

Association for Information Systems AIS Electronic Library (AISeL)

GlobDev 2012

Proceedings Annual Workshop of the AIS Special
Interest Group for ICT in Global Development

12-16-2012

Leveraging Micro Blogging to Build Trust by Community Supported Agriculture (CSA) Pioneers in China

Sarah Yixin Zhang

Hong Kong University of Science and Technology, yxzhang@ust.hk

Zhixing Zhang

Hong Kong University of Science and Technology, zzhangam@ust.hk

Follow this and additional works at: <http://aisel.aisnet.org/globdev2012>

Recommended Citation

Zhang, Sarah Yixin and Zhang, Zhixing, "Leveraging Micro Blogging to Build Trust by Community Supported Agriculture (CSA) Pioneers in China" (2012). *GlobDev 2012*. 15.
<http://aisel.aisnet.org/globdev2012/15>

This material is brought to you by the Proceedings Annual Workshop of the AIS Special Interest Group for ICT in Global Development at AIS Electronic Library (AISeL). It has been accepted for inclusion in GlobDev 2012 by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Leveraging Micro Blogging to Build Trust by Community Supported Agriculture (CSA) Pioneers in China

Student Paper

Sarah Yixin Zhang, Hong Kong University of Science and Technology, yxzhang@ust.hk
Zhixing Zhang, Hong Kong University of Science and Technology, zzhangam@ust.hk

Abstract

Similar to regions which undergo transformation from developing to developed economy, China has been facing various problems during the rapid urbanization process: loss of agricultural land, threatened food safety, and problems caused by migrant work force. Community Supported Agriculture (CSA) is a possible solution to some of the problems. CSA is a sustainable agriculture model, and emphasizes partnership between farmers and members – citizens who are willing to become part of the farming community. In CSA model, members support the farm through advance payment or working on the farm and they share risks with farmers.

In risk sharing, it is crucial to build trust between farmers and members. However, most members do not have enough information to evaluate farmers' trustworthiness as they cannot visit farms frequently. Micro blogging technology offers farmers a new channel to communicate and interact with members. Since micro blogging platform is open, and various mobile devices make micro blogging convenient, farmers can easily keep members updated and address members' problems timely. The embedded social networking feature also enables farmers to facilitate interactions among CSA members. In this study, we investigate how the CSA pioneers in China adopt micro blogging technology to engage their members and develop the CSA community. We analyze micro blog posts of the first CSA farm in China and we share our findings.

Keywords

Urbanization, Community Supported Agriculture (CSA), Trust, Micro Blogging

1. Introduction – Challenges China Facing in the Rapid Urbanization Process

As the most vibrant economic power in BRIC (Brazil, Russia, India and China), China is undertaking tremendous changes. The rapid economic growth and extensive urban construction bring many opportunities; as well as some inevitable challenges.

The first challenge is loss of agricultural land. According to statistics from Ministry of Construction of China (MCC), between 1978 and 2003, the urbanization level doubled, rising from 17.9% all the way to 40.5%. During the rapid urbanization process, the available arable land decreases. About 74% new urban land is converted from arable land, and the percentage would be even higher in smaller cities (Tan, Li, Xie, & Lu, 2005). Thus, the giant gap between the increasing food demand in urban areas and the decreasing arable land is quite hard to fill, and may cause serious problem (Chen, 2007).

The second challenge is food safety (Calvin, Hu, Gale, & Lohmar, 2006). After the massive media exposure of pesticide polluted agricultural produces, toxic milk, etc., more and more public attention is paid to food safety issues (Ortega, Wang, Olynk, And, & Bai, 2012). Apparent evidence is from searching statistics. Searching keywords “food safety” in Chinese through Google; we clearly observe the growing attention on food safety from the public, as shown in figure 1. Consumers’ concerns about food safety problems are also reflected in their willingness to pay more for quality food. Take dairy products as an example, in Beijing supermarkets, products with Hazard Analysis Critical Control Point (HACCP), a quality management label, are sold at a price premium of about 5% comparing to products without the label (Wang, Mao, & Gale, 2008).

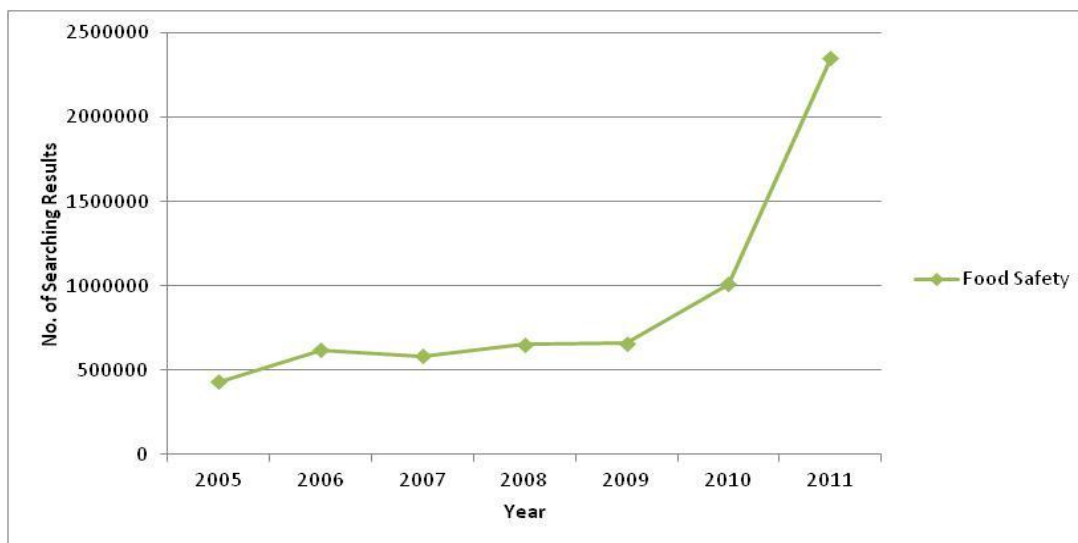


Figure 1. Growing Attention on Food Safety Demonstrated by Number of Google Searching Results Returned with the Keywords “Food Safety” in Chinese in 2005 - 2011

There are various problems derived in the urbanization process. Since farming is exposed to various risks, such as natural disaster, increasing cost for fertilizers and pesticides, unstable market price for agricultural produces (Hays, 2012; Ping & Shaohua, 2008), more and more

farmers leave their land and go to cities, they become migrant workers who receive regular incomes (Ebenstein, Chen, McMillan, & Zhang, 2012; Yongqi & Ruixue, 2011). Migrant workers provide labor force for business, but also bring a lot of social problems (Shengzu, Lingyun, & Shance, 2007).

The above challenges are crucial. When government tries to deal with the issues, citizens are also thinking about how they may help address the problems. Among the various endeavor, Community Supported Agriculture (CSA) is one possible solution for some of the challenges identified above.

2. Community Supported Agriculture (CSA) – A Possible Way to Address the Challenges

2.1. Introduction to CSA

Community Supported Agriculture (CSA) is a relatively new idea in farming. It brings together consumers who are interested in high quality food and farmers who are seeking stable markets.

CSA involves an agreement between a farm and a group of consumers, who are considered as “members” of the farm (also known as shareholders or subscribers). At the beginning of a year, members pay for a share. Members may also need work on the farm for their share. Throughout the year, they will receive farm produce (Groh & McFadden, 1998; Henderson & En, 2007).

For consumers, since most CSA farms adopt organic farming methods, food safety is ensured. For farmers, the early payment model provides farmers with capital as well as guaranteed market. Risk sharing is core to CSA’s advancement payment model. For example, if there is a poor harvest due to heavy thunderstorm, members may not receive their shares of farm produce for a period. In this way, members share risks with farmers.

Sine CSA emphasizes risk sharing, the relationship between farmers and consumers are no longer simply sell and purchase, and instead, consumers become members of the farm, and join the farmers as a community. “CSA consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community’s farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production.” (Demuth, 1993) The graphs below compare traditional farming model with CSA model (Zhao, 2011).

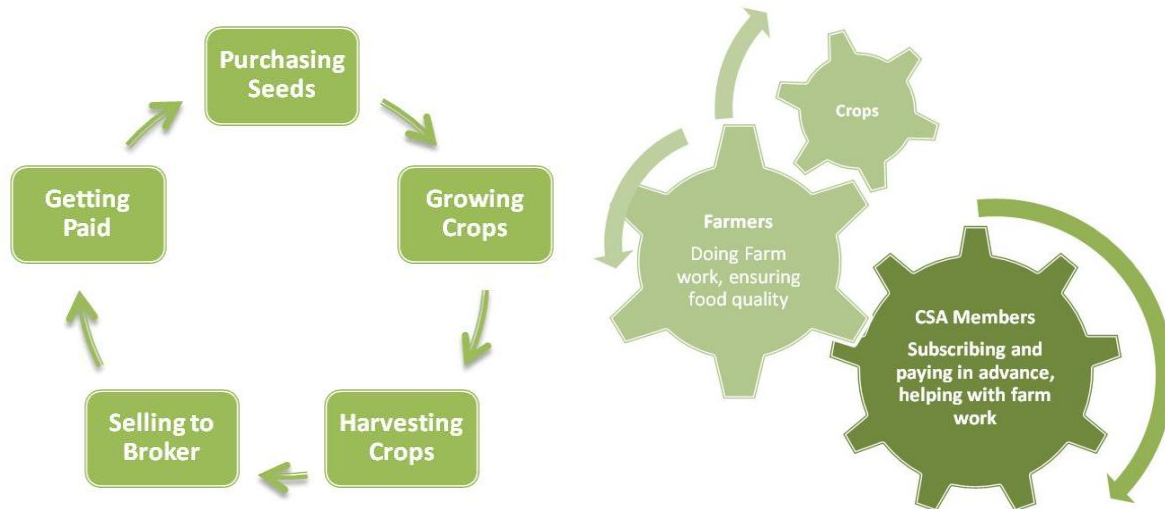


Figure 2. Traditional Farming Model vs. CSA Farming Model, Adapted from Zhao (2011)

2.2. CSA as a possible solution to the problems in urbanization

CSA can be considered an integrative solution to the problems we identified previously (Liu, 2012).

Urbanization of agricultural land: CSA farms not only offer vegetables and fruits to urban residents, but also offer opportunities for the residents, especially the younger generation, to experience and appreciate the beauty of nature. As many current CSA farms are in the suburb of large cities, their existence challenges the stereotypes of mega-city and demonstrates to citizens the harmony between human beings and the environment.

Food safety: Most CSA farms adopt organic farming, and do not use pesticide.

Uncertainty faced by farmers: CSA adopts advance payment, and emphasizes risk sharing. Farmers no longer face risk alone, and members share risk with farmers.

2.3. Development of CSA

The CSA concept was originally developed in Japan in the 1960s. Japan had gone through similar problems as nowadays China. At that time, a group of consumers who cared about food safety started cooperation with local farmers. Farmers provide organic wheat, rice, vegetables and fruits; and consumers support farmers with money or farm work. They called this “Teikei”, which means “you could see the face of the farmers on the produces”; it suggests getting to know your farmers and caring about each other. Similar collaboration started in Switzerland several years later (Henderson & En, 2007). In the mid-1980’s, CSA was introduced to the United States and the first CSA program in the States was at Indian Line Farm, Massachusetts, in 1985. Now most CSA farms in the States are located near urban centers in New England, the Mid-Atlantic states, the Great Lakes region, and the West Coast (Demuth, 1993).

The CSA concept was introduced to China by scholars and students who focus on issues related

to “farmers, rural areas, and agricultural production”. The pioneering CSA farm, Little Donkey Farm (<http://www.littledonkeyfarm.com>) is located in the western suburb of Beijing, China’s capital city. Started in April 2008 as an experimental CSA farm, Little Donkey Farm received support from Beijing’s Haidian District Government, Renmin University of China, and Green Ground Eco-Tech Centre. People at Little Donkey are devoted to sustainable agricultural movement. They hope to involve local farmers, citizens, NGO’s, and government into this movement (Shi, Cheng, Lei, Wen, & Merrifield, 2011).

3. Challenges in CSA Development – Trust Building and Risk Sharing

Since CSA’s development in China is still at its infant stage, citizens are not yet familiar with CSA farms. Citizens who care about environment and food quality are those most likely to become CSA members (Cone & Myhre, 2000).

Yet CSA is more than exchange of money and quality food. CSA members and farms are expected to become partners, and they together become a community (Wells, Gradwell, & Yoder, 1999). CSA members are not just consumers, and they are expected to share risk with farmers. In Little Donkey Farm’s guidelines for members, it explicitly states, “We do not ‘regard consumers as god’. Each one of us is a part of this social movement. We and our members are not simply selling-purchasing agents, we are equal partners, and we trust each other.”(Little Donkey Farm, 2012)

As members not only share harvest with farmers, but also share risks, trust is important in CSA community. For example, if any natural disaster happens and farms are influenced, members may not receive any crops delivery and they may not claim compensation either. The table below highlights the difference between traditional styles of farming and CSA farming.

	Traditional Farming	CSA Farming
Relationship between farmers and consumers/CSA members	Consumers simply pay and get food. Relationship building between farmers and consumers are not necessary, and in many cases impossible, as consumers get food from brokers and do not interact with farmers at all.	CSA members are part of the community. Members support farmers through various channels. They may pay in advance, or they work on farms, or they share CSA concepts with friends and encourage them to join CSA farms.
Risk management	Farmers bear risk solely. Neither brokers nor consumers share risk with farmers.	CSA members share risk with farmers.

Table 1. Comparing Traditional Farming and CSA Farming in Relationship between Consumers and Farmers, and Risk Management

The core of CSA spirit is trust and risk sharing. Instead of using the term “trust” in its generic forms, we adopt the definition of trust from the seminal work of Mayer, Davis, and Schoorman

(1995). This definition has been widely used in both organization behavioral research and in information systems research, especially when investigation trust relationship in e-commerce buyers and sellers (McKnight, Choudhury, & Kacmar, 2002). Trust is defined as “the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party.” (Mayer, Davis, & Schoorman, 1995)

This definition of trust can be applied in the context of CSA farming, and it describes the relationship between CSA farmers and members. CSA members are vulnerable to the actions of CSA farmers, and members do have expectations that farms will perform certain actions (i.e. take care of the crops appropriately, use organic methods to deal with pests), irrespective of their ability to monitor or control farmers.

In trust building, the trustee’s trustworthiness characteristics are important. Prior literatures on trust have identified various factors; Mayer et al. (1995) summarized them into three characteristics: ability, benevolence, and integrity.

Ability refers to a group of skills and competencies that enable a trustee to have influence within some specific domain. In our context, ability means that the CSA farmers have skills and competencies to run the farm according to the organic standards mutually agreed with the CSA members. Benevolence means “the extent to which a trustee is believed to want to do good to the trustor, aside from an egocentric profit motive”. Benevolence is related to attachment, as CSA farmers and members are considered part of a community promoting sustainable agricultural movement, they are attached with each other. CSA farmers shall also have intention to do good to the members. Integrity suggests that trustor expects the trustee adheres to a set of principles that the trustor also thinks acceptable. It includes common values such as honesty, openness, and CSA specific values such as adherence to specific agricultural methods.

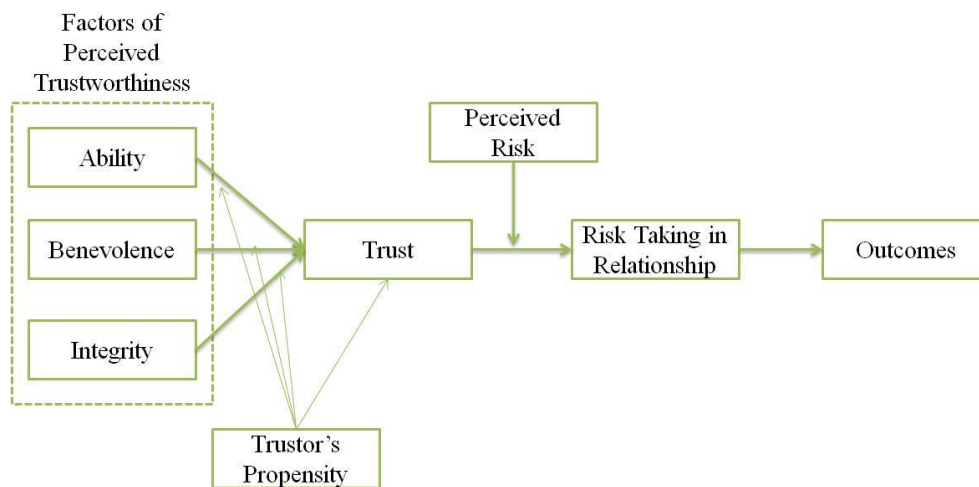


Figure 3. Model of Trust from Mayer et al. (1995)

To form perceptions about farmers’ ability, benevolence, and integrity, CSA members need a lot of information, which can only be acquired in interactions. Yet in reality, they could only spend limited time with farmers, as most CSA members have their own professions and visit the farm

infrequently. If they rely on their personal observation during their short interactions with farmers, they may not obtain adequate information to evaluate how trustworthy the farmers are.

Realizing the challenges for CSA members in information gathering, CSA farmers take the initiative to leverage technology to help members keep updated. Farmers have been trying to convey information to members and get members more engaged with the farm through various communication technologies (e.g. email, phone call, online forum), and micro blogging technology which gains popularity in recent years provide them with a new channel.

5. Micro blogging

Micro blogging is an emerging technology in last decade. The first micro blogging platform Twitter (<https://twitter.com>) was established in 2006, now it has more than 1 billion tweets every 3 days, and more than 140 million active users globally (Twitter Official Blog, 2012). Micro blogging platforms in China also gained popularity. There were more than 249 million microblog users in 2011, a 295% growth compared to 63million in 2010 (China Internet Network Information Center, 2012). Weibo (<http://weibo.com>), a Chinese microblog service which was created in 2009, has more than 20 million users, and pushed the corporation's online brand advertising revenues to a new high in 2011, exceeding \$100 million per quarter (SINA Corporation, 2011).

Comparing to other communication channels, micro blogging has the following features (Jansen, Zhang, Sobel, & Chowdury, 2009; Wikipedia, 2012):

Social networking embedded: micro blog allows users to get connected with others through the following – being followed relationships.

Openness/Accessibility: Different from close-circle social networking tools such as Facebook which requires mutual consent for the two parties to get connected, micro blog user A can follow another user B without B's approval. Micro blogging platform is thus open; in the sense that one's post can be accessed by any other user.

Freedom of choice: On micro blog, user can decide whom to follow. Following A's micro blog suggests the user is interested in A's posts, and is willing to be continuously updated. In this way, user has choice about what to read.

Convenience: there are various micro blogging platforms, compatible with personal computer, tablet computer such as iPad, and smart mobile phones. This allows users to browse and to post almost anytime anywhere.

Timeliness: This is related to convenience of use. Since user can easily post on micro blog through various devices, they can respond to events more timely.

Table 2 lists the advantage of micro blog comparing with other communication channels.

	Traditional Media (TV, Newspaper, etc.)	Web Portal, Online Forum	Micro Blog
Social networking	Low	Medium	High
Openness	Medium	High	High
Freedom of Choice	Low	Medium	High
Convenience	Low	Medium	High
Timeliness	Medium	High	High

Table 2. Comparing Micro Blogging with Other Communication Channels

6. Methodology and Findings

6.1. Methodology

We conducted a case study on Little Donkey Farm to understand how this pioneering CSA farm in China leveraging micro blogging to communicate with its members and build trust. Since the context of the study is new to IS research, and the current study is exploratory, case study is an appropriate method (Benbasat, Goldstein, & Mead, 1987; Eisenhardt, 1989; Lee, 1989).

Little Donkey Farm has its official micro blog homepage, <http://e.weibo.com/chinaaca>. The first post was on August 16, 2010. It has 2,074 posts and more than 11,600 followers as of September 20, 2012. A team of five farmers and students manage this micro blog account. We collected the micro blog posts as archival data, and analyzed how farms interacted with members and provided information to members about the farmers' trustworthiness, i.e. ability, benevolence, and integrity; shared CSA concepts and facilitated trust building.

6.2. Propositions

We analyzed the 2,074 posts during the period of August 16, 2010 to September 20, 2012. We develop the following propositions based on our findings as we analyze the posts.

First, we do not want to exaggerate the role of technology. Through our observation, we note the core is the content of farmers' posts and the way farmers interact with members, such as how farmers address members' complaints and queries.

Proposition 1 Micro blogging technology helps farmers convey information about farmer's trustworthiness quality (ability, benevolence, integrity). The content of posts and the way of interaction are important. Technology plays the facilitating role.

As we have explained, social networking function is embedded into the micro blogging platform, which is an open platform. In this way, micro blog allows farmers to reach a larger audience group.

Proposition 2 Micro blogging technology allows farmers to reach a larger audience group, and hence more members will have opportunity to perceive farmers' trustworthiness quality.

Since using micro blog is very convenient through various electronic devices, and interactions on

the micro blogging platform can be very timely, we propose:

Proposition 3 Micro blogging allows farmers to interact with members conveniently and address members' concerns in a timely manner; and hence members will have more opportunity to perceive farmers' trustworthiness quality.

6.3 Examples

In the following, we use real posts from Little Donkey Farm's micro blog to demonstrate how the farm cultivated members' trust toward farmers through micro blogging platform.

1) Demonstrating farmers' and members' ability, sharing experience with members.

@Little Donkey Farm: "Uncle Yin is our expert for creating organic fertilizer. He used kitchen waste to create fertilizer and applied it to his land. He shares experience with many members, and you're welcome to ask him for help!"

尹叔是小毛驴的堆肥达人，家里几乎所有有机垃圾全部做成堆肥，并定期运到自己的菜地，他也帮很多成员指导堆肥技术，欢迎大家和尹叔交流！//@尹瑞庆:这种方法的成本比较高。//@小毛驴市民农园:家庭厨余堆肥，又好玩又环保，永远不是过时的话题。@尹瑞庆 @自然之友

@有机自然生活网  #听蛙分享#@北京爱思创新 大家在堆肥中，最好是随时有厨余垃圾了就随时往堆肥桶里扔，尽量不要攒着，当然每扔进一次垃圾，一定要记得洒上一层厨余粉 @达尔问自然求知社 @环保海报栏 @小毛驴市民农园 @北京发布 @自然之友 @乐施会Oxfam @瀚海沙HHS @根与芽心田计划 更多经验分享：<http://t.cn/zWK6Z5B>




7月27日 16:09 来自新浪微群-阳台种... 转发(17) | 评论(4)

7月27日17:14 来自Android客户端 转发 | 收藏 | 评论(1)

@Little Donkey Farm: "Dear members, this year our fertilizer is of large shape and cannot be directly applied to the land. Please use the pre-made fertilizer water for your Chinese cabbage. Our famers will replenish the fertilizer. Autumn is coming, look forward to harvest!"

各位劳动份额的亲！由于今年的麻渣都是大块，不便直接施于地头，所以请您取用麻渣水给白菜追肥。师傅们每天都会补充麻渣和水，肥力足够。秋天就要到了，丰收在望！



@小毛驴市民农园 ：亲们，白菜该追肥啦，可以使用地头陶缸里的麻渣水兑水浇灌，或者撒上麻渣之后用锄头浅锄一边遍，然后浇水。白菜的根浅但分布面积广，锄深了伤根哦。



9月8日 17:11 来自Android客户端

转发(7) | 评论(4)

9月10日15:39 来自专业版微博

转发(2) | 收藏 | 评论(2)

2) Conveying benevolence

The following example is from the discussion of the farm with other micro blog users.

@Little Donkey Farm: “If you note any of your received vegetables are not in good shape, please contact us and we will try to arrange another delivery for you.”



小妹妹：这才是真正的西红柿的本色，市场上的西红柿昨就那么红。(7月2日 11:25)

回复



海南的茶法国的酒：产品价值有限，你们的服务意识和负责任的态度无价，加油继续努力

//@小毛驴市民农园：回如果发现破损、虫眼或压烂的情况，请及时和农场联系补配。谢谢您的支持！（7月2日 10:55）

回复



喝可乐的熊：回复@老倪的故事：你起这么早干么？(7月2日 10:24)

回复



XG晓雯：急需增加西红柿知识请参考！//@小毛驴市民农园：回复@MsSantaLucia：新鲜的西红柿如果没有破损，没有压伤，不用放在冰箱里冷藏，直接在厨房通风阴凉的地方自然放置就好。西红柿含有很强的抗氧化剂，不容易腐烂。如果发现破损、虫眼或压烂的情况，请及时和农场联系补配。谢谢您的支持！（7月2日 10:22）

回复

3) Conveying integrity, addressing member’s complaints, encouraging sharing and interaction among members.

Micro blog enables the farm to address member’s needs efficiently. @Walking Mizi posted at 21:20, August 22, 2012, and seemed to complain about receiving balsam pears for continuous weeks. At 21:33, the farm responded.

@ Little Donkey Farm: “We feel a bit embarrassed (as we have continued to distribute the balsam pears for weeks). The balsam pears grow much better than the poor loofahs and carrots. It is not easy to love balsam pears (because of the bitter taste), so we welcome dear friends to share your own recipe. If you cannot bear the balsam pears anymore, please let us know and we will

try our best to change other vegetables for you.”

@Walking Mizi: “The farm must have a big harvest this year; I have had balsam pears for several weeks! The balsam pears is much more bitter in Northern China, so it is better for us to first cut them into slices and then boil them in water for a short time. After that, we can cook the green pepper, meat slices and the balsam pears together with some salt, soy source and pepper.”

有点汗! 有点对不住大家! 今年的苦瓜着实长得好, 丝瓜和胡萝卜就寒惨多了。爱上苦瓜不容易, 欢迎大家提供私家菜谱! 吃不来的亲们, 请联系我们改配其它菜品! :)

@行走的米子: 今年@小毛驴市民农园 的苦瓜一定大丰收连着吃了好几个星期了北方的苦瓜比较苦, 可以先切片用水抄一下, 然后和青辣椒蒜片肉片炒个苦瓜肉片很下饭调料就是盐而已肉用酱油和花椒粉抓一下



8月22日 21:20 来自Weico.iPhone

转发(19) | 评论(29)

8月22日21:33 来自Coolpad终端

转发(3) | 收藏 | 评论(5)

After a member @leming posted a recipe, within an hour, at 22:11 @ Little Donkey Farm commented on @leming’s recipe: “@leming Your description is so detailed and the technique is so professional! Let us try balsam pears together! :)”//@leming: This is not still good enough for cooking balsam pears (comment @Walking Mizi’s recipe). Let me share a better recipe. Step 1, fry the meat until it changes color; Step 2, fry the balsam pears and chili together with the rest cooking oil until they all turn to yellow, then add salt, meat, green onions, ginger, garlic, soy source, cooking wine and some water; Step 3, stew for 5 minutes, and done!

回复@leming:说明详细, 手法专业! 大家一起来尝苦瓜! :)//@leming:这个平水太差, 教您更好的方法: 1, 炒肉, 炒到变色即可; 2, 剩余的油将苦瓜、辣椒一起煸炒, 炒到变色(化黄), 加盐; 然后把肉倒入, 加姜葱蒜, 加酱油、料酒, 少量水, 炒1分钟; 3, 盖锅盖焖5分钟; 4, 起锅。

@行走的米子: 今年@小毛驴市民农园 的苦瓜一定大丰收连着吃了好几个星期了北方的苦瓜比较苦, 可以先切片用水抄一下, 然后和青辣椒蒜片肉片炒个苦瓜肉片很下饭调料就是盐而已肉用酱油和花椒粉抓一下



8月22日 21:20 来自Weico.iPhone

转发(19) | 评论(29)

8月22日22:11 来自Coolpad终端

转发(2) | 收藏 | 评论(2)

4) Conveying an open, friendly image.

In response to a mother's query about visiting the farm, they replied

@ Little Donkey Farm: "Welcome! If you come tomorrow, you could pick peas, cherry potatoes, egg plants, green peppers, okra, water spinach, etc. You can also pick corns and peanuts at Little Donkey Liulin farm. Our canteen will provide cucumber and egg, pot-stewed fowl, balsam pear, lemon tea, etc. The autumn time is the best in Beijing, and we believe you and your family will have a nice weekend on the farm."

您好！欢迎您来农场参观采摘！明天您来农场的话，可以采摘架豆、小西红柿、茄子、青椒、黄秋葵、空心菜等等，在@小毛驴柳林社区农园还可以采摘到玉米和花生。明天的食堂会提供黄瓜鸡蛋套餐、卤味拼盘、凉拌苦瓜、柠檬茶等等。北京正是秋高气爽时节，您和家人在凤凰岭下一定会有个愉快的周末。😊

@混世小魔妈：@小毛驴市民农园 你好，我想明天带孩子去采摘，请问这个季节能采摘到什么啊，此外，明天中午食堂吃什么啊 😊

8月24日 10:48 来自专业版微博

转发(3) | 评论(2)

8月24日11:05 来自专业版微博

转发(2) | 收藏 | 评论(9)

A mother posted photos of children having fun on the farm, on the farmland, and in the kitchen making dumplings. Responding to her post, the farmers said,

@Little Donkey Farm: "Our members like the dumplings made by the children and we finished them all! Even our dog "dumpling" had some real dumplings, she is happy too! Thanks to the children, you did a good job!"

后来孩子们包的饺子、包子被小毛驴的工作人员哄抢一空，大家都说好吃~小狗"包子"也终于吃上了真正的包子，她也很开心。感谢所有可爱的孩子们，你们很能干！

@童童妈咪auv：周末@小毛驴市民农园 的亲子活动，玩儿的很开心，以后一定多参加。最难忘的还是包子，儿子回家还惦记着，拿各种玩具当包子。。。 <http://t.cn/zWdh6KW>



9月3日 13:08 来自新浪微博

转发(1) | 评论(2)

9月3日16:44 来自新浪微博

转发 | 收藏 | 评论(1)

5) Preparing members for potential risk bearing

In July 2012, there were heavy rain falls in Beijing. The farm was seriously influence, and a lot of vegetable lands were flooded.

"#heavy rainfall in Beijing# flooded newly grown vegetables; we are working hard to save them. Ladies joined us as well."

#北京大雨 #菜苗被淹，大家正在奋力抢救，女将也上场了



7月21日17:16 来自S60客户端

转发(4) | 收藏 | 评论(7)

“Heavy rainfalls get everyone busy. We are draining water off. Many members and friends called and ask about the situation, this is very touching. Agriculture is not something easy, and we hope other farms could go through this difficult time as well.”

一场暴雨，让农场的工作忙碌起来，排洪工作正在紧张进行当中。很多成员和朋友打来电话，关心农场的雨情，真的非常感动。农业是一项艰辛的工作，希望其他农场一切顺利。[@北京有机农夫市集](#) [@天福园有机农场](#) [@圣林生态农庄](#) [@乐活村-乐活先生](#) [@三分地有机农场](#) [@悠然社](#) [@顺义农户陈艳红](#) [@分享收获CSA](#)



7月22日10:36 来自新浪微博

转发(10) | 收藏 | 评论(3)

6) Provoking, interacting with members and encouraging people think about organic farming and future of farming

One member posted, “... I now we should support organic and healthy farming. But why is organic food so expensive?”

Another member posted, “after I went to farming on my subscribed land in Little Donkey for several times, now I understand why organic food are expensive. Forgoing chemical fertilizer and pesticide, you have put a lot of hard labor instead. Knowledge + labor, and I used a lot of gasoline as well during transportation. It is not easy to have harvest.”

The farm responded, “Understanding is the best support!”

理解是最好的支持！//@musicLJY2011:自从俺自己在@小毛驴市民农园租地种菜后，终于明白有机蔬菜为什么贵了——无化肥无农药的劳动强度非常大，知识+体力的活儿，还有来来回回的汽油费，想收获放心菜真不容易啊！

@逸颖：小时候大人上乡下赶场，总为了买即新鲜又便宜的东西。今天一家人望京赶集，来自北京周边各家农庄又似当初赶场的场景，不过价格决不再便宜甚至有点难接受。但这些人放弃工业化大生产，摒弃化肥农药添加剂提供慢生活的有机健康食品，应该支持！可心里还是念叨为啥鸡蛋15一个，为啥豆腐20一小块



7月14日 20:49 来自iPhone客户端

转发(34) | 评论(26)

7月14日23:10 来自Android客户端

转发(6) | 收藏 | 评论(1)

Sina farming micro blog (<http://weibo.com/nongye>) posted on a government policy supporting agriculture industrialization. The farm commented, “When will our country support organic farming, support individual farms develop small scale organic farming and encourage local consumption?”

什么时候能看到国家政策大力扶持生态农业，支持小型农户发展专业生态种养，并鼓励区域性短链流通呢？😬

@新浪农业：【国家农业综合开发将大力扶持产业化经营】财政部发布的《2013年国家农业综合开发产业化经营项目申报指南》指出，2013年国家农业综合开发产业化经营扶持的项目包括经济林及设施农业种植、畜禽水产养殖等种植养殖基地项目，农产品加工项目，储藏保鲜、产地批发市场等流通设施项目。<http://t.cn/zWGSa8A>



7月3日 22:17 来自媒体版微博

转发(68) | 评论(21)

7月3日22:24 来自Android客户端

转发(3) | 收藏 | 评论(2)

7. Discussion

Trust is cultivated through interactions and information exchange. Micro blogging technology provides CSA farmers a platform to better communicate and interact with their members, who are willing to support sustainable agriculture, but may not have enough time to frequently visit farms. Micro blogging technology serves as a channel, information flows between farmers and members. Micro blogging technology platform also provides opportunities for farmers and members to interact with each other.

Farmers update members about what they are currently doing on the farm, how they prepare organic fertilizers and pesticides, which vegetables are ready for harvest, etc. Through texts and

photos, members obtain direct information about the farm. Micro blogging also enable farmers to deal with members' complaints in a more efficient manner. Member approach farmers directly, and farmers can request photos or more detailed description of the damage, and they can deal with the problem immediately. There are also many members who are willing to share their own experiences with each other through micro blog. They describe what they have learnt from farming, how they enjoy the organic crops, how much fun their children had during visits to the farm. Farmers retweet such posts and help others to appreciate the essence of CSA concepts. Micro blogging technology provides the CSA pioneers in China with a channel to engage their members and develop the CSA community.

In the future, to generalize the findings, we hope to expand our sample and analyze micro blog usages of multiple CSA farms. It might be interesting to study CSA farms at different stages of maturity, and compare their micro blog usage strategies. Scholars who are interested in this topic may leverage survey methodology to gather members' and farmers' perceptions and socio-economic information, as they investigate micro blog's role in trust relationships. Since the examination of ICT's role in urbanization issues is still at its infant stage, we hope to see more colleagues pay attention to the area. When practitioners such as the CSA farmers are trying to provide safe food and preserve the environment, we IS scholars may facilitate them with insights about ICT usage.

References

- Benbasat, I., Goldstein, D. K., & Mead, M. (1987). The Case Research Strategy in Studies of Information Systems. *MIS Quarterly*, 11(3), 369–386. Retrieved from <http://www.jstor.org/stable/248684>
- Calvin, L., Hu, D., Gale, F., & Lohmar, B. (2006). *Food Safety Improvements Underway in China*. Retrieved from <http://library.uoregon.edu/ec/e-asia/read/foodsafety.pdf>
- Chen, J. (2007). Rapid Urbanization in China: A Real Challenge to Soil Protection and Food Security. *CATENA*, 69(1), 1–15. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0341816206000920>
- China Internet Network Information Center. (2012). *China Internet Development Statistics 2012*.
- Cone, C. A., & Myhre, A. (2000). Community-supported agriculture: A sustainable alternative to industrial agriculture ? *Human Organization*, 59(2), 187–197.
- Demuth, S. (1993). Defining Community Supported Agriculture. Retrieved from <http://www.nal.usda.gov/afsic/pubs/csa/csadef.shtml>
- Ebenstein, A., Chen, K., McMillan, M., & Zhang, J. (2012). Chemical Fertilizer and Migration in China. Retrieved from http://pluto.huji.ac.il/~ebenstein/ChemicalFertilizer_Migration_June2011.pdf
- Eisenhardt, K. M. (1989). Building Theories from Case Study Research. *Academy of Management Review*, 14(4), 532–550.
- Groh, T. M., & McFadden, S. (1998). *Farms of Tomorrow Revisited: Community Supported Farms, Farm Supported Communities*. Biodynamic Farming and Gardening Association.
- Hays, J. (2012). Problems Faced by Farmers in China and Threats to Agriculture. Retrieved from <http://factsanddetails.com/china.php?itemid=346&catid=9&subcatid=63>
- Henderson, E., & En, R. Van. (2007). *Sharing the Harvest: A Citizen's Guide to Community Supported Agriculture*. Chelsea Green Publishing.
- Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*, 60(11), 2169–2188. Retrieved from http://www.cs.rochester.edu/twiki/pub/Main/HarpSeminar/Twitter_power-_Tweets_as_electronic_word_of_mouth.pdf
- Lee, A. S. (1989). A Scientific Methodology for MIS Case Studies. *MIS Quarterly*, 13(1), 33–50.

- Little Donkey Farm. (2012). Little Donkey's 2012 Guideline for CSA Members. Retrieved from www.chinadevelopmentbrief.org.cn/userfiles/CSA.pdf
- Liu, F. (2012). Seeking a New Way to Farm. *Green Leaf*. Retrieved from http://blog.sina.com.cn/s/blog_55a11f8e0102e7ty.html
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model of Organizational Trust. *Academy of Management Review*, 20(3), 09–734.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and Validating Trust Measures for e-Commerce: An Integrative Typology. *Information Systems Research*, 13(3), 334–359. doi:10.1287/isre.13.3.334.81
- Ortega, D. L., Wang, H. H., Olynk, N. J., And, L. W., & Bai, J. (2012). Chinese Consumers' Demand for Food Safety Attributes: A Push for Government and Industry Regulations. *American Journal of Agricultural Economics*, 94(2), 489–495. Retrieved from <http://ajae.oxfordjournals.org/content/94/2/489.short>
- Ping, H., & Shaohua, Z. (2008). Migrant Workers' Remittances and Rural Development in China. In J. DeWind & J. Holdaway (Eds.), *Migration and Development Within and Across Borders: Research and Policy Perspectives on Internal and International Migration* (pp. 221–245). Retrieved from <http://essays.ssrc.org/acrossborders/wp-content/uploads/2009/08/ch10.pdf>
- Shengzu, G., Lingyun, Z., & Shance, Y. (2007). Problems of Rural Migrant Workers and Policies in the New Period of Urbanization. *China Population, Resources and Environment*, 17(1), 1–6. Retrieved from <http://www.sciencedirect.com/science/article/pii/S1872583X07600011#>
- Shi, Y., Cheng, C., Lei, P., Wen, T., & Merrifield, C. (2011). Safe food , green food , good food: Chinese Community Supported Agriculture and the rising middle class. *International Journal of Agricultural Sustainability*, 9(4), 551–558.
- SINA Corporation. (2011). *SINA Reports Third Quarter 2011 Financial Results*. Retrieved from <http://corp.sina.com.cn/eng/news/2011-11-09/124.html>
- Tan, M., Li, X., Xie, H., & Lu, C. (2005). Urban Land Expansion and Arable Land Loss in China—a Case Study of Beijing–Tianjin–Hebei Region. *Land Use Policy*, 22(3), 187–196. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0264837704000377>
- Twitter Official Blog. (2012). Twitter Turns Six. Retrieved from <http://blog.twitter.com/2012/03/twitter-turns-six.html>
- Wang, Z., Mao, Y., & Gale, F. (2008). Chinese consumer demand for foodsafety attributes in milk products. *Food Policy*, 33(1), 27–36. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0306919207000346>

Wells, B., Gradwell, S., & Yoder, R. (1999). Growing food, growing community: Community Supported Agriculture in rural Iowa. *Community Development Journal*, 34(1), 38–46. doi:10.1093/cdj/34.1.38

Wikipedia. (2012). Microblogging. Retrieved from <http://en.wikipedia.org/wiki/Microblogging>

Yongqi, H., & Ruixue, Z. (2011, March 9). Food security threat grows as farmers plow lonely furrow. *China Daily*. Retrieved from http://usa.chinadaily.com.cn/epaper/2011-03/09/content_12141440.htm

Zhao, M. (2011). Developing Opportunities of Community Supported Agriculture (CSA) in China. Retrieved from <http://www.5xue.com/magazine/blog/?p=1392>