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SUMMARIES OF ARTICLES

A Change in the Nature of Production and Sales Teams in a Fruit-Vegetable-Producing Center of Taiwan (Xiluozhen, Yunlin District)

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Since 1970, the Taiwan government, in its effort to achieve a stable supply of vegetables and fruits to an urban area, has been trying to promote joint shipping and sales activities by farmers' organizations, such as agricultural cooperative associations, and to provide support to the production and sales teams who assist in such activities.

Production and sales teams are joint shipping organizations consisting of members who have received agricultural training. In a traditional distribution system involving vegetables and fruits, the collecting and shipping of products is conducted by dealers who personally purchase products from farmers and supply them to a consumer city. As part of a drive to modernize such a traditional distribution system in the Taipei wholesale market, farmers' organizations, such as agricultural cooperative associations, were established to carry out joint shipping and sales. Production and sales teams which support such activities as local organizations have been increasing in number.

There have been no studies conducted in Japan on production and sales teams. Even in Taiwan, not much is understood of them since such studies are only conducted in a normative or formal way. Furthermore, production and sales teams are in disrepute among farmers' organizations, which could be attributed to the fact that such teams are organized in order to gain a subsidy and they often leave contracts with farmers' organizations unfulfilled. Nevertheless, production and sales teams have already become essential local entities in joint shipping and sales activities. As the Taiwan market is suffering from oversupply and falling prices, and with the emergence of large-scale discount stores and a large user, the distribution system for fruits and vegetables is undergoing changes that also affect the very nature of the production and sales team.

This paper addresses a new movement observed in production and sales teams which aims to distribute products to new markets based on a fact-finding survey conducted among such teams in Xiluozhen, Yunlin District, the largest production center in Taiwan. First, an overview of joint shipping activities and the direction of the policy regarding production and sales teams is given, followed by a summary of the characteristics of the teams based on organizational statistics. Finally, consideration is given of three examples of the production and sales teams located in Xiluozhen to clarify their new functions.

The Influence of The Food Poisoning Scandal on Milk Consumers' Willingness To Pay for Food Safety.

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Food safety can be said very important problem than any others, because it is closely related to the human activity and health. However, Themmilk consumers have come to have some doubts and a great distrust about the food safety in milk owing to the occurrence of the food poisoning scandal by Snow Brand Milk Procudts Co. And the food poisoning scandal had influence on the dairy industries and the milk consumers.

It is required to clearly understand the changes in the consumer behavior and their requests for safe milk products.

This study aims to identify the influences of the food poisoning scandal on milk consumers and to measure the consumers' Willingness To Pay for the food safety in milk, in case of replacing the main body of current permission system for HACCP with a third party. The analysis were extended to identify the consumers' factors that affect the Willingness To Pay. Data were collected from five regions: Obihiro, Hukui, Sapporo, Osaka, Tokyo, using a structured questionnaire.

To sum up the results is as follows.

First, aAfter the food poisoning scandal, 68.8 percent of consumers of Snow Brand milk has shifted to the other milk brands.

Snow Brand' s milk showed the highest loss ofmarket consumers' ratioshare in Osaka than the other regions.

The average amount of Willingness To Pay for food safety is 216.4 yen per litre and Tthe milk consumers in Osaka indicated higher ratio of WTP than the consumers in other areas, when it was classified into two less and over 10 yen in additional payment.

Second, the average amount of Willingness To Pay for food safety is 215.2 yen and additional amount of money was from 6.0 yen at the mininum to 28.9 yen at the maximum per litre.

Third, tThe result of the regression analysis shows that the income of respondents, the price of milk, a surplus for current milkthe difference between the maximum permissible price of real milk and the real price of the milk, experience in food poisoning and knowledge about HACCP have a significant effect on consumers' Willingness To Pay and the additional WTP for food safety under the inspection system byof a third party.

A Study on Introducing Vegetables and Management of Group Farming on Upland Fields
- The Case of Abashiri City -

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The purpose of this paper is to analyze management of group farming on upland fields at vegetable introduction. Therefore, this paper, in Abashiri City, investigates the actual conditions of group farming, and clears a characteristic and correspondence at introduction on a vegetable production by group farming.

The main conclusions of this paper are the following.

First, the characteristic of introducing vegetables on group farming are (1) selection of a list of items, (2) what all farmhouses that take part produce it, (3) two situations of cooperative work and cooperative utilization, and (4) a restriction of area to do planting.

Second, a management of group farming at introducing vegetables applies a method against upland field crops. It is possible for Group farming to introduce vegetables by such a method. However, there is possibility that differentials of the vegetables area under cultivation bring about a difficulty for impartiality of a role more than upland fields. In order to solve the problem, it is thought that set up a restriction of a severe vegetable area under cultivation.

Third, individual correspondence of a vegetable production is expanded by a small-scale farmhouse, and a principal worker is parents and woman. This is correspondence for that a competition of individual work and cooperative work occurs. The group farming accepts that with a condition that make a cooperative work take priority. By this, a farmhouse can make sure o f an income, and the group farming maintains by making sure of cooperative worker.