

# Evaluation on the Functions of Agricultural Production and Marketing Management Teams at Taitung Area

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## Abstract

To investigate the function of Agricultural production and management teams at Taitung Area, We designed the questionnaires, including the educational, social, and economic functions of them. Ninety two cases were randomly selected from 150 teams. It was found that over 70% of the teams lacked facilities. However, there were 73.2% of the teams had frequently social activities, exchanges of marketing informations and experience of farm management.

A well organized team had frequent communications among the farmers. It also had good equipments and materials. Furthermore stepwise analysis showed that a strong agricultural research teams may be achieved by reorganized the low activity teams into well managed organizations. Meanwhile, to purchase materials and facilities at lower cost, and set up well transportation and marketing systems may reduce the middle marketing cost by team unit.

So far, only a few agricultural production and management teams equipped with well facilities and purchased materials at a common job. However, these teams had well organizations and functions. These successful teams were significantly associated with the assistance of governments by loans or technology assistances.

**Key words:** Agricultural production, Marketing and management team, Organization, Functions.

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