TAIWAN’S NEW GROWERS GROUP EXPANDS AND PROMOTES PITAYA

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ABSTRACT

“Pitaya Jhong Hen Da” is a Facebook Group consisting of pitaya growers and researchers in Taiwan which has been in existence since 2013. Unlike other traditional agricultural groups, Pitaya Jhong Hen Da is a virtual and borderless organization, where members communicate like close pals. The members are widely distributed geographically, most of whom have never met each other, but communicate constantly with one another, sharing stories and anecdotes about the science, art and business of growing and marketing pitaya. Thanks to the social network, such a loose organization spreads massive pitaya management techniques and knowledge, and provides a channel by which members can share and exchange information, tell stories, and give advice regarding what everyone considers to be a very promising tropical fruit.

Keywords: pitaya, growers group, social network