MARKETING CHANNEL PATTERNS OF VARIOUS CULTIVATION CROPS OF LOCAL PEOPLE SURROUNDING GUNUNG WALAT EDUCATIONAL FOREST SUKABUMI

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Introduction

Along the management, Gunung Walat Educational Forest (HPGW) is aimed not only for the educational interest, but also utilized for its management and local people purpose. In the sense of above statement, community based forest management model is being developed. Inside this model, agroforestry is one of the physical activities.

Within agroforestry, both forest tree products and agricultural crops will be earned. To support the success of community based forest management by agroforestry, supporting studies are needed. One of these is marketing study of common commodities cultivated by surrounding people.

Objectives

This study aimed to find out marketing pattern of cultivation products of local people. The study result is expected to be one of an input for the development of agroforestry in the community based forest management.

Methods

This study was carried out by data tracing from the peasants, "tengkulak", small trader, up to consumers, for various commodity. The data collection was conducted by structured interview using questionnaire as well as depth interview.

Results of Study

Results of the study showed that marketing chain form differs from one commodity to one another. The marketing chain forms are presented in Figure 1 to 10.

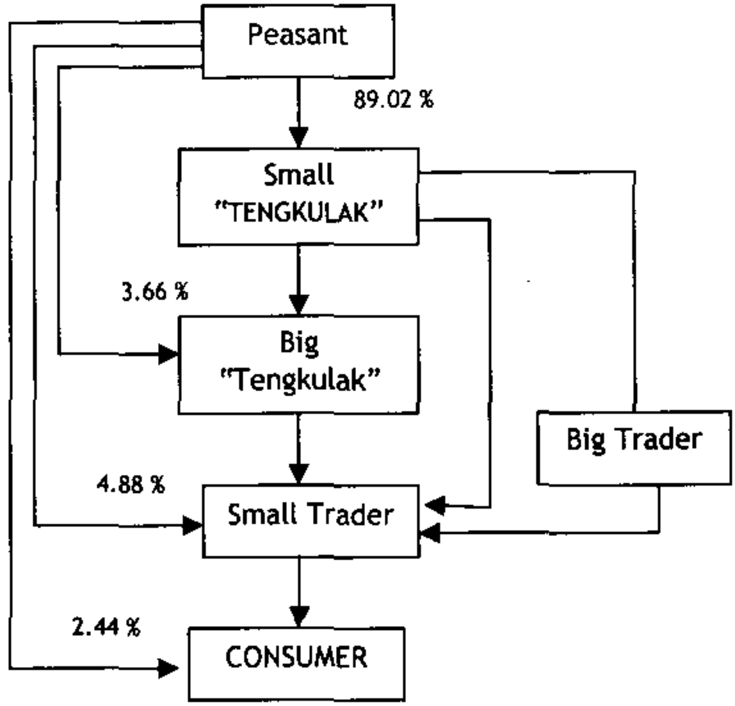

Figure 1. Banana Marketing Chain from Villages Surrounding HPGW

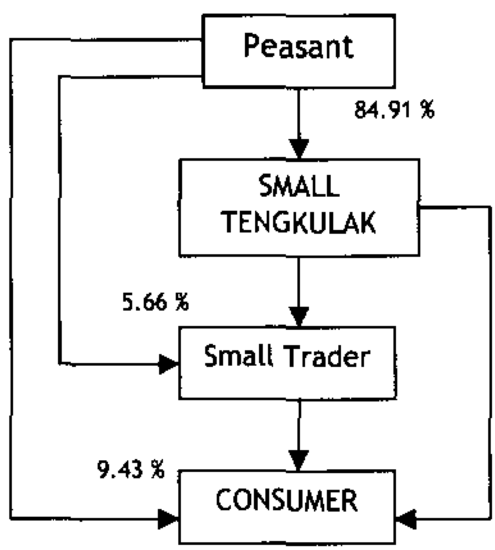

Figure 2. Coconut Marketing Chain from Villages Surrounding HPGW

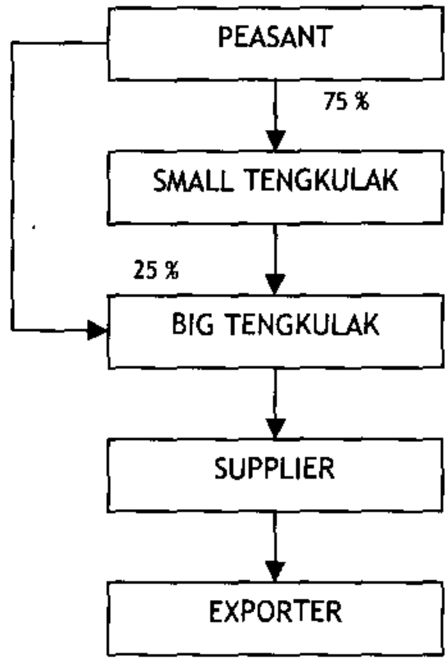

Figure 3. Kapulaga(kind of spices) Marketing Chain from Villages Surrounding HPGW

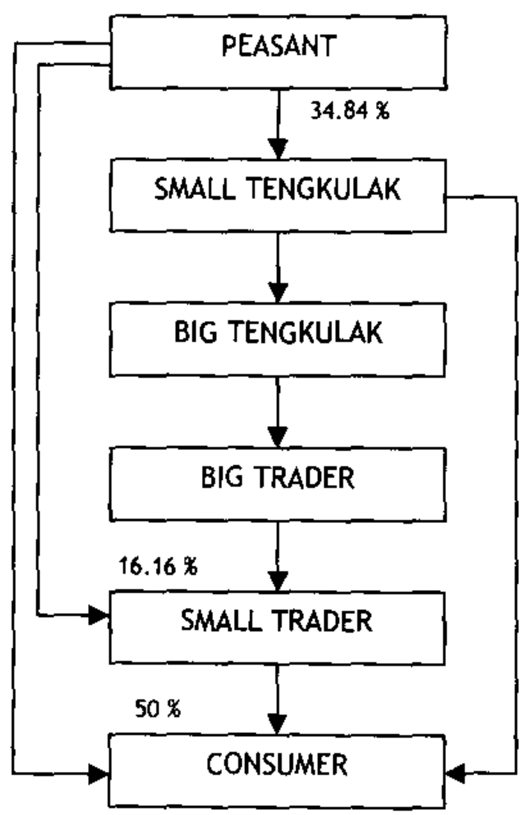

Figure 4. Cassava Marketing Chain from Villages Surrounding HPGW

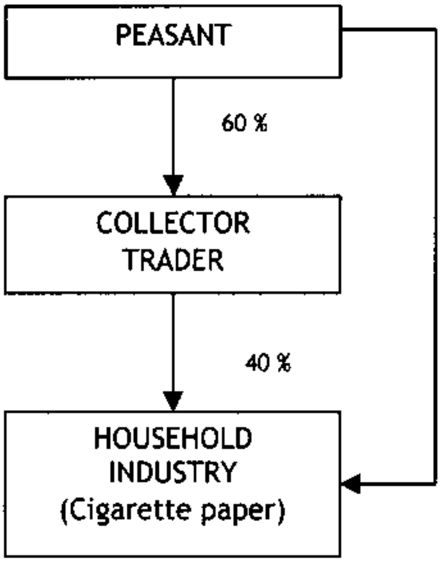

Figure 5. Leaves of Aren (*Arenga pinnata*, kind of palm) Marketing Chain from Villages Surrounding HPGW

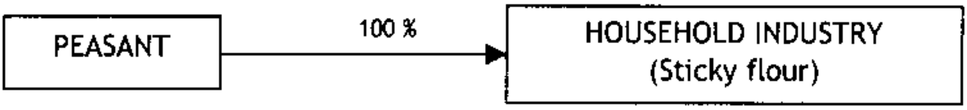

Figure 6. Stem of Aren (*Arenga pinnata*, kind of palm) Marketing Chain from Villages Surrounding HPGW

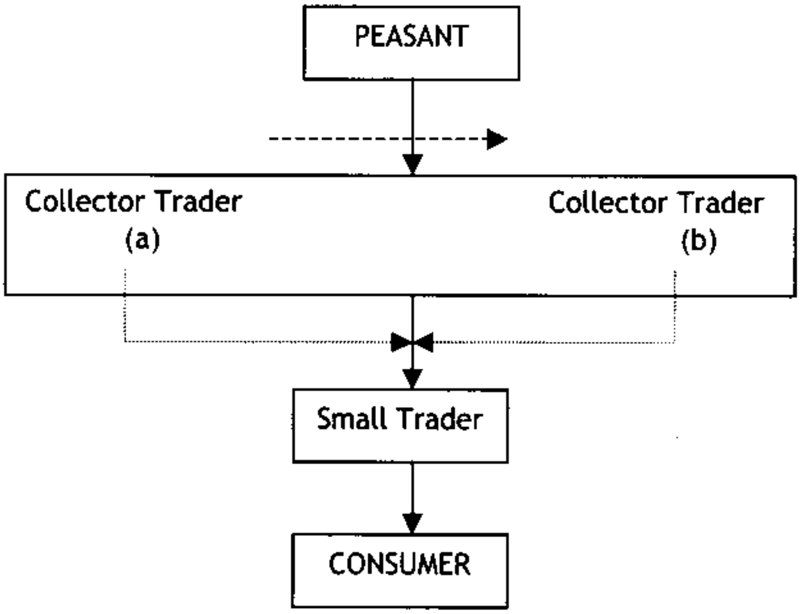

Figure7. Rambutan (Fruit of *Neppelium lappaceaum*) Marketing Chain from Villages Surrounding HPGW

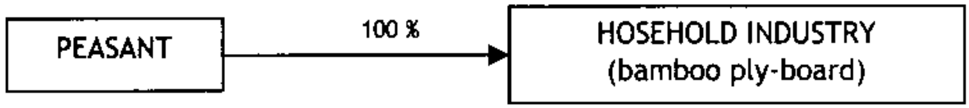

Figure 8. Bamboo Marketing Chain from Villages Surrounding HPGW

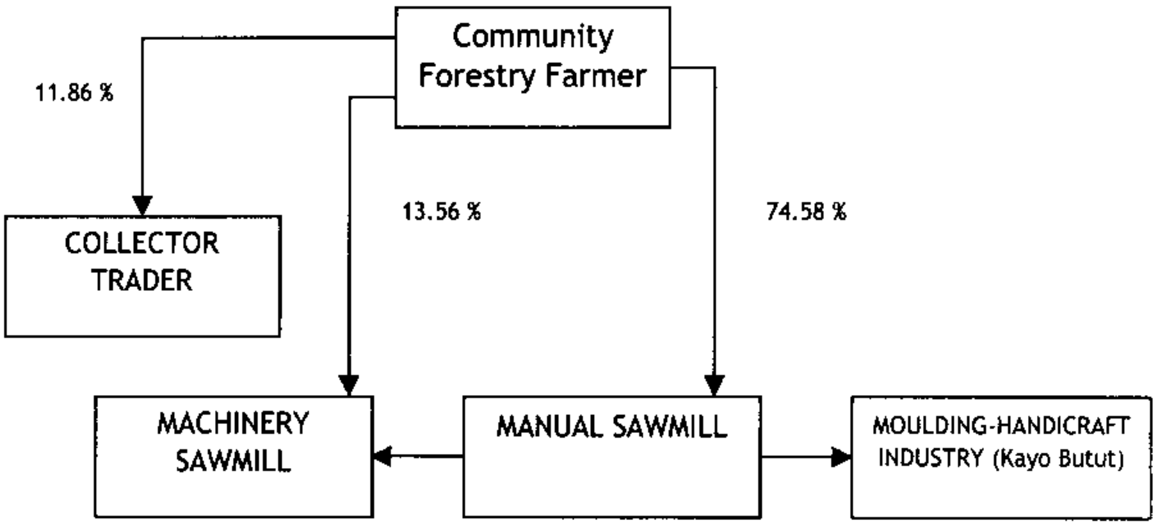

Figure 9. Community Forestry Timber Marketing Chain from Villages Surrounding HPGW

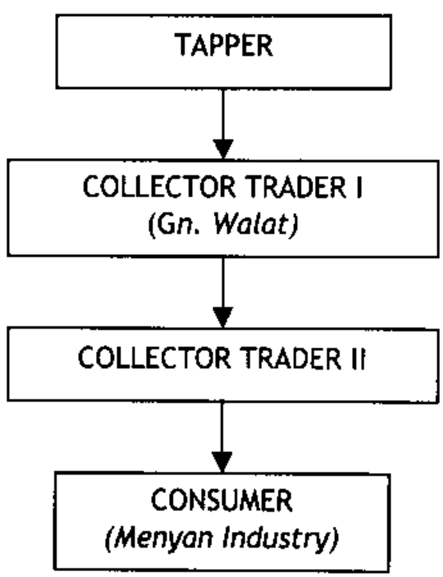

Figure 10. Damar Batu (White Resin) Marketing Chain from Villages Surrounding HPGW

Conclusionss

The length of the chains was determined by the amount of the institutions involved. The length of the chain correlated with the distance or commodity distribution up to the end consumer

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