

Taiwan's Sun Fresh Vegetable to pioneer smart cold chain logistics integrated with prevention agriculture

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JH Biotech, Inc., a U.S.-based leader in sustainable crop solutions, has cracked a strategic partnership with Taiwan's premier cold-chain agricultural enterprise, Sun Fresh Vegetable Co., Ltd. The two companies will jointly promote a sustainable agricultural model centered on the principle of "prevention first," combining smart cold chain logistics with crop health management technologies to create a fully integrated farm-to-table ecosystem.

The partnership was launched with a formal signing ceremony on the third day of the exhibition. Dr. Hsinhung John Hsu, President of JH Biotech, Inc., and Mr. Easy Tsai, Chairman of Sun Fresh, attended the event and signed a memorandum of understanding. This marks the beginning of multifaceted cooperation between the two companies—from agricultural input application and smart supply chain integration to traceability and pest and disease prevention—realizing the shared vision of advancing both smart agriculture and prevention-based farming in Taiwan.

Prevention First: Managing Risks from Field to Market

In recent years, JH Biotech has been actively promoting the concept of Prevention Agriculture, which strengthens crop resistance to pests and diseases using biological products, nutritional enhancement, and immune activation. These measures help reduce pesticide use while improving food safety and crop quality. This partnership with Sun Fresh recognizes its outstanding capabilities in produce sourcing, traceability certification, cold chain processing, and supply chain data management.

Sun Fresh has developed a fully integrated system—from contract farming and product inspection to low-temperature processing and cold logistics—supplying dozens of vegetable and fruit varieties to major retailers and supermarkets across Taiwan. In 2024, Sun Fresh launched its own consumer brand, “Good Food Picks,” to strengthen awareness and accessibility of safe produce.

JH Biotech stated that the partnership will focus on developing integrated prevention management plans tailored to specific regions and crops. Contract growers under Sun Fresh will adopt JH Biotech’s biological and nutritional crop protection programs from early cultivation stages, supported by field technical services and a data tracking system. Sun Fresh will handle backend safety verification, product grading, and cold-chain logistics to ensure consistent product quality throughout the supply chain.

This partnership goes beyond collaboration between agricultural leaders, showcasing Taiwan's shift from a production-driven agricultural model to one focused on risk prevention and quality consistency. The collaboration aims to expand into additional contract farming regions, establish demonstration sites, and create education centers to promote the adoption of "smart + preventive" cultivation systems.

The collaboration represents a significant step in Taiwan's journey toward smart and sustainable agricultural development.