

# Case Studies on Community Revitalization in Korea

August 2017

Chung Ki Whan, Ph.D.

[pony@krd.re.kr](mailto:pony@krd.re.kr)

**Korea Institute for Rural Development**

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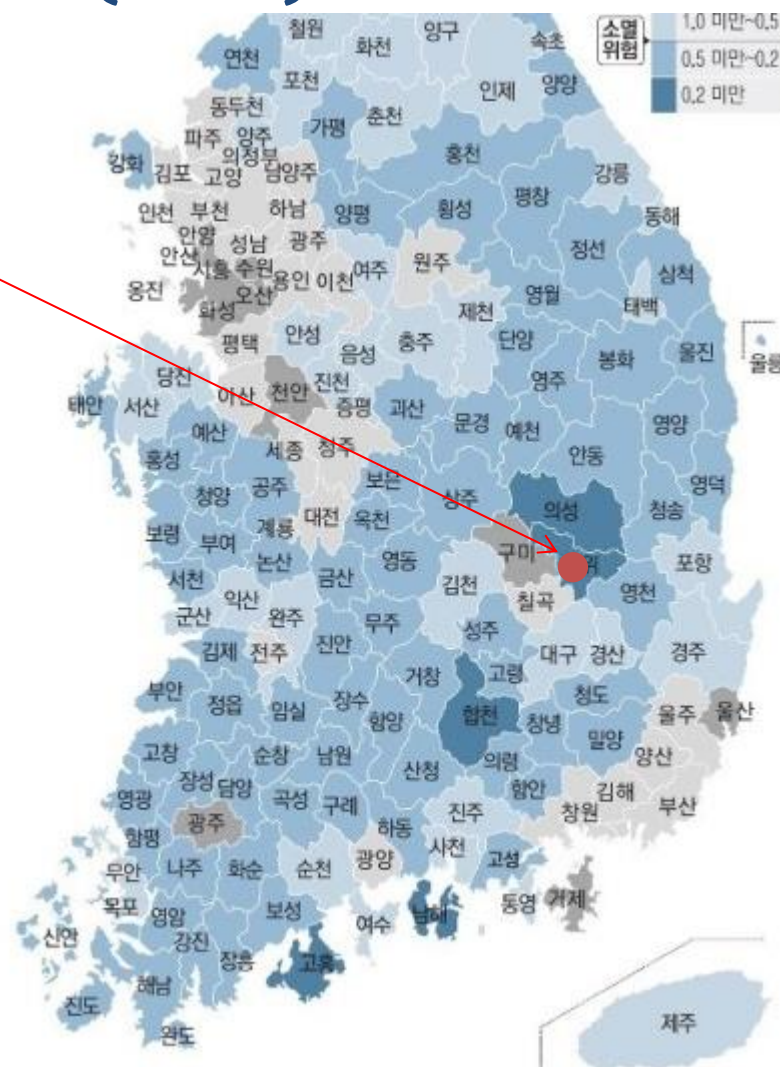
1. **The Case of Farming Corporation (Farm CEO)**
2. **The Case of Village Community Cooperative & corporation (Community CEO)**
3. **The Case of Wanju Local Food Corporation (PPP)**
4. **The Case of Gurye Natural Dream Park (PPP)**

## The Case of Gunwye Maize Corporation



## Gunwye Maize Corporation(GMC)

- ◆ Location: Shinge village Sobo Myun Gunwye county Kyungbuk Province
- ◆ Mountainous areas
- ◆ 2006: Formation of maize cultivation group with 20 farmers in the village
- ◆ 2009: organize Gunwye maize farm corporation with 40 farmers
- ◆ 2012: KRW 1.0 billion of revenue in 2012 with 112 mize cultivation farmers
- ◆ Employees: 10 for regular staffs with village people as temporary workers







Agatha's Sweet Home

# Farming corporation in Rural Areas

- ◆ Mostly, based on rural villages, and establish corporation with farmers who cultivate same commodity



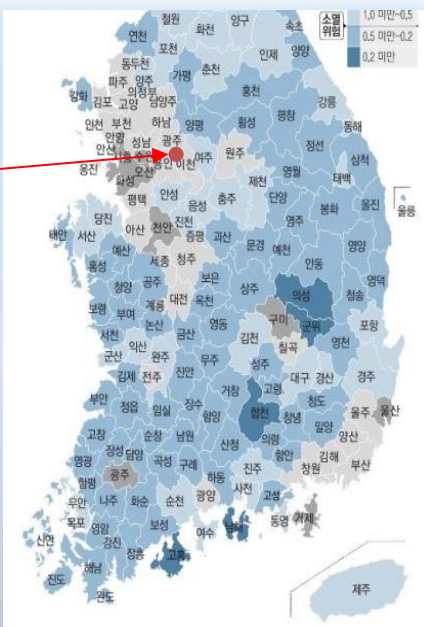
- ◆ Establish nation wide on-line network, and deliver the agricultural products based on the needs of consumers
- ◆ Business Areas
  - Food grains
  - Vegetables
  - Fruits
  - Food Processing items
  - Meat, eggs, and dairy products
  - Seasonal food bundle including almost everything

## Seasonal Food Bundle





## The Case of Hagil Village

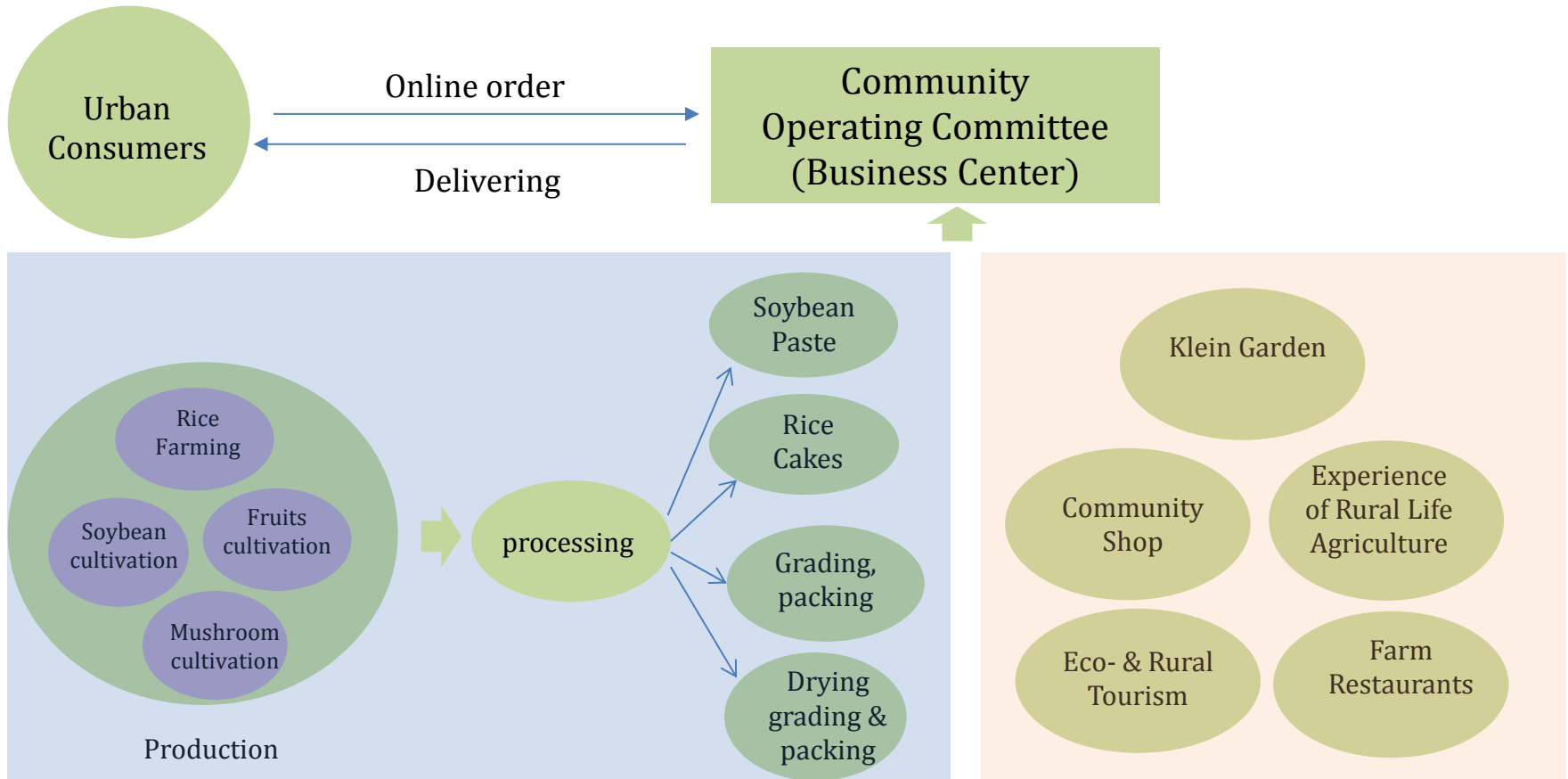


Hagil village, Wonsam myon, Cheoin Gu, Yongin Kyunggi do

## Hagil Village

- ◆ Location: Semi-mountainous area
- ◆ Total Population: 90 (2016, 80% of the population is over 60 years old)
- ◆ Household: 48 households
- ◆ Resources:
  - Physical resources : farm land, forestry, valley and healthy environment with well conserved forestry
  - Historical resources: traditional kiln,
  - Agriculture: organic farming,

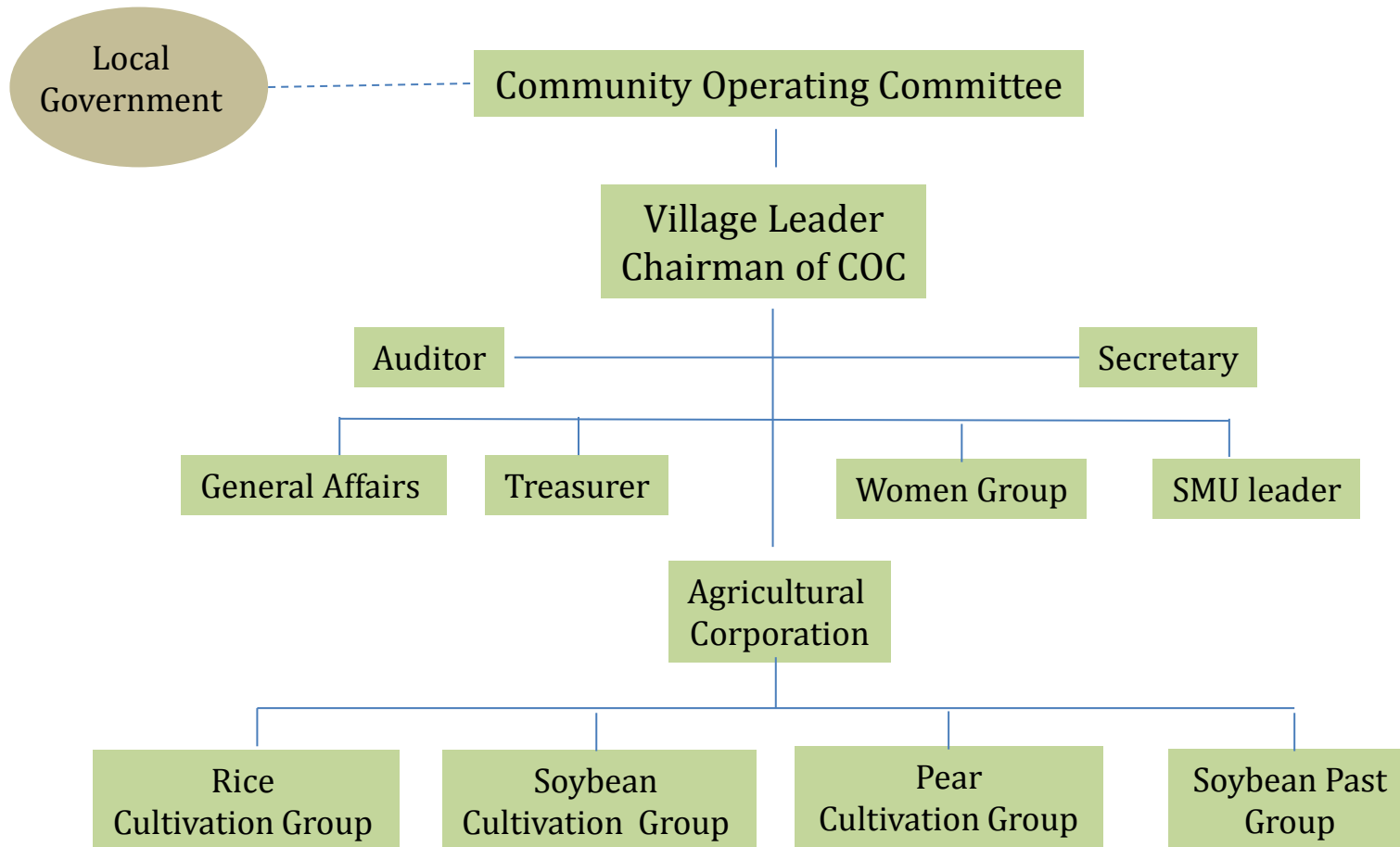
## E-commerce Business Model of the Community



Private Business Sector as Individual or Group

Community Business Sector

## COC Operating Mechanism



## Challenges of Hagil Village

- ◆ **Securing community operation budget for the sustainable development & management**
- ◆ **Succeeding the private & community business by young generation**
- ◆ **Encouraging return migration, particularly young people who are educated, capable for business managing and enjoying the value of rural life**









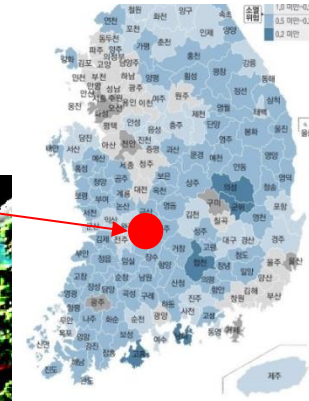
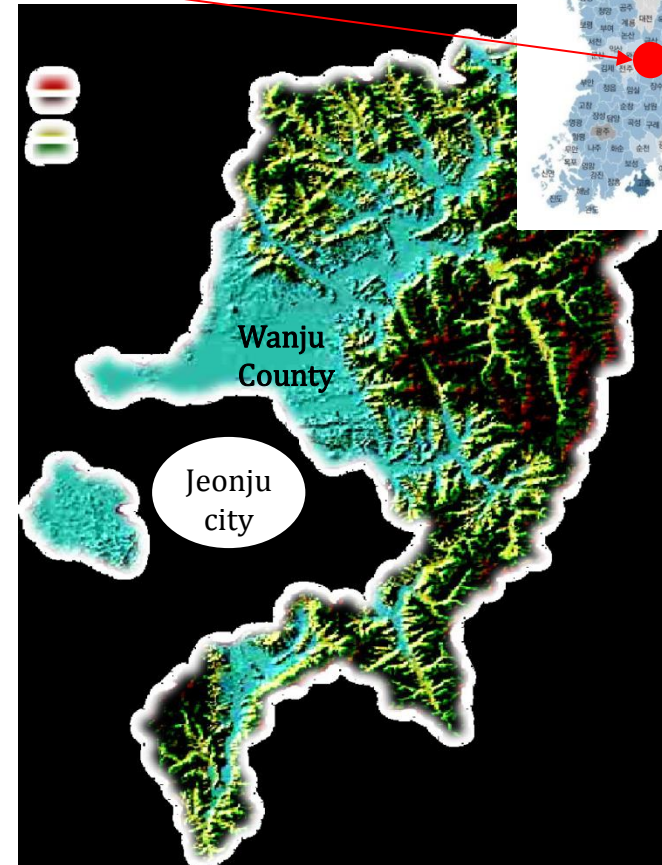
## The Case of Wanju Local Food



영호포럼부의 지역상품 이용하신 소비자께서 농산물의 품질을 확인은 필수입니다.

## Location of Wanju :

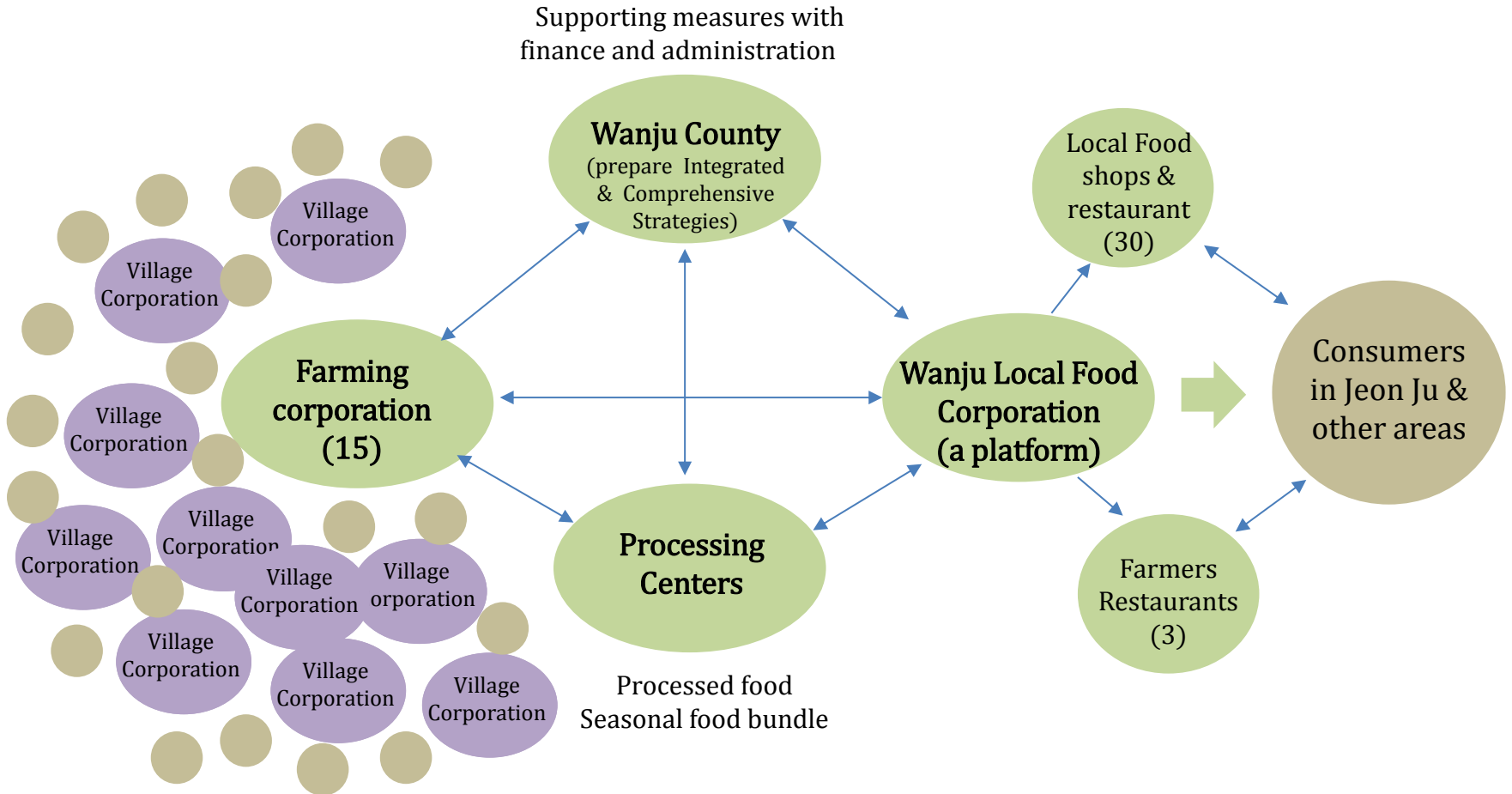
- ◆ Hilly & mountain area with 10,000 farm pop.
- ◆ Total pop. of 85,000 , and Aged population over 65 years old occupies 46%.
- ◆ Jeonju city with pop. 650 thousand is a good consumer market for Wanju County
- ◆ Most farmers cultivating small size farm for self-subsistence
- ◆ Market accessibility is very poor, and therefore, the bargaining power is also poor



## Why Local Food in Wanaju County?

- ◆ Secure consumer market safely by organizing and delivery of Wanju local food to the consumers in JeonJu city
- ◆ To overcome the small farming and to improve the market accessibility and bargaining power through Wanju local food system,
- ◆ To improve the farm income
- ◆ To secure the sustainability and revitalization of rural communities in Wanju country

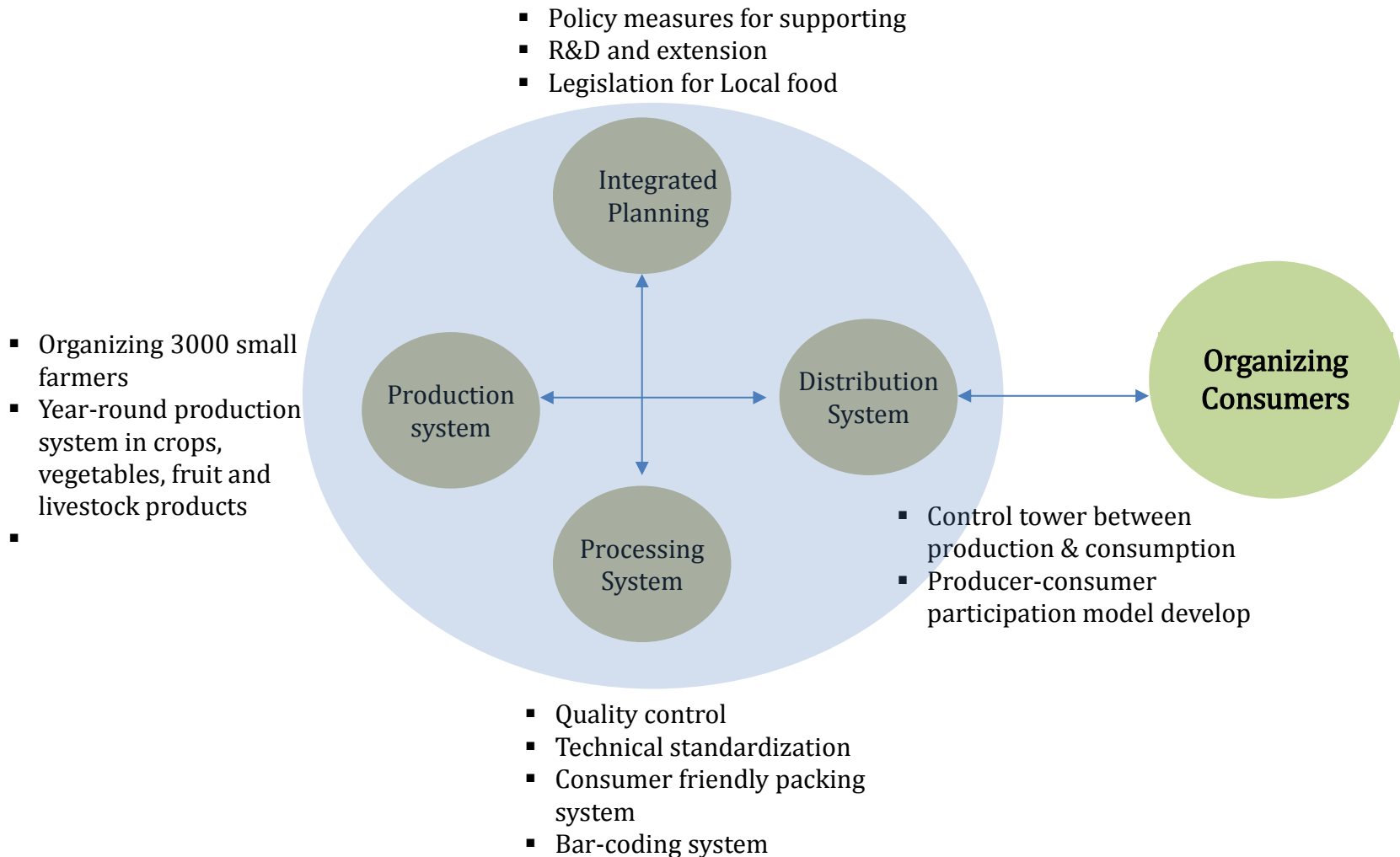
## Local Food System of Wanju: Public Private Partnership



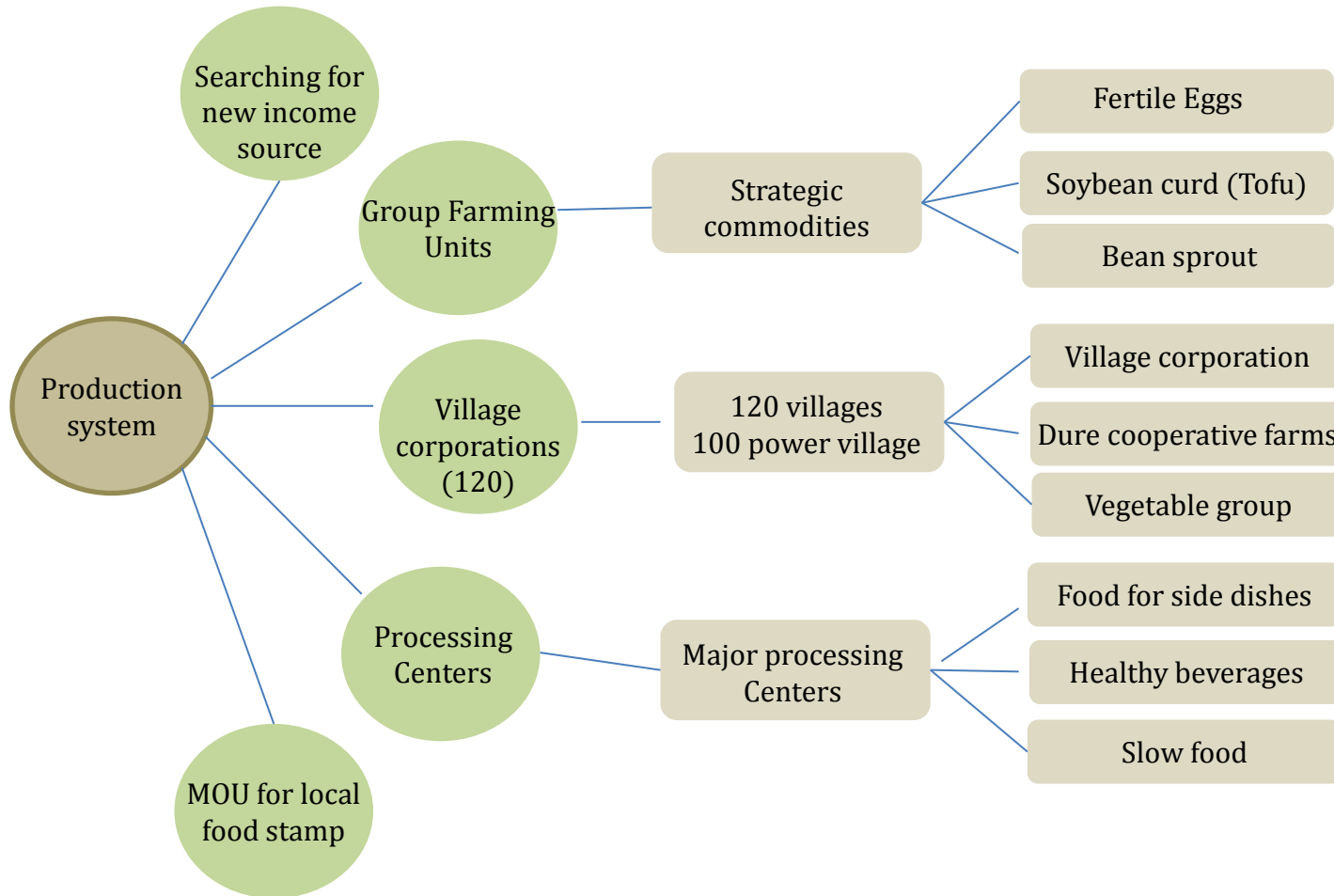
120 village 1,200 fam households participating

● 105 power village,

## Systematization of Wanju Local Food



## Year round Production System



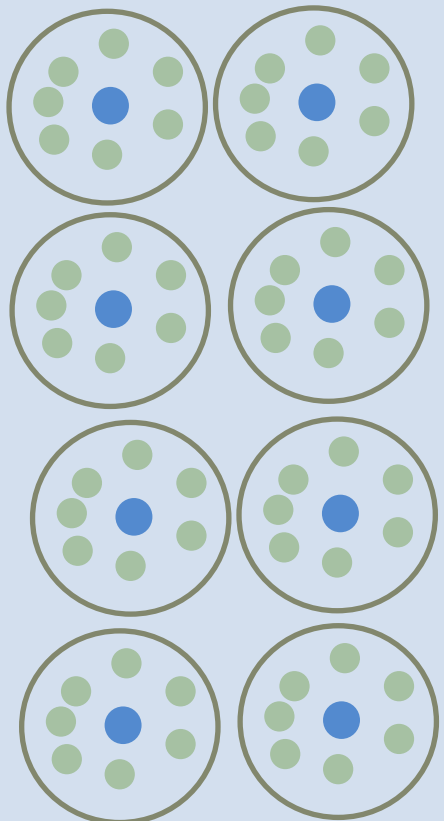








## Community Revitalization Mechanism



**Daily delivery System**

- More than 300 farmers delivering 200 items of products daily to local food shops
- Return daily when the items were not sold

**Operating Farm Restaurants**

- Supply traditional fresh and safe farm food
- Selling raw materials to the consumers

**Operating Processing Centers**

- Producing natural sources and seasonings
- Produce Bean processed
- Supply seasonal food under the contract



**Annual Revenue**

- One million Won (US\$ 897) for each 3000 small farmers from delivering seasonal food bundle
- 1.5 million won for each 3000 small farmers from farmers market in 2014

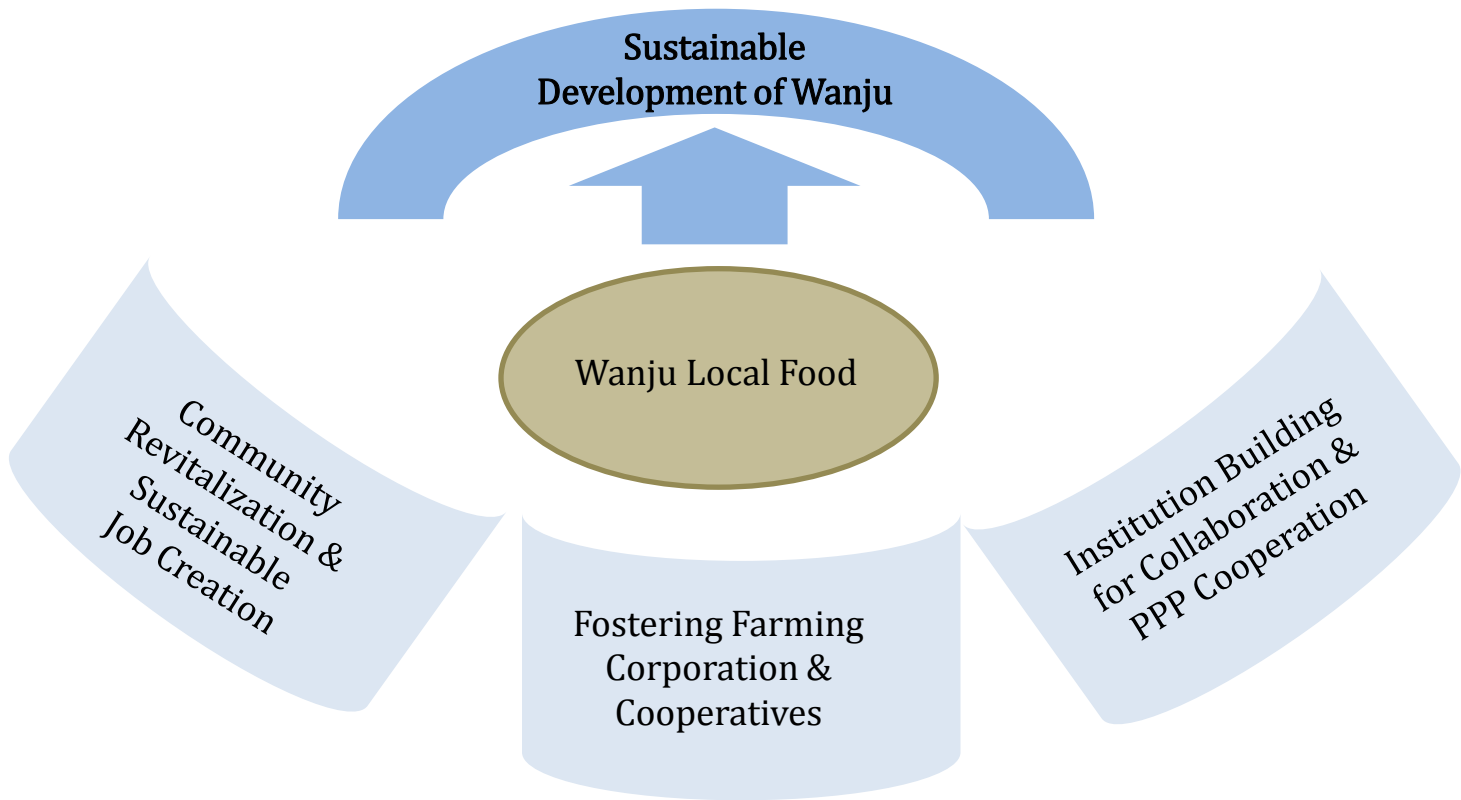
**Good opportunity for young generation to**

- Be a CEO in agricultural industry
- Have an environment and nature friendly rural life

**Population and households are increasing in rural areas**

- Households and population increased since 2010 in rural areas in Korea

## Effects of Wanju Local Food



## The Case of Gurye Natural Dream Park



# Gurye County



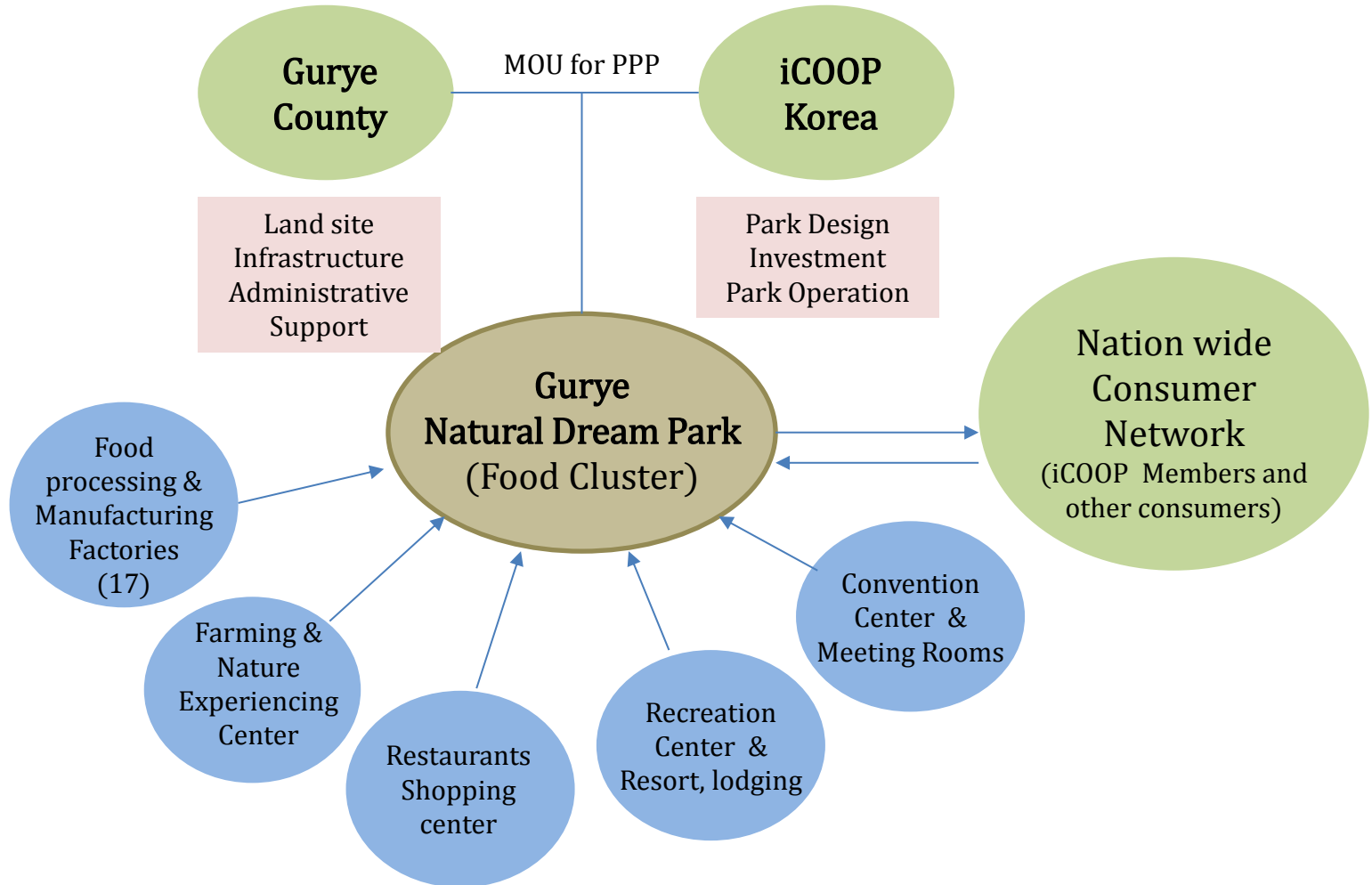
- ◆ Population: 27,130
- ◆ Households: 12,426
- ◆ Area: 443.02km<sup>2</sup>
- ◆ Financial independence: 6.7%



## Gurye Natural Dream Park

- ◆ Construct the Natural Dream Park : 2012~
- ◆ MOU with Gurye county government & iCOOP Korea
- ◆ Location: Yongbang Industrial park in Gurye county
- ◆ Areas: 149,336m<sup>2</sup>
- ◆ Investment
  - iCOOP Korea: KRW 90 billion (2012~2015)
  - Local government: provided land site, and infrastructure (industrial park estate, electricity, pipe water & integrated sewerage system) , administrative services
- ◆ Energy: solar and geothermal 1000 KW

## Components of Gurye Natural Dream Park



## Gurye Natural Dream Park

- ◆ **Production: 360 items produced in 17 factories**
- ◆ **Facilities: Movie theater, accommodation, experience center, café, restaurant, sauna, conference and meeting rooms, etc.**
- ◆ **Revenue : KRW 62.5 billion (US\$ 5.605 million) in 2015**
  - **Food and agriproducts: KRW 58 billion**
  - **Services and culture: KRW 4.5 billion**

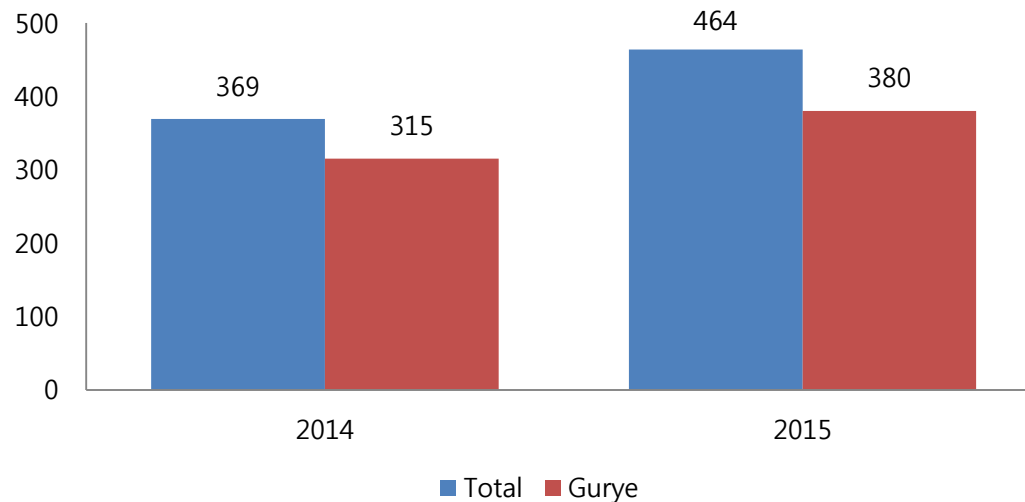




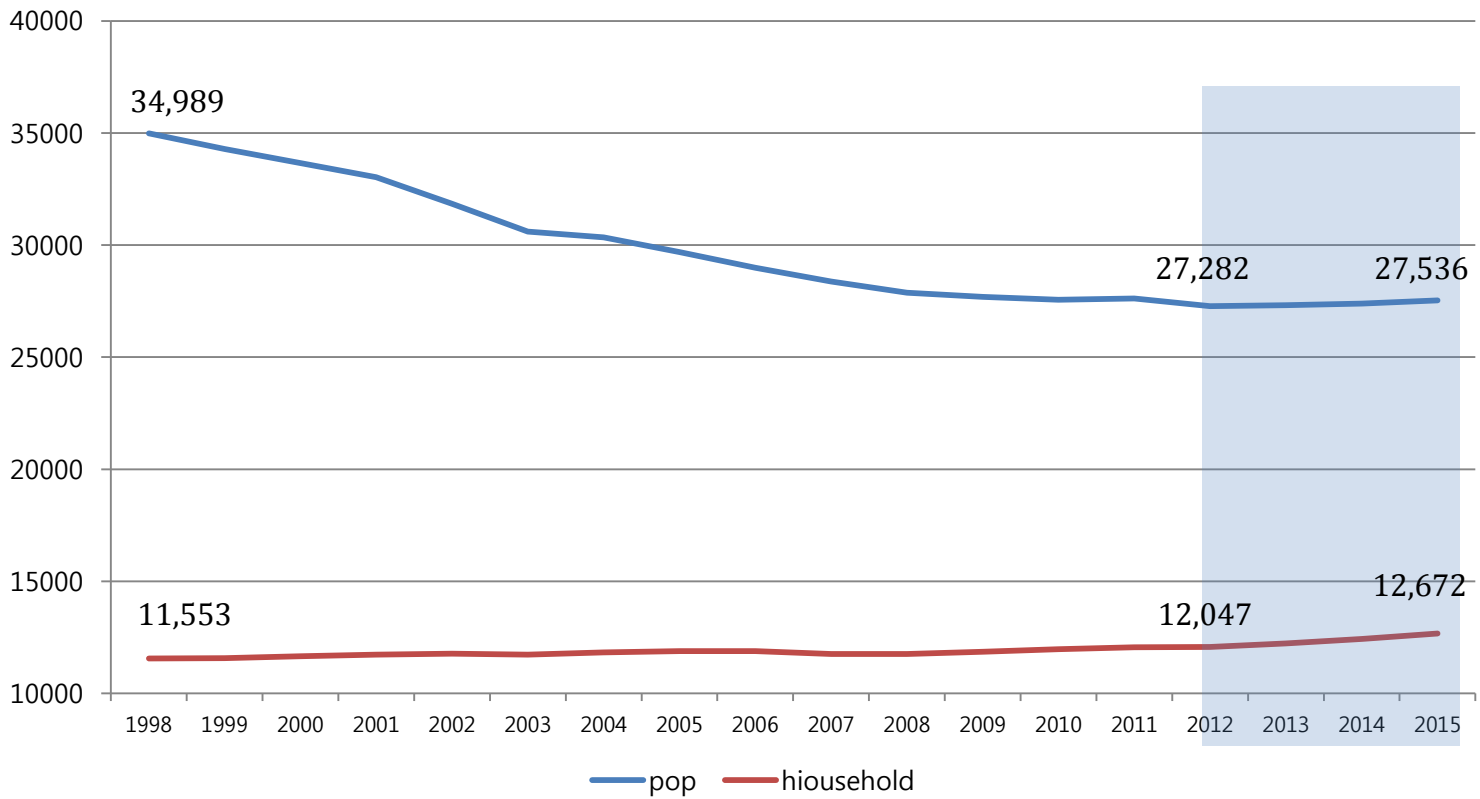
## Changes in Gurye Community

- ◆ Provide a stable employment opportunities
  - More than 80% of all employees are from Gurye county
  - No discrimination with education and diploma
  - High wage than legal minimum wage

Number of Employees in Gurye Natural Dream Park



## ◆ Population and households has been increased since 2012



- ◆ Visitors increased for green tourism, field trips, restaurants and movies
  - 2014: 52,846
  - 2015: 107,106
  
- ◆ Cultural Gratification
  - Rock festival: Once a month with Indi band festival
  - Inviting famous Indi Band from Seoul
  - Total 7000 people participated in the rock Festival in 2016
  - Two theaters running the film first open in Korea
  
- ◆ Modernize Gurye Medical Center with obstetrics and genecology

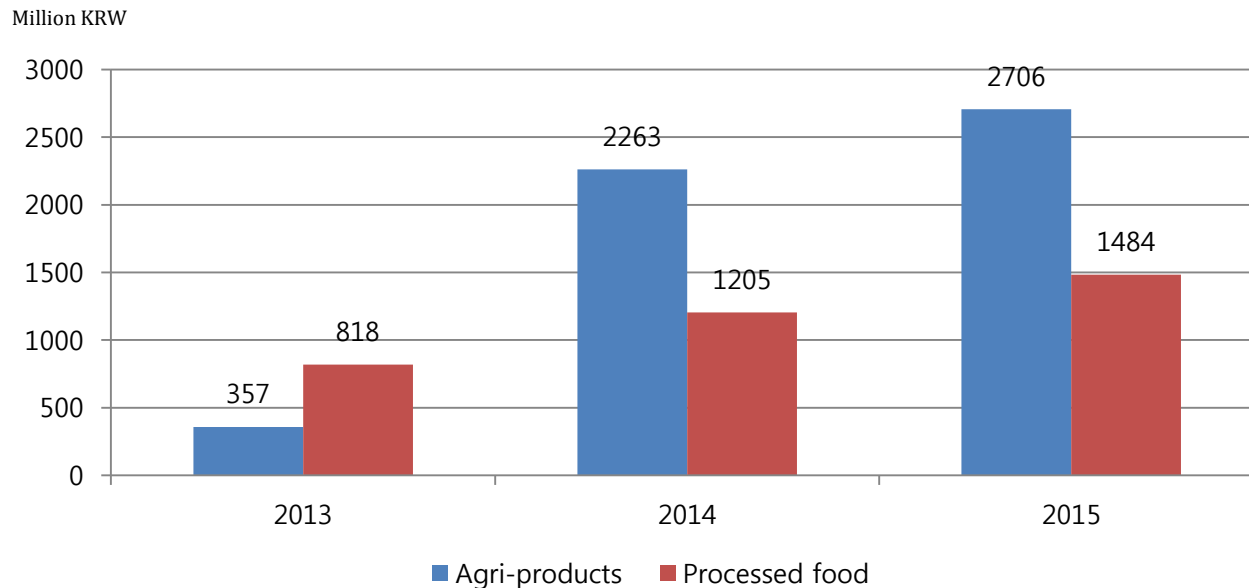






- ◆ Protecting ecosystem by expanding eco-friendly agriculture
  - Eco-friendly vegetable farm: 735,537m<sup>2</sup>
  - Purchased from Local products: KRW 4.2 billion in 2015

## Agricultural Products Purchased by Factories in Natural Dream Park





- ◆ Improve the opportunities of education, culture
  - Music festival, cinema theaters for cultural life
  - Opening education facilities for music band, dancing and library for young people
- ◆ More than 100 young couples from urban areas moves in Gurye county for working and settle down
- ◆ Providing scholarships : KRW 950 million during 2012-2015 for poor and excellent students
- ◆ Improved the quality of education, and more young people graduated from Gurye vocational high school stayed in Gurye to find work in the natural dream park

- ◆ Revitalization of local economy and culture
- ◆ Strengthening governance between local government and community and entrepreneurs
- ◆ Encourage local cooperatives and regional networks
  - Providing various social services to improve the quality of life of the community people in health, housing, education, welfare, travel, etc.
- ◆ Contribute to establish a solid foundation for autonomy and growth by mobilizing resources in the community



Cakes producing Factory



Beer Rock House



Kimchi Factory



Restaurant & Cafe



# Impacts of Gurye Natural Dream Park



**Thank for Your Attention**