

## 成立宗旨

為推廣與行銷本院各單位研發輔導及建教合作之產品，實習商店之設置目的為：結合研究、教學與服務，研發創新具本院特色之農業相關產品。開創興大品牌產品。設立教學、實習、生產、品管、行銷結合之展售平台。

## 組織

創立於1996年以農委會研究計畫試驗營運，展售校內與校外來源之農產品。直至2013年第65次校務會議通過『國立中興大學農業暨自然資源學院實習商店設置辦法』，訂定單位名稱為『國立中興大學農業暨自然資源學院實習商店』，始納入中興大學組織章程正式編制。營運經費營虧自付，並依財政部規定開立統一發票繳納營業稅。單位主任由本院院長遴選並提請校長聘兼之，負責經營管理；經理及員工若干人，負責銷售、會計、人事等業務，另僱在校實習生若干人。

## 功能

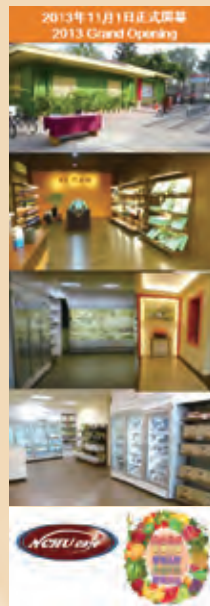
2013年11月1日於達盧正式開幕，首任主任鄭蕙燕教授將經營方向調整為建立推展興大品牌，分為興大精品館、興大咖啡 NCHU Café、興大麵包坊、生鮮區等主題區，主推農資學院附屬單位產品，展售興大產品與開創興大品牌產品，予本校同仁與同學努力成果表現機會，實踐設置實習商店所賦予之教育意義。

2015年10月31日，因達盧將拆除新建「食品與農業安全檢測大樓」。實習商店搬遷至舊應用經濟二館B棟，改裝成為賣場，呈現中興大學之科學與人文氣質內涵。重新開幕的實習商店以『三品二安』為經營理念與特色，三品是「興大品牌、高標品質、優雅品味」、二安是「商品安全、顧客安心」。賣場以人文優雅空間布置，藉以塑造興大品牌之品味。展售商品除了農資院附屬單位生產之農產品，亦販售本校教授研發成果經技術授權或產學合作並已商品化之產品。展售商品經本校農產品驗證中心、土壤調查試驗中心、農產品農藥殘留檢測中心等通過全國認證基金會（TAF）認可實驗室之檢驗，以推廣本校之檢驗能力，展現本校高水準之技術品質。進而幫消費者把關商品之安全，讓消費者安心購買本校產品。



## Establishment Purpose

The mart, established in 1996, was originally called, “Display and Sales Center of Agricultural Products” and was later renamed to “Practical Training Shop.” This mart was an experimental project with funding granted by the Council of Agriculture, and is located at Dalu, a small hut on the main NCHU campus. Its purpose was to offer a marketing platform to sell agricultural and dairy products produced by the experimental stations of the College of Agriculture at NCHU.



## Structure and Functions

The shop is supervised by a director, who is a full-time faculty member assigned by the Dean of CANR, and the shop mainly operated by two contract staff members and several part-time interns.

In 2013, NCHU reorganized the shop as a formal administrative institute under CANR. After renovating Dalu into a country-style cottage, the brand new NCHU Mart has become a popular site on campus. To enhance the meaning of university research and education, the new operational direction involves building NCHU brand-name products, which are featured with NCHU on-campus products, NCHU-accredited fresh agricultural products, NCHU Excellence, NCHU Café, and NCHU Bakery.

In 2015, NCHU Mart moved to another old building because of a new construction plan on the site of Dalu. To inaugurate the grand opening, Dean SC Chen of CANR announced the slogan, “NCHU Brand: Premium Quality, Elegant Style, Safe Products, and Customer Confidence.” In the new store, the main features are that all commodities are accredited or certified by national authorized accreditation laboratories, especially by the three centers at NCHU, to ensure excellent safety and quality. Store surroundings have been renovated into an easy and elegant style to shape the high quality of the NCHU brand name. All goods in store are products produced on campus or through technological innovations transferred and commercialized from NCHU professors to manufacturing companies.