

Studies on the consultant methods of agricultural production and marketing group for plum and Japanese apricot in Taitung area

Dung-shung Su¹

Abstract

The Japanese apricot and plum production and marketing groups in Taitung area were chosen as investigating samples with group basis. The returned questionnaires were analyzed with statistic method .At present, the analysis of strategic policy was to focus on production management: field cultivation with common operation and common management as mainly developing subject , and coaching purchase of grading machine as group main request , and followed by processing equipment .The organization reconstruction to match government policy for organizing production and marketing groups as main goal , was to attend desirably educational training course by organization exercise and to strengthen design and maintenance of enterprise road in mountain area as secondary priority , For research and development, to accelerate processing technique was main request which was to process sweet crisp Japanese apricot, honey Japanese apricot ,honey Japanese apricot liquor as primary products.

Key words : Production and marketing group , Method of service , Management consultation

¹. Assistant Pathologist of Taitung DAiS