

摘要

臺灣由於自然及人文因素影響，酪農業發展遠不如國外興盛，在政策的引導下，酪農事業在國內漸漸的發展起來，近年來受到國際市場開放的影響，離酪人數不斷遞增，直至 2008 年發生三聚氰胺事件，國人對鮮乳的需求量增加，在此背景下，全國第一家由酪農牛乳合作社生產之「柳營鮮乳」誕生，是酪農自產自銷的鮮乳品牌第一次成功進軍大眾市場。本研究欲了解「柳營鮮乳」興起背後的影響要素，此要素間如何交互作用進而發展出酪農的自創品牌，故透過「農業糧食鏈」概念，探究酪農產業從投入、生產、加工及運銷的過程，藉以釐清柳營八翁地區酪農產業的發展脈絡、產銷過程與特色，及其產銷背後的轉變促成之自創品牌的探討。

研究發現，國內酪農業的發展歷程與政府政策息息相關，而柳營八翁地區的酪農業始於酪農專業區設立，酪農與酪農業相關組織及人員間的互動合作形塑出八翁酪農產業的產銷關係及特色，迄今八翁飼養乳牛已有 40 年時間，但近年來受到外在的政策、環境變遷及內部的廠農關係、人口老化影響，酪農戶數不斷下降，也引發酪農經營心態的轉變。酪農、乳品廠及通路商三者分別為牛乳糧食鏈中的生產、製造及銷售端，尤以乳品廠為其關鍵所在，為降低乳品廠對酪農的約束及限制，「柳營鮮乳」品牌的出現是酪農由被動轉主動的第一步，期望透過品牌經營建立起與市場面對面的能力。

Most of the dairy farms in Taiwan are in the small scale, and the dairy industry is often controlled by the food process company. Hence, the income of dairy farmer is not good and an increasing numbers of farmers give up dairy farming. Until the Melamine Food Safty Incident in 2008, people increased demand for fresh milk instead of milk powder. Based on such development opportunity, a new fresh milk brand,“LIYOUYING MILK”was created by a small farmers’ organization in Tainan. This thesis aimed to understand the whole process of production and marketing of Taiwan dairy industry and find the key factors affecting a new agricultural brand creation.

The core theory applied in this study is the agro-food chain theory, and various kinds of field data are collected through in-depth interview.

Finally, the following results were found:

- (1). The dairy farming and industry development in Taiwan is affected by government policy seriously.
- (2). Dairy farmers, milk processors, and product distributors are the three main kinds of stakeholders in the dairy supply chain.
- (3). When a new brand creation from a small farmers' organization, many kinds of challenges will appear such as distribution channel.
- (4) Small farmers create a new brand can increase income and reduce the constraints and control from the food process company.