

Case studies for the key success factors of young farmers engaged in organic farming in Hualien and Yilan areas¹

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Abstract

In recent years, the media is very concerned about the issue of young farmers returning to agriculture, and how to learn from the success stories to enhance the young farmers' management ability is an important issue in agricultural development. This study explored the case of young farmers engaged in organic agriculture to find out why they were engaged in organic agriculture and their management status and future plans. Then the key success factors were summarized. This qualitative study selected local young farmers out from Hualien and Yilan areas by purposive sampling. Interviews were used to collect data for analysis. The results showed that personality traits, entrepreneurial factors (entrepreneurial strategy, entrepreneurial motivation, entrepreneurial resources, entrepreneurial opportunities), intangible capital (knowledge assets, social capital), entrepreneurial opportunities and external environment had an influence on the young farmers' business success. In the entrepreneurial strategies, production, marketing strategies and R&D had important implications for the cases. The young farmer of non-family farming has a good network of contacts and can easily access land and other assistance. This study suggests that young farmers should expand their connections to obtain resources such as land and introduce automated machinery and equipment to improve operational efficiency. The young farmer of family farming can make good use of existing resources to enhance their competitiveness. For the counseling units, it is recommended to assist the young farmers strengthen the ability to promote food and farming education and the operation of the organization of young farmers.

Key words: local young farmers, organic agriculture, success factors for entrepreneurs, case study

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