

Studies on the Production and Marketing of *Phalaenopsis* in Taitung Following Join the WTO

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Summary

To investigate the general situation of production, cost, and difficulty in production and marketing of *Phalaenopsis* in Taitung will be helpful for the strategies following join the WTO. The characteristics of the organization of orchids farmers in Taitung were studied. Consumers needs and the market potential were evaluated. Most of the gardens had less than 1000 square meters. It was neither sufficient nor economical for the professional production and in ternational marketing. The comsuming patterns of *Phalaenopsis* were potted plants and seedlings. Buyers were mainly amateur planter in Taiwan while a large scale demands in Japan, America and China, etc. However mericlones were accepted because of their unity and good quality. Various varieties and flowering seasons to meet market were the main points for the suppliers. As a potted orchid, the average retailer price is about 100-150 NT. However, *Phalaenopsis* price escalated in the festival seasons. The price depends on inflorescence, color and size. The production peak of *Phalaenopsis* at Taitung is from April to June. The essential equipment for *Phalaenopsis* culture is greenhouse which consisted of the main costs of potted *Phalaenopsis*. Calculated profit rates is 72—110% for pre-blossoming plants. The marketing price of *Phalaenopsis* is variable due to labor and transportation cost. Costs may be reduced by automatic management and air transportation. Information system of *Phalaenopsis* markets is necessary for improving the markets. Cooperation among different organizations will be helpful for the orchids *Phalaenopsis* marketing.

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