

## **A study on the organic agricultural image and participation willingness to indigenous famers in Hualien<sup>1</sup>**

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### **Abstract**

In this study, there were 209 questionnaires distributed to indigenous farmers in Hualien, and 196 valid questionnaires were collected. The results show that the indigenous farmers of different ethnic groups have significant differences in organic agricultural cognition and organic agricultural products image. In Occupations, the significance only for organic agricultural products image, the monthly household income of respondent have significant differences in organic agricultural cognition. The other respondents, who engaged in organic farming, as many as 90% of the indigenous farmers were quite satisfied with the organic cultivation techniques from Hualien District Agricultural Research and Extension Station(HDARES) and willing to invest others and continue to participate. However, more than 90% of the indigenous farmers who are not engaged in organic farming have the will to turn to organic agriculture and have significant differences. This shows that the concept of organic agriculture has been accepted by indigenous farmers and indirectly shows that the counseling effectiveness by HDARES.

Keywords: Organic agriculture, indigenous people, cognitive image, product image, participation willingness

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