

A Study of Extension of the Traceability of Agricultural Products in Kaohsiung and Pingtung area

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Abstract

The purpose of this study was to investigate the extension situation of the agricultural products traceability system in the Kaohsiung and Pingtung area, as a reference for following-up implementation. We conducted a questionnaire survey of total 793 agricultural production and marketing groups in Kaohsiung and Pingtung counties, 223 were recovered to be questionnaire survey respondents for knowing their impressions in the extension situation of traceability system.

The result of the research indicated that most A.P.M. group members feel that the traceability system implementation is necessary; production costs would increase by 10% or so, but not response to the selling price. Now, the most important guidance and assistance from the government is marketing promotions.

In addition, respondents show different tendencies about getting the source of information as changes in age or education levels. It denotes that an effective promotion of agricultural technology or policy should consider farmers' acceptance.

Key words : Traceability System, Agricultural Production and Marketing Group, Agricultural Products, Questionnaire Survey

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