ABSTRACT

Pattern Analysis of The Feed Provision and Development Strategy in Pati District as The Center of The Traditional Beef Cattle Production

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This research aimed to analyze the supply pattern of beef cattle feed and a portrait of the potential subdistrict of Pati as beef cattle production center in Pati by analyzing the internal factors (strengths and weaknesses) and external factors (opportunities and threats) that exist in the area and then created a strategy for the development of smallholder. This research will be carried out in 4 (four) villages in the Pati district, Pati regency, Central Java, for one month, from 1 November to 30 November 2010. The method used in this research is descriptive method that describes a situation based on factual data with survey techniques and direct observation in the four villages were purposively selected, the village which has the highest cattle in District of Pati. The observed variables in the data collection process is a pattern of feed supply, as well as internal and external factors in the beef cattle business people, which includes the capital, breed, maintenance, feed, animal health, housing, labor resources, marketing, climate, government support, politics, and demand (consumers).

Forage availability throughout the year and the high beef demand in the Pati District is a major factor in the development of cattle production. It’s supported with experienced and productive human resources, is a strength in development to meet the demand for meat, especially in the District of Pati and national. However, smallholder in the District of Pati is inseparable from a variety of problems in it’s development. The low level of farmer education, limited capital, and traditional maintenance and still a side business for raising cattle, were major cause of low productivity of smallholder. High rate of imported cattle in Indonesia is a serious threat to the development of smallholder, so that the products of the smallholder can not compete on price and quality.

Optimization forage land and the formation of livestock in each village is an alternative strategy in overcoming problems in the development of beef cattle in the Pati District. Policies and programs of local governments in providing a knowledge and information technology training, and supervision in the marketing and animal health checks regularly, also some strategy that supports the traditional farm development in this area.

Keywords: pattern of feed provision, smallholder, SWOT analysis