

World's first class knowledge and information agency on agro-fishery industry

# Korea Agency of Education, Promotion & Information Service in Food, Agriculture, Forestry & Fisheries



# Once again A New Jump A Strong Flutter



Dreaming of a greater future



Enhancing competitiveness of our agro-fishery  
and food industry in the global market is  
our strong commitment

## Greetings!

This is Young-hyo Ha, the president of Korea Agency of Education, Promotion & Information Service in Food, Agriculture, Forestry & Fisheries (EPIS).

EPIS was established with an important mission of becoming world's leading agro-fishery and rural information agency to create greater value in our agro-fishery industry and rural villages of the future.

The key objective of the establishment lies in supporting capacity building of agro-fishery businesses and inducing qualitative and value-oriented improvements of domestic agricultural policies by enabling utilization of integrated knowledge and information.

Accordingly, we will exert our best efforts to nurture capable human resources to lead the future of our agro-fishery sector, disseminate advanced technology and information required for capacity building of farmers, fishermen and agro-fishery businesses and support value creation of our agro-fishery products.

As a partner for agricultural administration and policies, we will devote ourselves to be the driving force of agricultural policies by combining the key elements of the agro-fishery sector, namely human, process and value creation.

After years of hard work, we have finally launched our boat named EPIS. We will keep rowing with relentless efforts for the boat to actively move forward. I have strong commitments in making EPIS a leading agency for value creation in the agro-fishery and rural industry.

Your interest and supports are greatly appreciated at all times.

Young Hyo Ha,

President of EPIS



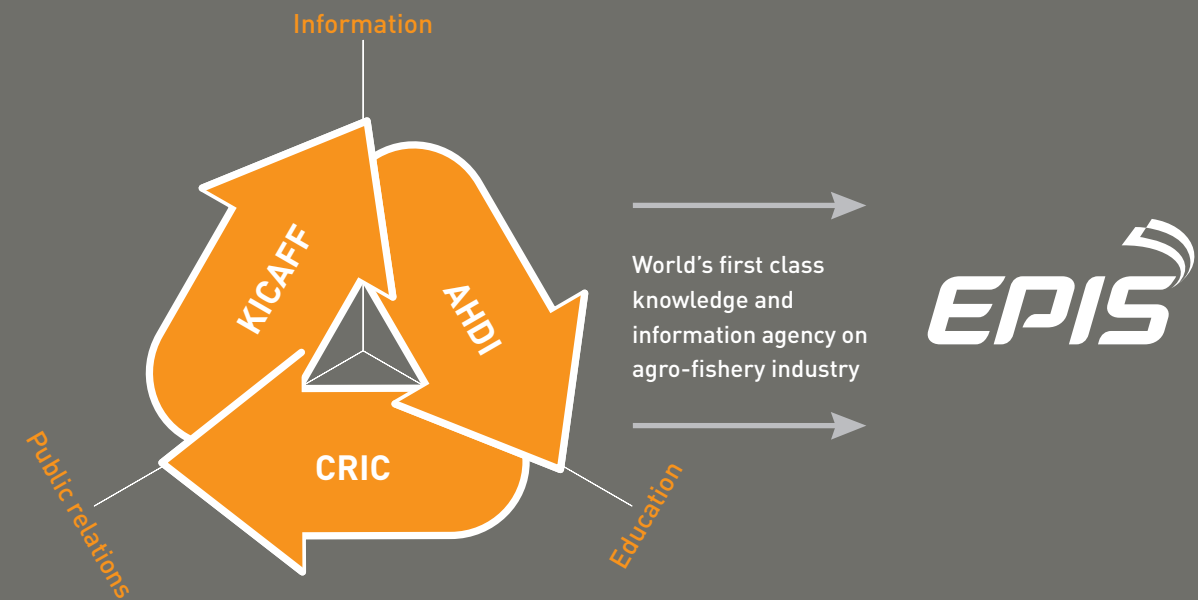


## Newly born as 'one'

Korea Agency of Education, Promotion & Information Service in Food, Agriculture, Forestry & Fisheries (EPIS) was established through integration of *Korea Information Center for Agriculture Forestry & Fisheries* (KICAFF), *Center for Rural Information & Culture* (CRIC) and *Agriculture Human Resource Development Institute* (AHDI) based on the national necessity of a consolidated information and knowledge agency to provide greater supports in government administration of agro-fishery and achieve qualitative and value-wise improvements in agricultural policies.



EPIS was established in May 2012, as a public agency under the Ministry for Food, Agriculture, Forestry and Fishery in accordance with the Article 11.2 of the Food and Industrial Basic Law for Agriculture and Fishery. EPIS is aimed at nurturing human resources in agro-fishery field; making a more information-oriented agro-fishery industry and rural villages; expanding and promoting the value of rural culture, supporting capacity building of agro-fishery businesses; and providing safety related information of agro-fishery products, in an efficient manner.



### EPIS will

Support nurture of capable agricultural work force equipped with creativity and competency

Strengthen competitiveness of our farming and fishing villages through informatization

conduct publicity activities on agro-fishery policy and rural villages targeting all people

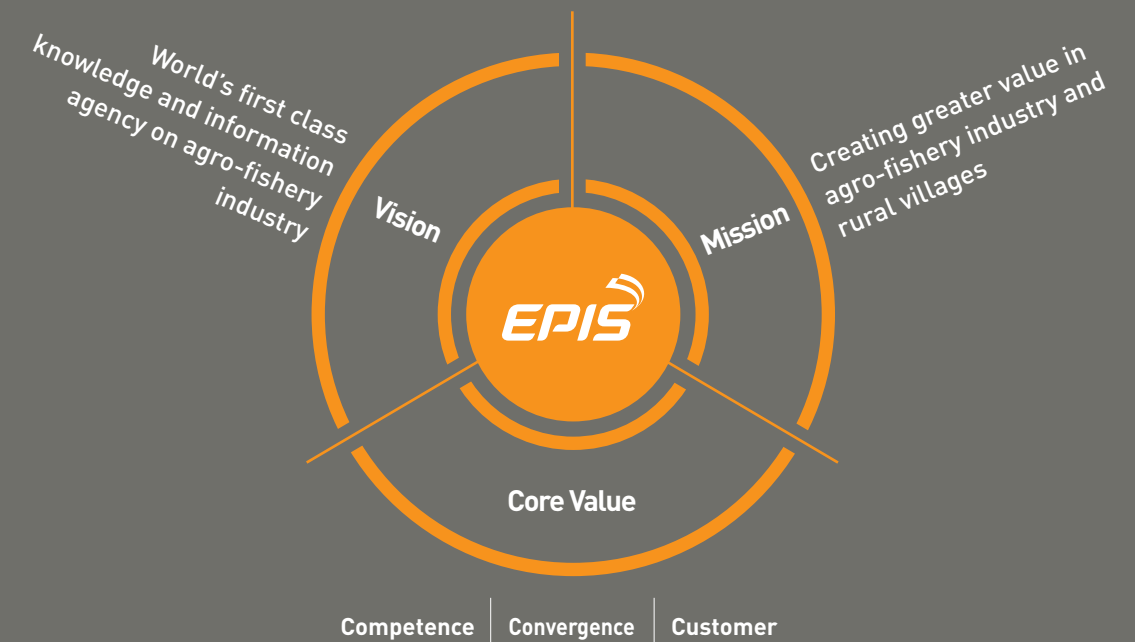


## We dream for a better tomorrow

With our enthusiasm and passion toward agro-fishery industry and rural villages, we envisaged a “New Dream” in a bid to strengthen competitiveness of our agro-fishery, forestry and food industry and to enrich the lives of people in the farming and fishing villages.

### Vision and mission

EPIS is determined to becoming world’s leading knowledge and information agency on agro-fishery and rural industry to create greater value in our agro-fishery industry and rural villages of the future.



### Major functions

1. Facilitate informatization of agro-fishery and food industry and rural villages
2. Enrich agro-fishery and rural culture and conduct publicity activities for proliferation of the value
3. Support technical and management capacity building of agro-fishery businesses
4. Nurture professionals in the fields of agro-fishery and food industry and rural villages
5. Provide safety related information on agro-fishery products, promote information exchange and support protection of knowledge and intellectual property rights
6. Provide information supports on trade policy and international cooperation in the field of agro-fishery and food industry and rural villages
7. Provide knowledge and information service for agro-fishery, forestry and food industry



# Sharing a future of abundance

To create new value in the agro-fishery industry and rural villages, EPIS implements various programmes in an efficient and systematic manner with the “10 priority tasks” at its focus.

1

**Promote convergence and utilization of information technology on agro-fishery products**

- Seek, verify and disseminate successful application models of IT convergence in agro-fishery products
- Establish integrated information system with IT convergence for each stage of production, distribution and consumption

3

**Provide education programs to nurture professional farmers**

- Run education programs specially designed to help farmers contribute to administrative objective
- Expand practical on-site trainings

5

**Conduct publicity activities to promote the value of agro-fishery products and rural villages**

- Promote pending issues and policies of agro-fishery in connection with various media channels
- Improve and add value of rural villages, i.e. promotion of back-to-rural life

7

**Discover future generations of the agro-fishery industry**

- Run school-industry linkage programs at agricultural high schools
- Run specialized courses at agricultural colleges to nurture professional farmers

9

**Support international cooperation on agro-fishery products**

- Support collection, build-up of database and utilization of information on international trade
- Collect and analyze foreign policy trends on agro-fishery industry and rural villages

2

**Smart technology-based agricultural administration support**

- Launch and run spatial information system for regional (agricultural, fishing, mountain) development
- Support operation of call-centers on farm direct payments

4

**Provide customized knowledge and information on agro-fishery products**

- Run okdabceo.com (information website) to nurture creative capability of agro-fishery businesses
- Provide customized contents that cater to the needs of farmers and fishermen

6

**Promote healthy diet and manage safety issues in agro-fishery products**

- Collect, analyze and disseminate safety information in agro-fishery products and improve consumer recognition
- Improve diet and promote consumption of domestic agro-fishery products

8

**Support settlements of back-to-rural populations**

- Run customized education programs and trainings for back-to-rural populations
- Support systematic planning and actual return of the people preparing to return to rural villages

10

**Pursue result-oriented business management**

- Strengthen ethics and competency that befits to a quasi-government agency
- Raise the status of agency by prioritizing customer satisfaction and practicality

“10 priority tasks”  
for creation of new value in the agro-fishery and rural sector





# Learn

We nurture our farmers to possess global competitiveness

EPIS helps our farmers and fishermen to attain reinforced international competitiveness and nurtures future talents to lead agro-fishery businesses of the future in a creative way.

## Raising professional managers to lead advanced agriculture Human resource development programme

- Support running Agricultural Meister colleges.
- Evaluate and certify agricultural education institutions and programs.
- Improve support system for agricultural education and conduct research for policy support.
- Run extended user-based programs and on-site practical trainings.

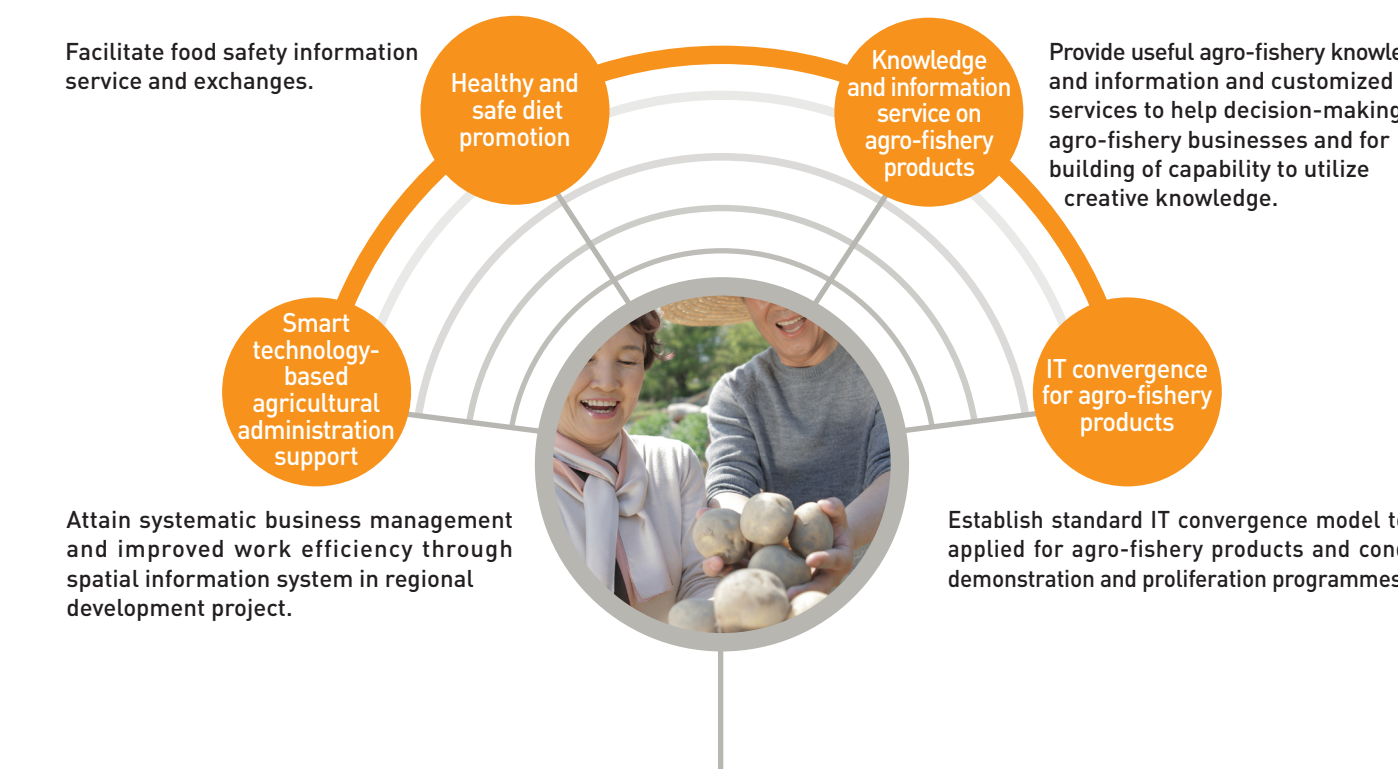




# Share

## We create the value of future agriculture

We will secure systematic agricultural products safety management and stable agro-fishery activities through establishment of integrated information system with IT convergence and improvement of production and distribution environments, while laying the foundation to enable agro-fishery businesses to fortify creative knowledge and capacity.



The digital innovation for creation of new value

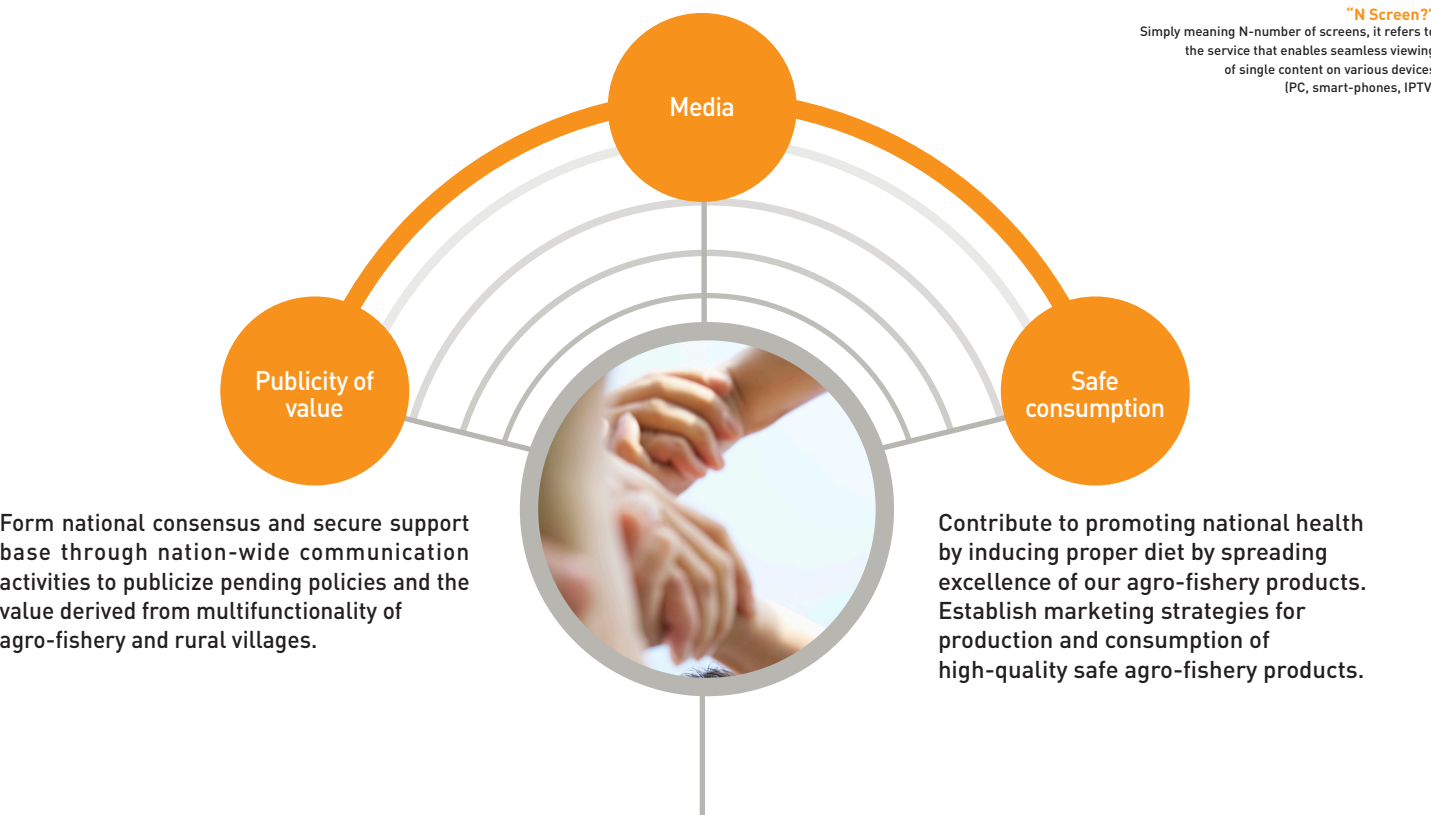
Informatization promotion programmes for agro-fishery products

# Communicate

## We bridge cities and rural villages as a messenger

EPIS will vitalize the rural areas by spreading the value of our agro-fishery, rural villages and agro-fishery products and become a messenger of co-existence that connects the hearts of city and rural residents.

Launch “N-Screen” based real-time media “Smart farm TV” on agro-fishery products and produce multimedia contents containing useful knowledge and information with real-time participation feature.



Happy rural village with shared prosperity

Nation-wide trust building programme

# Advancing Together

We create global competitiveness of our agro-fishery products

We will make the future value of our agro-fishery industry by supporting future agro-fishery policy development, particularly through adding value to our agro-fishery with more stringent protection of intellectual property rights; seeking new international cooperative projects and expanding exchanges with overseas institutions; producing systematic analysis on agro-fishery; and proving professional supports.

Discover and implement new international cooperation or ODA projects. Provide professional support for international conferences or other occasions such as signing of MOUs.



Monitor trends in international trade and cooperation. Build and manage database on international trade and cooperation. Form the consensus on international trade and cooperation policies.

Protection and diffusion of industrial property rights, plant variety protection rights, genetic resources, geographical indication system and traditional knowledge.

Discover future agendas on agricultural policy. Conduct research on national awareness of agro-fishery and rural villages. Produce analysis on domestic and overseas rural policies.

Our endeavor for creation of future value

Improvement of global agro-fishery competitiveness programme

EPIS

We will implement our programmes in a more efficient and systematic manner to contribute to building competitiveness of our agro-fishery, forestry and food industry

| List of websites operated by EPIS |

Homepage	URL	Major Details
EPIS	<a href="http://www.epis.or.kr">http://www.epis.or.kr</a>	Introduction of EPIS programmes, media release, management notifications and ethical management information.
Okdab	<a href="http://www.okdab.com">http://www.okdab.com</a>	Productivity improvement info such as price distribution, management info or news and rural village information targeting urban residents
Okdab CEO	<a href="http://www.okdabceo.com">http://www.okdabceo.com</a>	multimedia contents for agricultural businesses such as agricultural product management, leadership, marketing, trend and well-being info
Wholesale Market Homepage	<a href="http://market.affis.net">http://market.affis.net</a>	materials related to wholesale market, shippers and auctioneers management
Food Serving Material Market Survey System	<a href="http://www.farm2school.co.kr">http://www.farm2school.co.kr</a>	Registration and information sharing of survey on market price for food supplies of school food services
Information Sharing System	<a href="http://data.affis.net">http://data.affis.net</a>	Systematization of information shared between relevant agencies and support data exchange
Agricultural Product Counseling Type Video Training Service	<a href="http://cs.okdab.com">http://cs.okdab.com</a>	Professional counselling service on agro-fishery issues via video system
Okdab Edu	<a href="http://edu.okdab.com">http://edu.okdab.com</a>	Remote support service and online education programs for informatization of agro-fishery
Agricultural Product Safety Information Service	<a href="http://www.foodsafety.go.kr">http://www.foodsafety.go.kr</a>	Domestic/foreign food safety news, food product re-call and inadequate product information, chemical and biological harmful substance, food safety counselling
Green Bobsang	<a href="http://www.greenbobsang.co.kr">http://www.greenbobsang.co.kr</a>	General information on national certification for agro-fishery products, green farm experience and agricultural product purchase tip, distribution of national certification logo
Agriculture Education Portal	<a href="http://www.agriedu.net">http://www.agriedu.net</a>	Cyber education service including farmer curriculum guide, application for class and viewing of records
Agriculture Meister College	<a href="http://www.agrimst.net">http://www.agrimst.net</a>	Introduction of agriculture meister college, education information and major operation status
Agriculture Management Ledger	<a href="http://easybook.farmware.org">http://easybook.farmware.org</a>	Preparation agriculture account ledger, farming journal of small & medium scale farming and fishing households' and statistics management
Product Management Information System	<a href="http://farmbook.okdab.com">http://farmbook.okdab.com</a>	Production management ledger for large scale agro-fishery businesses, account management ledger and distribution management ledger
Korean Beef General Management Software	<a href="http://hanwoo.okdab.com">http://hanwoo.okdab.com</a>	Production, shipping and disease info as a production management software for Korean beef producers
Management Information System	<a href="http://www.apcmanager.co.kr">http://www.apcmanager.co.kr</a>	An ERP system for entering and managing business details such as distribution, accounting and human resources of distribution centers at local producing area
Okdab Software Info	<a href="http://farmware.okdab.com">http://farmware.okdab.com</a>	information sharing on softwares used by different agro-fishery businesses
Farm 2 Table	<a href="http://www.farm2table.kr">http://www.farm2table.kr</a>	Agricultural products traceability info and traceability management system
Rice Museum	<a href="http://www.rice-museum.com">http://www.rice-museum.com</a>	Rice and processed rice products, rice brands, recipe, video, news and community
Urachacha [Support Center for Agro-fishery, forestry and food industry]	<a href="http://www.classfarm.com">http://www.classfarm.com</a>	Rural village study assistant rooms, rural experience info or video archive, entertainment (animation, flash)
Bio Resource Information System	<a href="http://www.bris.go.kr">http://www.bris.go.kr</a>	Integrated information related to bio resources in the field of agriculture, forestry and fishery (Korea Seed & Variety Service, RDA, NFRDI and Korea Forest Service)