

# Policy Proposal Outline: Promoting the Transition of Aquaculture and Livestock Farmers to Organic Vegetable and Fruit Producers

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## 1. Policy Background and Objectives

In response to climate change, water resource pressures, and challenges in sustainable land use, this proposal aims to guide aquaculture and livestock farmers toward transitioning to environment friendly, sustainable, and market-viable organic vegetable and fruit producers. This will enhance agricultural resilience against environmental issues and increase farmers' income.

Additionally, the policy seeks to gradually reduce public reliance on animal-based proteins and increase plant-based protein consumption to promote health, mitigate climate change, and drive green industry development.

## 2. Policy Goals

- A. Assist aquaculture and livestock farmers in completing land assessments and transition planning.
- B. Provide training for transitioning farmers in organic cultivation techniques.
- C. Establish regional "Transition Demonstration Zones" and farmer education centers.
- D. Offer transition subsidies and a guaranteed market purchase system.
- E. Prioritize the transition to legume cultivation to diversify plant-based protein sources for the public.**

## 3. Key Measures

### A. Land Assessment and Transition Planning:

- Develop soil testing and improvement plans.
- Implement subsidies for aquaculture ponds filling and water quality restoration.
- Establish a feasibility assessment process for transition.

### B. Technical and Training Support:

- Collaborate with agricultural research institutes and universities to launch "Transition Agriculture Training Programs."
- Form regional technical advisory teams (comprising agricultural extension staff and retired experts).
- Provide each transitioning farmer with over one year of technical assistance.

### C. Transition Subsidies and Guaranteed Market Purchase System:

- Initial facility conversion subsidies of up to XXXX dollars.
- Minimum price guarantee for purchases within the first three years.
- Establish a "Transition Industry Fund" to offer interest-free loans.

### D. Market Channel Development:

- Facilitate contract farming agreements between distributors and transitioning farmers.

- Prioritize public sector procurement of organic produce from transitioning farmers.
- Develop regional branding and certification (e.g., "Former Aquaculture, Organic Farm" labels).

#### **E. Diversifying Plant-Based Protein Sources for the Public**

- **Education and Awareness:**  
Promote the nutritional value of plant-based proteins (e.g., legumes, nuts, whole grains) and dispel misconceptions.  
Incorporate sustainable diets and protein diversity into national education curricula.  
Organize events like "Plant-Based Diet Week" and "Green Nutrition Day."
- **Economic and Policy Incentives:**  
Subsidize R&D and production of plant-based foods to reduce consumer costs.  
Offer tax benefits or price subsidies for plant-based products.
- **Food Innovation and Palatability:**  
Support food manufacturers in developing locally flavored plant-based protein products.  
Partner with restaurants to launch plant-based meal options (e.g., lunch boxes, delivery sets).  
Provide culinary training and technical exchanges for plant-based food preparation.
- **Cultural and Social Marketing:**  
Engage celebrities to endorse "Green Eating Lifestyles" and increase social acceptance.  
Launch community challenges like the "21-Day Plant Protein Challenge."  
Integrate sustainability and eco-friendly messaging into promotional campaigns.
- **Monitoring and Evaluation:**  
Establish dietary transition surveys to analyze barriers and motivations for improvement.  
Dynamically adjust promotion strategies based on data.  
Assess policy impacts on health, carbon emissions, and industry development.

#### **4. Monitoring and Evaluation**

- Track land utilization efficiency and water resource usage.
- Monitor transitioning farmers' income to reduce livelihood risks from climate or other factors.
- Track domestic organic produce supply to enhance food safety and public health.

#### **5. Simplified Implementation Timeline ( for an 18-Month Period )**

- Months 1-6: Establish demo zones, conduct soil surveys, willingness surveys, and initial training.
- Months 7-12: Distribute subsidies, begin formal transitions process, and establish distribution partnerships.
- Months 12-18: Assess outcomes, expand promotion, and optimize policies.

#### **6. Risks and Countermeasures**

- Non-arable land:** Develop alternatives such as eco-tourism or environmental education industries.
- Low willingness:** Provide incentives, share success stories, and allow hybrid business models.
- Farmer influenced by market demand:** Establish government-backed stable procurement and contract farming systems.