

全球重要农业文化遗产保护和传承中的女性参与及其社会价值---以安溪铁观音女茶师非遗传习所的实践与探索为例

甘欄行

女茶师

Female Tea Masters

The Role and Social Value of Women in Global Important Intangible Agricultural Cultural Heritage - Taking the Practice and Exploration of Female Tea Masters of Anxi Tieguanyin as an Example



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スター無形文化遺産
イノベーションア
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壹1

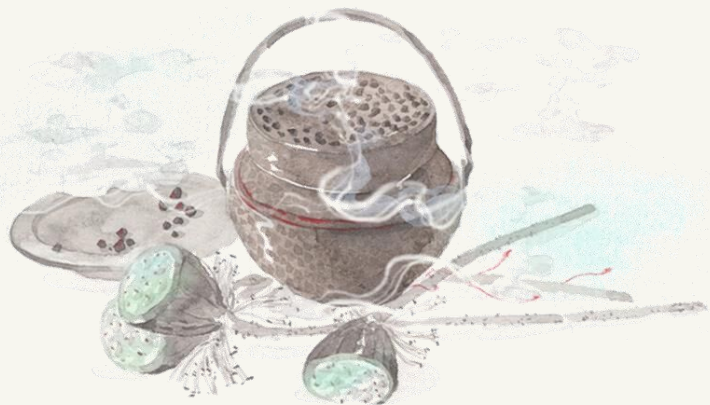


案例背景Case Background

茶类文化遗产是全球重要农业文化遗产十分重要的组成部分，长期以来，由于茶叶生产系统所具备的天地人种特性，吸引着越来越多的女性参与茶叶生产和服务，女性在茶类文化遗产活态传承和创新中发挥着独特的价值。

Tea cultural heritage is an important part of global intangible agricultural heritage.

Over time, due to the unique characteristics of tea production systems involving nature, humans, and the environment, more and more **women have been participating in tea production and services**. Women play a unique role in the living inheritance and innovation of tea cultural heritage.



From the experience of the Anxi Tieguanyin tea culture system, women play the role of "covering half the sky", participating in work including production, processing, circulation, consumption, culture, tourism, and other aspects.

In 2019, Anxi established the first platform in China's tea industry with women as the main body - the Anxi Tieguanyin Female Tea Master Intangible Cultural Heritage Institute, so as to provide more learning and working opportunities for women.

以安溪铁观音为例 Taking Anxi Tieguanyin as an example

从安溪铁观音茶文化系统的经验来看，女性扮演着“半边天”的角色，参与的工作覆盖了生产、加工、流通、消费、文化旅游、旅游等环节，为让更多女性获得参与和机会，2019年安溪率先在全国成立茶叶领域首个以女性为主体的传承习所平台——安溪铁观音女茶师茶业非遗习所。

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貳2

案例宗旨



安溪铁观音女茶师非遗传习所宗旨

通过女性带头示范更好地传承安溪铁观音茶文化系统，以促进建设“人与茶的生命共同体”。

The purpose of the Anxi Tieguanyin Female Tea Master Intangible Cultural Heritage Institute is to better inherit the Anxi Tieguanyin tea culture system through female leadership and demonstration, promoting the construction of a "community of shared life between people and tea."

叁3

案例宗旨

Case Purpose

核心思想，发展理念

Core ideas and development concepts of the case study



发挥女茶师传习所发展理念（12345）

1.个宗旨: 建设人与茶的生命共同体

2个目标: 服务茶产业振兴，服务铁观音茶文化系统

3个面向: 面向安溪，面向全国，面向一带一路

4个功能: 技艺传授，技能竞赛，创新创业，文化传承

5个阵地: 生态小院，科技小院，茶文化与旅游研究院，
无我茶会/侨文化，科技特派员工作站/传习工作站

Development Philosophy of the Female Tea Master Institute (12345):

One Mission: To build a community of shared future between people and tea.

Two Objectives: To serve the revitalization of the tea industry and to serve the Tieguanyin tea culture system.

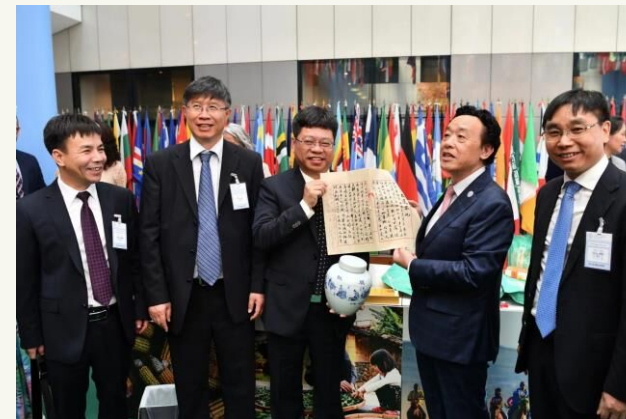
Three Directions: Oriented towards Anxi, the whole country, and the Belt and Road Initiative.

Four Functions: Skills training, technical competitions, innovation and entrepreneurship, and cultural heritage conservation.

Five Fronts: Ecological courtyards, technological courtyards, Tea Culture and Tourism Research Institute, Wuwo tea gatherings/Compatriots culture, Science & Technology Commissioner workstations/Training & Practice workstations.

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实践探索 Practical Exploration

2002年，联合国粮农组织发起了全球重要农业文化遗产倡议。在倡议提出20周年之际，2022年5月20日，联合国粮农组织正式通知中国农业农村部：中国福建安溪铁观音茶文化系统、内蒙古阿鲁科尔沁游牧系统、河北涉县旱作石堰梯田系统获得认定。

In 2002, the United Nations Food and Agriculture Organization (FAO) launched the Globally Important Agricultural Heritage Initiative. On the occasion of its 20th anniversary May 20, 2022, the FAO officially notified China's Ministry of Agriculture and Rural Affairs that the Fujian Anxi Tieguanyin Tea Culture System, Inner Mongolia Alukerqin Pastoral System, and Hebei Shexian Dryland Stone Terraced System were recognized.



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案例探索

Case Exploration

人才培养、引领示范

Talent Cultivation and Leading Demonstration

Anxi Tieguanyin Female Tea Master Intangible Cultural Heritage Institute:

Firstly, by leveraging women's inherent advantages of delicacy, tenacity, and resilience, it promotes tea culture dissemination through "Wuwo Tea Gatherings."

Secondly, it selects female leaders in wealth creation, fostering innovation and entrepreneurship through a mentor-apprentice mechanism to boost the tea industry.

安溪铁观音女茶师非遗传习所：

一是通过发挥女性的细腻、执着、坚韧的先天优势，通过“无我茶会”，促进茶文化传播；

二是筛选女性致富带头人，通过“师带徒”机制开展创新创业工作，促进茶产业发展；



1：建好安溪铁观音女茶师非遗传习所，持续培养非遗人才，充分发挥女性的示范带动作用。

1: Establishing and nurturing the Anxi Tieguanyin Female Tea Master Intangible Cultural Heritage Institute, continuously cultivating intangible heritage talents, and fully playing the exemplary leading role of women.

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案例探索

Case Exploration

人才培养、引领示范

Talent Cultivation and Leading Demonstration



Thirdly, organize competitions and training in terms of tea garden management knowledge, tea production techniques, and tea creative design, and utilize "Technological Courtyards" to cultivate high-quality female tea masters, thus promoting the advancement of tea science and technology;

Fourthly, promote the coordinated development of tea culture, tea industry, and tea technology, and gather female practitioners through "Eco-Courtyards" to inherit the Anxi Tieguanyin tea culture system in a way that is easily understood, learned, and applied.

三是举行茶园管理知识、茶叶制作技术、茶创意设计竞赛和培训，通过“科技小院”培养高素质女茶师，促进茶科技推广；

四是推进茶文化、茶产业、茶科技统筹发展，通过“生态小院”聚集女性从业者，用易懂、易学、易用的方式，传承安溪铁观音茶文化系统。

1: 建好安溪铁观音女茶师非遗传习所，持续培养非遗人才，充分发挥女性的示范带动作用。

1: Establishing and nurturing the Anxi Tieguanyin Female Tea Master Intangible Cultural Heritage Institute, continuously cultivating intangible heritage talents, and fully playing the exemplary leading role of women.

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案例探索

Case Exploration

人才培养、引领示范

Talent Cultivation and Leading Demonstration

Since its inception with 95 members, the Institute has grown to include 433 participants to date. An increasing number of women are engaging in the training offered by the Institute, joining to enhance their cultural literacy, improve their skills for innovation and entrepreneurship, and ultimately realize their self-worth.

传习所成立之初是95人至今已达433人，越来越多的女性参与传习所的培训，加入传习所提升文化素养，提高技艺创新创业，实现自我价值。



一：建好安溪铁观音女茶师非遗传习所，持续培养非遗人才，充分发挥女性的示范带动作用。

1: Establishing and nurturing the Anxi Tieguanyin Female Tea Master Intangible Cultural Heritage Institute, continuously cultivating intangible cultural heritage talents, and fully playing the exemplary leading role of women.

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案例探索

Case Exploration

挖掘中保护，利用中传承

Conservation through discovery, inheritance through utilization

最好的茶文化与制茶技艺的传承保护就是要“见人见物见生

活”，通过视觉传达赋能乡村印迹、民俗风情、制作技艺、茶艺茶道等元素，创意设计茶具、茶包装、茶空间、茶旅线、茶事活动，感受安溪铁观音的品种特性和独特魅力。

The best preservation and inheritance of tea culture and tea-making craftsmanship involves integrating them into daily life, where people, objects, and living practices coexist. Through visual communication, we empower rural landmarks, folk customs, crafting skills, tea art, and other elements, creatively designing tea utensils, tea packaging, tea spaces, tea tourism routes, and tea events so as to offer experience of the unique characteristics and charm of Anxi Tieguanyin.



承。~安溪铁观音女茶师，在挖掘中保护，在利用中传

2: Female tea masters of Anxi Tieguanyin safeguard the tradition through discovery and pass it on through utilization.

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实践探索

Practical Exploration

挖掘中保护，利用中传承

Conservation through discovery, inheritance through utilization

探索形成具有“五个一”特质的生态小院

Exploring the formation of "Eco-Courtyards" characterized by the "Five Ones"

一个庭院>>>>核心引擎

One courtyard >>>> a core engine

一套技术>>>>生产、生态保护和优化

A set of techniques >>>> for production, ecological protection, and optimization

一组产品>>>>多功能服务

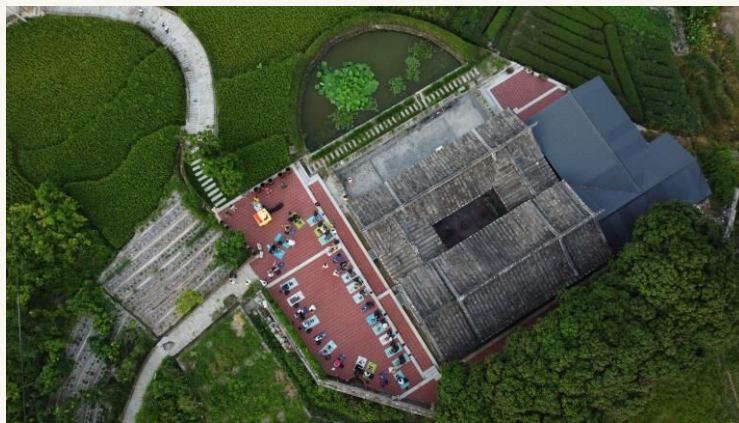
A range of products >>>> offering multifunctional services

一种文化>>>>独特异质性

A culture >>>> with unique heterogeneity

一味生活>>>>生物、生态、生产、生活、生命为一体的美好新生活

A way of life >>>> integrating biology, ecology, production, living, and vitality into a beautiful new lifestyle



以构建“人与茶的生命共同体”为宗旨，
加强安溪铁观音茶文化系统创新保护与活态传承的特色载体，传承和弘扬安溪铁观音茶文化系统，
促进安溪铁观音茶产业振兴，扩大铁观音茶文化在全球的知名度和影响力。

With the aim of building a "community of shared life between people and tea",

it strengthens the distinctive vehicle for innovative conservation and dynamic inheritance of the Anxi Tieguanyin tea culture system. It carries forward the Anxi Tieguanyin tea culture system, promotes the revitalization of the Anxi Tieguanyin tea industry, and expands the global recognition and influence of Tieguanyin tea culture.

承。安溪铁观音女茶师，在挖掘中保护，在利用中传承。
2: Female tea masters of Anxi Tieguanyin safeguard the tradition through discovery and pass it on through utilization.

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实践探索

Practical Exploration

挖掘中保护，利用中传承

Conservation through discovery, inheritance through utilization

(1) 茶叶生产与绿色发展技术

(1) Tea Production and Green Development Technologies

(2) 茶叶传统制作技艺

(2) Traditional Tea Making Skills

(3) 茶叶感官审评技术

(3) Sensory Evaluation Techniques for Tea

(4) 茶相关食品制作技艺

(4) Skills for Producing Tea-related Foods

(5) 茶相关配套制作技艺

(5) Accompanying Craftsmanship Related to Tea

(6) 茶文化与旅游创业

(6) Entrepreneurship in Tea Culture and Tourism



3. 组织编写与相关的乡土教材和培训教材，保护和传承安溪铁观音茶文化系统的传统技术、工艺和知识。
3: Organizing the compilation of local and training materials related to these areas to preserve and inherit the traditional techniques, crafts, and knowledge of the Anxi Tieguanyin tea culture system.

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实践探索

Practical Exploration

挖掘中保护，利用中传承

Conservation through discovery, inheritance through utilization



“...建设安溪铁观音茶科技小院探索“五生”发展理念，为推进“茶文化、茶产业、茶科技”统筹发展提供服务载体。”

The construction of the Anxi Tieguanyin Tea Technology Courtyard aims to explore the “five sheng” development philosophy, providing a service platform for the integrated development of “tea culture, tea industry, and tea technology.”

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案例探索

Case Exploration

挖掘中保护，利用中传承

Conservation through discovery, inheritance through utilization

请进来>>>> 组织发起并成功举办第17届国际无我茶会暨“一带一路”铁观音发展高峰论坛，推进世界茶道精髓“和”文化的认同与发展。

Please Enter >>>> The organization initiated and successfully hosted the 17th International Wuwo Tea Ceremony and the "Belt and Road" Tieguanyin Development Summit Forum, promoting the recognition and development of the essence of global tea culture, the "Harmony" culture.



5: 以茶会友，行走“一带一路”，讲述神奇的“东方树叶”故事。
5 Meeting friends over tea, we journey along the 'Belt and Road,' narrating the wondrous tale of the 'Eastern Leaf'.

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案例探索

Case Exploration

挖掘中保护，利用中传承

Conservation through discovery, inheritance through utilization

走出去>>>>邀请世界21个国家33位华侨华人及国际友人担任“安溪茶文化海外推广大使”，并设立联络站，双向奔赴共促发展。

Going global >>>> We invited 33 overseas Chinese and international friends from 21 countries to serve as 'Ambassadors for the Promotion of Anxi Tea Culture Overseas', and established liaison stations to foster bilateral engagement and mutual development.

5: 以茶会友，行走“一带一路”，讲述神奇的“东方树叶”故事。
5 Meeting friends over tea, we journey along the 'Belt and Road', narrating the wondrous tale of the 'Eastern Leaf'.



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展望未来 Outlook



安溪铁观音女茶师们将联合世界各国女性保护和活态传承全球重要农业文化遗产中的茶类文化系统的参与者，建设好世界女茶师非遗文化创新联盟平台。The Anxi Tieguanyn female tea masters will collaborate with women from around the world who are involved in protecting and dynamically preserving the tea culture systems within the Globally Important Agricultural Heritage Sites (GIAHS). Together, they will build an effective platform for the World Female Tea Masters Intangible Cultural Heritage Innovation Alliance.

肆4

展望未来

Outlook

发挥作用 ❤️ 巾帼当担

Play out the role of women



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展望未来

Outlook

发挥作用❤️巾帼当担

Play out the role of women

以茶文化构筑美好生活，

以茶产业助推共同富裕，

以茶科技赋能可持续发展，

共同建设和形成以茶为媒的生命共同体。

Construct a better life through tea culture.

Promote shared prosperity through the tea industry.

Empower sustainable development through tea technology.

Together, build and cultivate a community of share future with tea as the medium.



一建好世界女茶师非遗文化创新联盟平台

1. Build a strong platform for the World Female Tea Masters Intangible Cultural Heritage Innovation Alliance.

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展望未来

Outlook

发挥作用 ❤️ 巾帼当担

Play out the role of women

- (1) Serve the ecological technology application in the tea industry (leveraging platforms such as Science & Technology (S&T) Small Yards, S&T Special Worker Workstations, Eco-Health Clinics, Carbon Neutrality Research Institutes, etc.).
- (2) Serve the digital transformation and upgrading of tea enterprises (digital marketing, application of digital economic technologies).
- (3) Serve the protection and living inheritance of the tea culture system (covering germplasm, quality, skills, culture, and industry).
- (4) Root locally while expand globally. Provide industrial technology services across multiple production areas and tea regions (enterprise services, joint platform construction, event guidance, industry development, project tackling, study tours, etc.).

- (1) 服务茶产业生态技术应用（应用好科技小院、科技特派员工作站、生态医院、碳中和研究院等平台作用）
- (2) 服务茶企数字化转型升级（数字化营销、数字经济技术应用）
- (3) 服务茶文化系统的保护与活态传承（种质、品质、技艺、文化、产业）
- (4) 立足本地、拓展全球开展多产区、多茶区产业技术服务（企业服务、平台共建、赛事指导、产业发展、项目攻关、研学旅游等）

2. 强化培训服务
2. Strengthen training services



肆4

展望未来

Outlook

发挥作用 ❤️ 巾帼当担

Play out the role of women

聚力绿色产业，开展茶产业与减碳增汇研究。

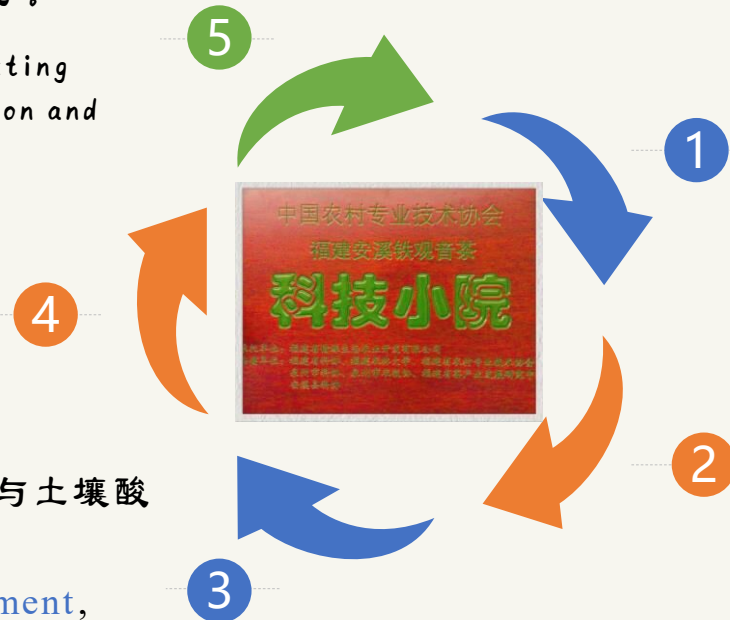
Gathering strengths in green industries, conducting research on the tea industry and carbon reduction and sink increase.

加强科学防护，开展茶虫及天敌适生区预测分析。

Enhancing scientific protection, performing predictive analysis of suitable habitats for tea pests and their natural predators.

立足茶园生态与土壤管理，开展茶园生态提升与土壤酸化改良研究。

Focus on tea garden ecology and soil management, carrying out research on improving tea garden ecology and ameliorating soil acidification.



关注茶叶地标保护，开展地标产地溯源研究。

Pay attention to the protection of tea geographical indications, conducting research on tracing the origins of geographical indication products.

聚焦茶叶品质提升，开展适制专用茶树品种筛选研究。

Concentrate on enhancing tea quality, initiating studies on screening tea tree varieties suitable for specialized tea production.

3: Promote industrial transformation.
3: 推动产业转型

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展望未来

Outlook

发挥作用 ❤️ 巾帼当担

Play out the role of women

弘扬女性文化

4: Promote women culture

(1) **关注女性社会支持与政策帮扶**。加强相关政策的宣传，提升生态参与的政策机制，协同关联单位充分发挥政策引导功能和平台力量；

(2) **重视遗产保护与传承的“女性人才”队伍建设**。搭建开放共享平台，为其量身定制培养方案，促进技能、技艺和文化素养的提升；

(1) *Pay attention to social support and policy assistance for women.* Strengthen the promotion of relevant policies, enhance the policy mechanisms for ecological engagement, and collaborate with relevant entities to fully leverage the guiding function of policies and the power of platforms.

(2) *Emphasize the team building of "female talents" in heritage protection and inheritance.* Establish open and shared platforms, tailor-made training programs for them, and promote increase of skills, craftsmanship, and cultural literacy.

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展望未来

Outlook

发挥作用 ❤️ 巾帼当担

Play out the role of women

弘扬女性文化

4: Promote women culture

(3) **乡村振兴背景下女性参与的价值与意义**。通过挖掘自然风光、人文历史、生态文明等资源，激发乡村女性的兴趣点，提高其生态参与的积极性，“构建人类命运共同体、共创美好新生活”。

(4) **增加并加速对性别平等和妇女赋权的投资**，以改善所有人的粮食安全状况、生计、经济状况和社会福祉。

(3) **The value and significance of women's participation against the backdrop of rural revitalization**. Spark the interest of rural women, increase their enthusiasm for ecological participation, and contribute to building a community with a shared future for mankind and creating a better new life together by tapping into natural scenery, humanistic history, ecological civilization, and other resources.

(4) **Increase and accelerate investment in gender equality and women's empowerment** to improve food security, livelihoods, economic conditions, and social well-being for all.



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Dreams entangled, affection intertwined with Tieguanyin

In the deep, rain-drenched lanes of my hometown,
a wisp of clear fragrance lingers in my mother's cup,
steeping the moon of my childhood,
infusing my innocent heart with its warmth.

I've loved oolong tea since I was young,
my dreams entwined with the enchantment of Tieguanyin!
No matter how far I wander, to the ends of the earth,
memories always flow with the clouds of Anxi...

梦牵情绕铁观音

在故乡深深的雨巷里

妈妈的杯中有一缕清芬

泡着我儿时的月亮

泡着我一颗童心

我从小爱喝乌龙茶

梦牵情绕铁观音！

不管我走到天涯海角

记忆里总流动着安溪那一片云