

# Studies on the Direct Marketing of Small-packaged Vegetables to Supermarket

W. J. Yang<sup>1</sup>

## Abstract

A total of 392,129 packages of fresh vegetables (300 grams per package) were supplied to 17 supermarkets located at suburb of kaohsiung in 1991, The vegetable farmers' income as about 2.41 times more as compared to the ordinary farmers.

**Keywords:** Suburbs, Vegetable, Supermarket

---

1. Associate Horticulturist, Kaohsiung DAIS.