Analysis of Success Factors on Crop Switching Management: Applying the HERO Model

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Abstract

Conditions of farm crop switching are affected by several important external factors such as agricultural products import opening, policy support, and climate change. Farming environment is always changing; barriers to imports are becoming lower and lower because of FTA and others, and climate change affects a boundary line of cultivation. Those situations give farmers motivation to change crops in order to cope with them. In addition, cropl switching has been done in response to the local government measures about purchase of local agricultural products according to the local food and the expansion of organic agricultural products in school meal.

Even though the favorable environment toward crop switching has been created, there are not many researches or outcomes regarding crop switching. Only few studies focus on the list of decision-making in crop switching, and locally suitable crop selection is not treated. In order to utilize crop switching