

The Case Study of Side-Line Management of Country-Mammy Classes

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Abstract

In order to find out the management situation of Country-Mammy side-line classes, twelve units were investigated. It's found there are three types of management : 1. C.M. class is responsible for both production and sale of products. 2. C.M. class is responsible for producing products, but farmers' association is responsible for marketing. 3. Farmer's association manages C.M. enterprise and employs H.E. class members to produce products. The second type and the third type are more suitable for those women farmer who initially create career, because most of women farmer are green hand about marketing.

Obviously, the successful cases are members of C.M. devote themselves to classes. They work hard to produce the best quality of product to satisfied consumer's needs and taste in order to catch consumer's stomach, and by means of consumer's propaganda to broaden or expand their consumer market. The top two sidelines are "farm cuisines" and "traditional processing foods". The average wages of C.M. classes is NT \$500~800 per day per person, or NT\$ 5,000~25,000 per month per person, it depends on the amount of workloads and output values. The majority of C.M. class members are satisfied with their pay. In additional to the home economics agents' guidance, the attitude of the chief of farmers' association also influences the operation of C.M. class. The best choice is that farmers' association affords work opportunities and concern benefits of C.M. class members, then, C.M. class members appreciate the support of farmers' association, so, they are most willing to develop new products and produce the best quality of food. Finally, both farmers' association and C.M class members are winners.

Farmers' associations can run a new business - food services and processing foods are more appropriate. C.M. classes are the best human resources, and they will be a group of money-makers of farmers' associations.

Key words: Country-Mammy ; Side-Line Management ; Marketing

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