

The acceptability of poultry farmers on agricultural product traceability system ⁽¹⁾

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Abstract

To construct a promoting direction of agricultural policy, this study focused on the acceptability of poultry farmers on agricultural product traceability system. A total of 209 effective questionnaires were collected and analyzed. The results showed that most of the farmers had lower confidence on the promotion of traceable agricultural product (TAP), and only 33% of the farmers had awareness on agricultural product traceability system and business processes. Therefore, the strengthening of information utilization of livestock farmers is important. The priority is focused on the farmers who are able to surf the internet, higher educated, young and male to enhance the effect of training. By promoting the ability of TAP operations and management of farmers, the competition of livestock industry can be upgraded.

Key words: Traceability agricultural product (TAP), Strategy, Management and operation ability.

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