

# **Case Studies for the Key Success Factors of Young Farmers Engaged in Organic Farming in Hualien and Yilan Areas<sup>1</sup>**

Jing-Meng Tseng<sup>2</sup>

## **Abstract**

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 four young farmers including the family and non-family farming out from Hualien and Yilan areas by purposive sampling. Interviews and document analysis were used to collect data for analysis. The results showed that factors of personality, entrepreneurial strategy, entrepreneurial motivation, entrepreneurial resources, knowledge assets and social capital, entrepreneurial opportunities and external environment had an influence on the young farmers' business success. The external environment and the entrepreneurial resources had less influence on young farmers of family farming than those of non-family farming. In the entrepreneurial strategies, production and marketing strategies had important implications for the cases. The results of this study can provide other young farmers as a reference and can also provide relevant units as training curriculum planning and direction of the counseling for future reference.

Key words: young farmers, organic agriculture, key success factor.

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2. Associate researcher, Agricultural Extension Section, Hualien DARES.