咖啡樹的保姆，隨著咖啡樹長大再陸續砍除；另一方面，留下的檳榔依然能帶來收入，作為生活、研究咖啡的資本基礎。

Cultivating Coffee Beneath Betel Nut Trees — A Self-Taught Journey in Growing and Processing

If Not Betel Nut, Then What?

Chiu noticed that as Taiwan's economy began to take off, some locals had already started drinking coffee. "Of course, it wasn't as common as it is now, where everyone has a cup in hand," he remarked.

Nonetheless, he saw coffee as a promising emerging crop and began transitioning to it in 1997. Chiu candidly admitted, "I wasn't the first betel nut farmer to switch to coffee." In fact, at least three other groups had entered the field before him, but none had successfully made the transition.

Switching to coffee was not something that could be accomplished overnight. Chiu explained that coffee trees take three to five years after planting to yield a stable harvest. During that waiting period, they generate no income. While coffee is a tropical fruit tree, it requires shade during its early growth stages to thrive. Therefore, he initially retained his betel nut trees, using them as "nurse trees" for the young coffee plants. As the coffee trees matured, the betel nut trees were gradually removed. In the meantime, the remaining betel nuts continued to provide a source of income, serving as the financial foundation for both daily living and his exploration of coffee cultivation and processing.

不只轉種咖啡，更挑戰種可可、自製巧克力

為了產出更好的咖啡，邱銘松還飛到印尼、日本等國，品嚐各國的咖啡，「雖然出國，心還是在田裡」，他反覆比較不同風味，並在回國時調整，產出的咖啡再透過親友、客人回饋去精進製程。

種咖啡的第五年，邱銘松不再依賴檳榔的收入了，為分散風險，他開始嘗試種植可可。咖啡和可可都是熱帶果樹，但生長特性仍略有不同，他的田地是黏性土壤，某次大雨來襲，咖啡樹被淹死大半，但可可相對不怕水、活了下來，兩者的田間管理的挑戰也不同，咖啡最怕蠹蟲侵害果實，　可可則怕老鼠。

Not Only Transitioning to Coffee, but Also Taking on the Challenge of Growing Cacao and Making Chocolate

In his pursuit of producing better-quality coffee, Chiu even traveled to countries such as Indonesia and Japan to sample coffee from around the world. "Although I was abroad, my heart remained in the fields," he said. He constantly compared different flavor profiles and made adjustments upon returning home. The coffee he produced was further refined based on feedback from friends, family, and customers.

By the fifth year of growing coffee, Chiu no longer relied on betel nut for income. To diversify his sources of livelihood and reduce risk, he began experimenting with cacao cultivation. Although both coffee and cacao are tropical fruit trees, their growth characteristics differ slightly. His land consists of clay soil, and during a heavy rainfall, most of his coffee trees were drowned. However, cacao proved more water-tolerant and survived the flood. The challenges of managing the two crops also differ — coffee is particularly vulnerable to damage from borers, while cacao is more susceptible to rats.

開店自產自銷，
期盼青年回鄉能安身立命

儘管成功做出咖啡及巧克力，產品送到消費者手上仍要靠銷售。邱銘松表示，國外的咖啡、可可產業分工嚴密，農民可以專注在生產，但台灣不同，台灣的咖啡及可可價格無法與進口比較，因此農民得自產自銷。他自嘲是「自作自受、自討苦吃」，因為沒有資本做宣傳、廣告的農民，銷售是最不熟悉的領域。

雖然已是老闆，但對於田間管理、醱酵烘焙等工作，邱銘松依然親力親為，店內員工都親切地喊他「老爹」。今年 72 歲的邱銘松 ，被檳榔養大沒吃過一顆檳榔，人生的下半場轉進咖啡及可可 ，他卻嚐了無數咖啡及巧克力。

咖啡及可可已不再是陌生作物，作為轉作先驅，邱銘松鼓舞了許多農民、職人，現在台灣咖啡及巧克力屢屢在國際中獲獎。邱銘松表示，咖啡及巧克力是檳榔轉型的希望，他把咖啡、巧克力做好，為產業開出新市場，也讓年輕人願意回鄉來工作，未來他更希望讓更多客人走進農村，看見農業的潛力。

Opening a shop to grow and sell his own products, hoping youth can return home and establish themselves

Although he successfully produced coffee and chocolate, getting the products into consumers' hands still relies on sales. Chiu said that abroad, the coffee and cocoa industries are highly specialized—farmers can focus solely on production. But in Taiwan, it's different. Coffee and cacao prices can't compete with imports, so farmers must grow and sell their own products. He joked that he "brought it on himself" and "asked for the hardship," since farmers without capital for promotion or advertising are often unfamiliar with sales.

Even as a business owner, Chiu still personally handles field management, fermentation, and roasting. His staff affectionately call him "Old Dad." Now 72 years old, Chiu was raised on betel nut income but has never chewed one. In the second half of his life, he transitioned to coffee and cocoa—and has since tasted countless cups of both.

Coffee and cacao are no longer unfamiliar crops. As a pioneer of this agricultural transition, Chiu has inspired many farmers and artisans. Today, Taiwanese coffee and chocolate frequently win international awards. Chiu believes that coffee and chocolate represent hope for betel nut growers to transform. By perfecting his products, he has opened up new markets and encouraged young people to return to rural areas to work. In the future, he hopes more customers will visit the countryside and witness the potential of agriculture.

Thank you!