

# **CANAAN FARMERS SCHOOL SLOGANS**

## **School Ideas**

I work first. I serve first. I sacrifice first.

## **School Motto**

Let's learn until we know. Let's devote ourselves to work. Let's serve in humility.

## **Table manners**

Do not eat to eat, but eat to work. If you don't like to work, do not eat. Work at least four hours for each meal.

## **Mindset**

Mindset Pioneering, Pioneering Mindset We are still young. Much work to do. Let's make it done.

It can be done. Wake up the dawn. The people is calling for us. Let's go to Canaan.

## **Change**

Change myself first. Change now first. Change here first. Change small things first. Change doable things first. Change until the end.

## **Pioneers**

Pioneers must be dreamers. Pioneers must be confident. Pioneers must be strong-willed and patient. Pioneers must be brave and decisive. Pioneers must sweat and weep. Pioneers must be knowledgeable. Pioneers must be committed. Pioneers must be dedicated. Pioneers must be devoted. Pioneers must run. Pioneers must maintain a peaceful family. Pioneers are not born overnight. Pioneers must be passionate and faithful.

## **Sweat**

I have seen my sweat on the forehead. I confirmed my sweat. The less I sweat, the more I weep; The more I sweat, the less I weep.

## **Health**

If I lose money, I lose a little; If I lose honor and credit, I lose much; If I lose health, I lose all. Health is the only thing I cannot borrow from others. The failure, frustration, and hopelessness I suffer today is the result of the time I spent badly yesterday; The success, joy, and hope I enjoy today is the reward of the time I spent well yesterday.

## **Today**

Today is the first day of the rest of the days left. Today is the first day of the rest of my life.

## **Wake up**

Let's wake up the dawn. Let's start the dawn. Let's welcome the dawn.

## **Take Courage**

Take courage, my country. Take courage, my people.

## ABOUT CANAAN-YONSEI PROGRAM

### Canaan Farmers School

While it is true that eradication of poverty through lasting and sustainable development is carried out in terms of projects and programs, it is more important to educate and empower leaders who would lead people in such projects. The first component of leadership training is mindset transformation. It is because a person can change only when his or her mind changes. Once the mindset changes, the person is then able to make decisions, act on them, make those part of the lifestyle, and finally have them embedded in the personality itself. Therefore, **we aim to produce model communities of poverty eradication based on mindset transformation and to raise leaders who would practice and live out the changed mindset.**

The best method for mindset transformation would be to go to a place where mindset transformation has took place in the past and is still taking place at present and *experience the working model of mindset transformation*. When you encounter, see, hear and feel the model, your mindset will be changed.

In this regard, one of the best venues is Canaan Farmers School where training on mindset, attitude and lifestyle is going on very strong and there still exists a highly successful model of pioneering life.

Established in 1931, the Canaan Farmers School movement played a crucial role in teaching national pride to the Korea public, stimulating them to work for poverty eradication through agriculture. The movement later evolved into a social movement, encompassing every aspect of life, especially through practical vocational training. It was also adapted as the role model for New Village Movement (*Saema-eul Undong*) Education, which constituted a core component of New Village Movement that revolutionized Korea's economy and industry in the 1960's. And since 1990, overseas Canaan Farmers School branches have been set up around the world in response to requests of governments and organizations of the countries concerned. In Bangladesh, the Philippines, Myanmar, Indonesia and China, where the Canaan Farmers School branches have been working with the communities for 5 years or more, there are visible results in leadership development, community development, income generation, etc.

### II-Ga, Kim Yong-ki

To understand the depth of the Canaan movement, one needs to learn about Kim Yong-ki (1909-1988), its founder. He spent his entire life of nearly 80 years cultivating barren land, enlightening farmers, leading people, and innovating rural life throughout one of the most difficult times in Korean history—extreme poverty and hunger in the Japanese occupation and during and after the Korean War (national income per capita was merely \$63 USD in 1953).

On his deathbed, Kim Yong-ki said,

*“For a country like ours, learned people must get involved in agriculture. Agriculture is the core of all industries. But on the contrary, learned people are avoiding agriculture and only ignorant rural people have been working as farmers. This has kept our nation's economy and civilization primitive, resulting in loss of our sovereignty to Japan. To recover our sovereignty, we must gain economic independence. And for that, there is no other way but for the learned to get involved in agriculture and increase food production.”<sup>1</sup>*

<sup>1</sup> Kim Yong-ki. 1968. !"#% !& ' *The Road to Canaan*. Seoul: Kyujang.

Kim Yong-ki lived as a true pioneer following the instructions of his father. His favorite statements below testify to his dedication in life.

*'Don't tell people to work but be the one to work first.' 'Don't just keep your appearance clean but keep your heart clean.' 'If you don't like to work, do not eat.' 'Take courage, my country.' 'You will reap as you sow.' 'Young men, go to the countryside.' 'Do good and do not lose hope.' 'Be the pioneer to change your fate.'*

Kim Yong-ki's teaching on love for the nation and love for agriculture based on his pioneering spirit of work, service, and sacrifice can still be seen, heard and learned at Canaan Farmers School today. Kim's thoughts and deeds form imperative basis for mindset transformation of leaders in developing and underdeveloped nations.

At Canaan Farmers School, the trainees are taught to live out Kim's thoughts and deeds through the mindset training it offers. Speaking of the importance of mindset training, Kim Yong-ki stated,

*"The age of words is gone and the age of works is here. True knowledge must be a practical knowledge. Practical knowledge is something not hidden away in people's minds but worked out by the hands, the feet, the blood and the sweat."*<sup>2</sup>

Some even dubbed his thoughts "philosophy of sweat". As you wake up at five in the morning to exercise and run in sweat, clean your room and surroundings in sweat, and labor in the field in sweat, your mind, previously filled with impurities of life, will be made clean with the practical knowledge and the values of new life. We believe in transformation of minds through such mindset training.

## **The Unique Canaan Farms Of Korea**

### **1. The First Community – Bongan Ideal Village (1931-1945)**

- The farmer Kim Yong-ki founded Ideal Village (*Isangchon*) in Bongan based on his decision to undertake a farmers' movement and an independence movement concurrently.
- Ideal Village was one of the first voluntarily formed farming communities in modern Korea.
- With its ultimate goal as the independence of Korea from Japan, the residents labored not only to achieve higher standards of living through increased income from improved agricultural activities but also to educate their fellow countrymen to take greater pride for the nation, to live in unity with one another, and to desire and work toward economic prosperity. This was important as over 80 percent of Korea's population at the time were farmers.
- Since Japanese took crops from Korean farmers by force, Ideal Village residents focused on growing sweet potatoes and fruit trees that Japanese did not take. This served them as an opportunity to invent the method for storing sweet potatoes for up to 12 months.
- Going beyond the limits of subsistent farming, they attempted commercial farming.
- With a strong interest in collective farming methods, they practiced cooperative management of farming equipment, seeds, and farming funds.
- Kim developed a 7-year development plan to buy a relatively inexpensive plot of hilly land and cultivate it as it was seen as the most cost-saving method for farming.
- Improvement in diet: Sweet potatoes were harvested in huge quantities and therefore

were a major contributor to overcoming hunger. Each family was encouraged to raise a ewe and drink her milk in order to keep their nutrient intake in balance. Beans were also recommended as a good source of protein. Fruits and sunflowers were also produced for both internal consumption and external marketing. Many fruit trees were planted in the mountains as a secondary source of food in the wintertime.

<sup>2</sup> Canaan Blessed People Research Center. 1990. *Canaan Blessed People Movement*. Gyeonggi, Korea: Canaan Farmers School.

- Improvement in clothing: Recognizing that the biggest problem about Korean clothing at the time was that everyone wore white to work, Kim ordered that all work uniforms be dyed. He encouraged people to wear simple and comfortable clothes rather than suits with ties.
- Improvement in housing: They tried to improve roofs, kitchens, bathrooms, wells, fences, etc. Everyone was encouraged to use Rose of Sharon (national flower of Korea) trees as fences.
- Improvement in family rituals: Perceiving that Zhu Xi's *Wengong Jiali* (*Family Rituals*), which Korea adopted from China in the days of Joseon Dynasty was merely a set of meaningless rituals and that it contributed in making Koreans less independent, Kim Yong-ki attempted to modify the funeral, wedding and many other rituals to accommodate the Korean way of life better. He took much time in developing rituals that were in line with the traditional Korean rituals and were simple but not overly casual.
- Base for independence movement: Ideal Village was more than a haven for farmers; it functioned as a base for national resistant movement. Many independence movement fighters came here to take refuge. Young men were disguised as madmen so that they could avoid being conscripted by the Japanese. The villagers pooled their financial resources together to regularly donate to the causes of independence movement. They refused to comply with Japan's demand to participate in Shinto shrine worship. They also protested the Japanese rule through passive ways, such as planting farm products that Japanese would not take by force or refusing to work when ordered by Japanese. They did not comply with the order to have their names changed into Japanese. The greatest achievement was the forming of the Farmers' Alliance, constituting leading farmers from districts nearby, which devised plans: (i) to set fire to courthouses and government offices where important documents and census registers are kept in order to disrupt Japan's attempt to conscript Koreans, to take Koreans to forced labor, or to cause confusion among the Korean populace; (ii) to destroy railroads to disrupt transportation of military supplies; and (iii) to hide and protect patriotic warriors who were wanted by Japanese for conscription or forced labor so that they could resume their anti-Japanese efforts.
- While many educated Koreans at the time undertook their nationalistic efforts as "into the commoners" movements, Ideal Village people's work could be described as a "among the commoners" or "with the commoners" movement as it was the nameless rural young men and women who organized themselves for anti-Japanese causes.

## 1. The Second Community – Samgaksan Farm (1946-1949)

- As Korea became liberated from Japan and political turmoil engulfed the entire country and social injustice proliferated as a result of modernization and urbanization, Kim Yong-ki decided that his calling was to liberate Korea from poverty by cultivating barren and abandoned land. Thus, he resumed his life as a farming pioneer.
- He spent four years with his allies to devise plan for another Ideal Village and to research for farmers' movement.

## 1. The Third Community – Yongin Eden Village (1952-1954)

- After the Korean War, Kim Yong-ki determined to cultivate yet another plot of barren land. Taking 27 allies with him, Kim bought 23 ha of land in Yongin, Gyeonggi-do and named it Eden Village.
- Kim presented himself as a stronger community pioneer by drawing up a code of life for the community. This forms the basis for Canaan lifestyle today.
- Kim was the first to wake up at four every morning. He rang the wake-up bell to wake his fellow workers. Immediately after the pre-dawn prayer meeting, he would start working the ground with a hoe in his hand and come home well after the sunset. Such was the pioneering life he led before others.
- Meals were served in plates of three different sizes. Plate No. 1 was filled with much rice for heavy laborers. Plate No. 2 was filled with average amount of rice for light laborers. And Plate No. 3 was filled with little rice for office workers. This was to reflect the Canaan philosophy of life, “Let us not work to eat, but let us eat to work.”
- A strict code of life was also drawn up regarding frugal lifestyle. “If you are unable to make money, you shouldn’t be able to spend it either.” Kim Yong-ki meticulously regulated the amount of salt used for tooth brushing—no toothpaste was available in those days and salt was used instead—and the number of times the soap should be rubbed for each wash. The very basic things of life, including water, were regulated in the amounts they were used.
- Good News Middle School was set up as an institute of secondary education, and Good News Advanced Farmers Academy was set up to educate farmers.

## 1. The Fourth Community – Hwangsan Canaan Farm (since 1954) and First Canaan Farmers School

- Kim Yong-ki began cultivating the barren land in Hwangsan (literally meaning *Wasted Hill*), Hanam-si, Gyeonggi-do and named it “Canaan Farm”. The name reflects his dream of turning the wilderness into a fertile soil flowing with milk and honey, akin to the promised land of Canaan mentioned in the Holy Bible.
- They rented two rooms to stay and pitched up a tent in the field as an office. The first thing they did was building a church in the middle of the village. They started all their activities by praying and singing to God. A tent was used for the church building and an oxygen tank as the church bell.
- They traveled to neighboring 16 districts to educate the farmers there. Kim Yong-ki and his three sons formed a quartet, which played music in different places to attract people. When the people gathered, Kim talked to the people about sweet potatoes and methods to overcome rural problems and to improve standards of living. He also emphasized the legal responsibilities and national pride required of all Koreans.
- Cultivation efforts for Hwangsan Village were executed according to the ‘Seven-Year Plan for Cultivating Wilderness’.
- People began to come from nearby villages to learn from the Canaan experience. Even the village chief came to ask, “It is good that you are living like this. Could you please teach the rest of us too?”
- According to the goal of developing agricultural leadership, they taught about the mindset and lifestyle required of leaders and taught advanced farming techniques to the villagers. A *mindset* does not only refer to a person’s thoughts and ideas but also his or her faith, character and even lifestyle. Transforming one’s mindset meant that they needed to take on the mindset of a pioneer to recognize the presenting problems and find solutions on their own and believe in their ability to execute the solutions. It also meant that they

needed to meditate on their national responsibilities as farmers and live according to their determination.

- On the other hand, they continued to make improvements in different aspects of life and teach them as they did in Bongan Ideal Village. The lifestyle training aimed at integrating mindset transformation into the daily life typically went on for 15 days of living together in large groups. Teaching was highly practical, including no spitting everywhere, no smoking, no drinking, walking tall, moving swiftly, not wasting soap or toothpaste, getting to bed early and getting up early, exercising and cleaning in the morning, good table manners, honoring parents, loving brothers, sisters and neighbors, and leadership skills such as how to conduct good meetings and how to delegate jobs to people.
- Therefore, Canaan Farmers School in Hwangsan aimed to help people perceive their purpose in life, apply their renewed mind in their day-by-day life, and as a result experience true innovation in mindset, lifestyle and character.
- Immediately after General Park Chung-hee led a successful military coup in 1961 and became the chairman of the Supreme Council for National Reconstruction, he visited Canaan Farmers School. He subsequently founded Rural Development Administration and sent government officials to learn the teachings and lifestyle of Canaan Farmers School for 40 days. In the end of the 1960's, before the New Village Movement (*Saemaenul Undong*) commenced, President Park again sent a group of top-level government leaders, including his special secretary and the Minister of Agriculture, to Canaan to discuss the New Village Movement.
- Entering the 1970's, Canaan Farmers School was visited not by farmers alone but now by people from all walks of life, including soldiers, office workers, college students and high school students. The curriculum naturally went through some changes in its content, but the heritage of farmers' education and farmers' movement continued to form the central components.

## **1. The Fifth Community – Sillim Canaan Farm (since 1973) and Second Canaan Farmers School**

- In March 1973, another ideal village, Second Canaan Farmers School opened in Yongam-ri, Sillim-myeon, Wonju-gun, Gangwon-do. A number of young Canaan alumni gathered to be part of the Canaan history. As such, this was no longer the work of a family but of a community of same minds.
- Contrary to the traditional 15-day-long agricultural leadership program in First Canaan Farmers School, which was deemed too short in comparison to the sophisticated agricultural environment and technologies of the changing times, Farmers Military Academy was newly set up with 1 to 3 month programs to train agricultural leaders. While keeping the resemblance to the agricultural leadership program, the new program was further reinforced with the cooperation of the Rural Development Administration. Canaan Farmers School concentrated on mindset and character training while the RDA took charge of technical training and training for use of farming equipment.

## **New Village Movement**

In August 1945, Japan was defeated in the WWII and Korea gained independence. But Korea was soon divided into two, and Korean War (1950-1953) broke out when the northern half of the divided nation invaded the south as an attempt to reunite the two Koreas under a communist regime. After the war, the people needed to practice the spirit of self-reliance and self-sufficiency in redeveloping the devastated land. They needed to

work diligently and save as much as possible to raise the funds for rebuilding the collapsed economy. And they needed to cooperate and collaborate with each other to improve the much primitive rural condition. The Korean government took the lead in making this a reality through a nationwide movement called the New Village Movement (*Saemaul Undong*).

After the coup in 1961, President Park Chung-hee and the Prime Minister visited Canaan Farmers School on March 9, 1962. After visiting Canaan Farmers School, President Park stated,

*“We led a political revolution, but you led a lifestyle revolution.”<sup>3</sup>*

Twenty days after Park’s visit, some 600 district chiefs from all over the country came to Canaan Farmers School under the leadership of the Vice-Minister of Home Affairs, followed by a visit of 140 chairpersons of District-level Reconstruction Movement Councils. Government delegations did not stop visiting Canaan whenever there was a national holiday. Thus, President Park established the Rural Development Administration and embarked on his grand plan of the New Village Movement.

Beginning in the early 1970’s, the New Village Movement began to prove itself successful as the government supplied steel and concrete and educated the New Village leaders for reviving the rural life. The concrete provided by the government was used for building infrastructure for villages, and each village was guaranteed the right to make its own decisions for the village-level development. Each village also appointed one male and one female New Village leaders who would take charge of the New Village projects without salary.

Thus, 66,000 male and female leaders were appointed to represent 33,000 villages around the nation and work diligently for their villages without any monetary gain. The one-week-long camp training for these leaders first took place in the end of January 1972 at New Village Leadership Institute, which adopted the curriculum from Canaan Farmers School. While the program helped the trainees with new knowledge for agriculture, most testified that the Canaan-style mindset training was most helpful. Initially targeted at rural leaders, the New Village training was expanded to include urban New Village projects in 1973 and male and female New Village leaders from cities were sent to one-week-long New Village training programs as well. Later in 1974, further expansion of the program included training of high-level central government officials, administrative ministers, university professors, members of the media, entrepreneurs, artists, religious leaders, etc. New Village training played a crucial role as a means of national mindset training.

With the values of diligence, self-reliance, and cooperation, President Park’s firm determination to accelerate modernization of rural life, and with the farmers’ deep longing for prosperous life, the New Village Movement helped realize unprecedented economic growth, which turned the poorest nation in the world into one of the Newly Industrializing Economies in just ten years. And Kim Yong-ki and Canaan Farmers School were the very cradle of the successful New Village Movement.

<sup>3</sup> Canaan Farmers School. !"# , - ./0 *Canaan Instructor Training Manual*. Korea: Canaan Farmers School. 10  
“Ilga Kim Yong-ki has been running mindset training for farmers in Canaan Farm since the late 1950’s and his success is widely known. And the New Village training took Ilga and his family’s dedication at Canaan Farmers School as a role model. I have no doubt that Ilga’s principles of life and the curriculum of Canaan Farmers School were the basis for the incredible success of the New Village

*Movement in the 1970's. ... This is written to confirm and testify that Ilga Kim Yong-ki and Canaan Farmers School greatly contributed to the success of the New Village Movement of Korea."*<sup>4</sup>

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