ABSTRACT

The Strategy for Agribusiness Development of Beef Cattle in Central Production Region of Koto Hilalang, Agam Regency, West Sumatra Province

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In 2000, West Sumatra Province had decided Central Production Region of Koto Hilalang as the centre for beef cattle development in Agam Regency. Through Regional Autonomy, the development of Central Production Region of Koto Hilalang, then, continued by the Government of Agam Regency. The development of Central Production Region of Koto Hilalang included 3 (three) subdistricts, namely Kecamatan IV Angkat Candung, Tilatang Kamang and Baso which is located in East Agam.

This study is intended to identify strategic factors influencing agribusiness development of beef cattle in Central Production Region of Koto Hilalang, to find out several formula alternatives of strategic priority. Data obtained through several ways; by observation, interviewing local/regional farmers, questioner for five experts, and studying literatures in Agam and Padang. The data, then, analyzed using gap analysis, internal and external factors analysis, evaluation matrix of internal and external factors, SWOT matrix, and AHP analysis.

The conclusion obtained that the strategic priority influencing in agribusiness development of beef cattle in Central Production Region of Koto Hilalang is strategic development of investment/capital, and by strengthening the farmer groups.