

Studies on the effects of Taitung District Agriculture Seasonal publication

Kuo-Jong Lin¹

Summary

The effects of Taitung District seasonal publication and the possibilities of payment by its consumers were studied. It was found most of the readers are farmers. About 40% of them are elementary graduates, and over 50 years old having at least 20 years agricultural experience. Contents of the agriculture seasonal publication should be edited in an easy way for them. Complicated papers often made them confused. Short and neat papers organized with some pictures will be helpful for them to understand. Agricultural know how, pest control, and reasonable pesticides application were useful for the farmer readers. The cost of this publication was estimated base on a regression formula. Most of the farmers readers are willing to pay the basic fees and as a continuous subscriber.

Key words: Taitung District seasonal Agriculture publication、Contents、Publication payment

¹Associate Researcher of Taitung DARES