2014 Meat Sufficiency Prospect Looked From the Availability of Fodder Based on SWOT Analysis

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Abstract

The government has launched the meat self-sufficiency program in 2014. Ministry of Agriculture, especially the General Directorate of Livestock must have a strategic step to make these programs success. Feed, especially fodder is one of the success factors for the programs. Therefore, there is need a study to determine factors which associated with strategic role in supporting fodder self-sufficiency in meat in 2014.

Using methods of data and information collecting through Focus Group Discussion (FGD) of senior undergraduate and graduate IPB Faculty of Animal Science 2009.

Based on the results of discussions, there are 14 internal factors that are divided from 7 Strengths and 7 Weaknesses. Strength that there is a marketing livestock production, water availability on farm land, the potential availability of fodder, fodder preservation technology, people's income level, veterinary technician and land outside Java. Weakness consists of the level of dependency on imported raw materials, potential land processing, the evaluation system of production, farmer capability, provision of livestock, supplying seeds and post-harvest processing systems.

There are 9 external factors, divided by 4 Opportunities and 5 Threats. There are opportunities those government regulations on animal husbandry, infrastructure support, business security and processing technological results. The threat that exists is the impact of free trade, the public's view of the farm business, the interest rate on bank loans and the rate of inflation.

Based on assessment results obtained in a closed grand strategy is to turn around the need for improvements in internal management, especially the stakeholders involved in the provision of fodder.

Keywords: SWOT, internal, external, grand strategy.

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