

Research on management capacity management ability to young farmers in Taiwan livestock farm ⁽¹⁾

Bin-Yeong Wang ⁽²⁾ and Yu-I Lai ^{(2) (3)}

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Abstract

This study was made to investigate the management ability of young farmers in Taiwan livestock industry and establish foy young farmers just leginning the agricultural operation. The ability of agricultural operation and its related core or identification strategies. This study adopted case-depth interviews qualitative research methods ,and selected the second generation farmers in the livestock industry. They engaged in the farm from their parents or grandparents and the age of is between 18 and 45, By interviewing and understanding their experience, knowledge and ability for their grading management capability and analyzing counseling effectiveness. There are three results form this study: (1) gain relevant knowledge of new industrial technologies, and then improve skill of business management; (2) brand management must be based on good quality; (3) establish close cooperation with other units.

Key words: Livestock production, Management, Young farmers.

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(2) Technical Service Division, COA-LRI, Tainan 71246, Taiwan, R. O. C.

(3) Corresponding author, E-mail: laiylui@mail.tlri.gov.tw.