

入境漁聞

一場從「吃」開始的海洋拯救之旅
A journey of saving our seastarting from "eating"



根據聯合國農糧組織調查，全球約有三分之一的商業漁種已經面臨過度捕撈危機，在不久的未來之中，我們可能無野生魚可吃。經過分析後我們發現，從消費者對於漁產的消費行為，有機會能改善無魚可吃的未來，扭轉現今海洋生態的失衡。

而我們將臺灣海鮮選擇指南與食魚教育結合，透過視覺圖文設計，重新建構消費者對於台灣本地漁產認知，希望能與消費者一同從「吃」開始拯救我們的海洋！

According to the research of FAO, about one third of commercial fingerlings has faced a crisis of over catch. In the near future, maybe we will not see any wild fish on our table. After our analysis, we found that we might have a chance to change the ecological unbalance in the sea and avoid the future that we do not have any fish to eat. The only way is to change the choice of consumers. Thus, we hope consumers' acknowledge could be reconstructed by our guide of seafood in Taiwan. Besides, the guide will combine food education to make it closer to normal people. Let's save the sea from eating!

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我們由中央研究院生物多樣性中心所發行的臺灣海鮮指南中，挑選出了四種消費者較容易從身邊取得且對於環境危害較小的魚種，結合由臺灣永續漁發展協會所整理出的「食魚五要點」，讓消費者從養殖、挑選甚至到料理，都能有新的認識與了解，藉此達到新觀念的建立。

From the guide of seafood in Taiwan published by BRCAS, we chose four fish that are easy to buy and harmless to our environment. We concluded "five points of fish eating," which was proposed by the Sustainable Seafood and Fishery Development Association. It provides consumers an in-depth understanding of fish breeding and choosing, even how to cook them. Finally, consumers may rebuild their concepts about fish.



我們所設計的物品主要有三項，海報、魚種身分證以及魚的個別護照，希望消費者能夠透過這些項目，重新了解到餐桌上的魚究竟從何而來，而我們又該如何去挑選。海報的部分主要以凸顯魚種特點以及季節感為主，且結合了該魚種食魚教育的特色圖像。而魚種的身分證則彙整了該魚種的基礎資訊，更提供了消費者簡易的挑選方法。魚種護照的部分則是詳細介紹該魚種的食魚教育五要點，使消費者能更深入地了解該魚種。

There are three things we have designed, including one poster, the fish identity card, and the fish passport. We hope consumers could realize the source of fish and the ways to choose fresh fish as well. The poster we have designed focused on the features and seasons of fish. Besides, we used the pictures to make it easily understood. The identity card can show our consumers more information about the fish and the ways to choose. Finally, food education was offered to consumers through the passport to make sure people could know more about fish.



未來我們也將與政府機關等相關單位聯繫合作，期望能以展覽或是活動的形式進行推廣，讓更多消費者能接觸此議題。海洋資源的維護，不再是漁民或政府的責任，身為消費者的我們，也能從日常餐桌上的海鮮開始關心起，為海洋的維護盡一份心力。

In the future, we hope we could cooperate with the government or related organizations in order to extend our idea by exhibitions or events. The final goal is to let people understand to save ocean resources is not fishermen's and government's responsibility merely, but everyone's because anyone can be a protector if more attention is paid to the seafood we eat. Let's do something to protect our ocean!