Abstract

Strategy of Cattle Development with Agribusiness Orientation as the Effort to Increase Food Security in Riau Province

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Meat production, including the meat of cattle produced in Riau Province has not met the demand of domestic/local consumers. Up to now, there is about 30 percent of the product still supplied from outside provinces and even imported from neighboring countries, such as USA and Australia. So, there is an urgent need to make a study on cattle development in this Province of Riau, to meet the demand. In this regard, the purpose of this study is to recommend an appropriate strategy on cattle development with agribusiness orientation and can be supplied by the common people smoothly, as the effort to strengthen and increase the food security of the people. This study uses descriptive method through a field survey. There are 31 samples taken through purposive sampling. The data, then analyzed, using several analyses tools: IFE, EFE, CPM, SWOT Matrix, QSPM and ISM system/technic. The conclusion is that the cattle development in this Riau Province must be carried out through a development strategy of central cattle production.