The Strategy of Beef Cattle Agribusiness Development In Kuantan Singingi District of Riau Province

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The purpose of this research was to identify and to evaluate the internal and external factors that influence and determine the success of beef cattle development, to determine the priorities of development, to formulate and recommend appropriate development strategies, and to find out to what extent the involvement of related institutions has been in the agribusiness development of beef cattle.

This study used a descriptive method through an observation and survey in collecting data. The data and information was then evaluated and analyzed using the IFE-EFE matrix, CPM analysis, SWOT analysis, QSPM analysis and ISM analysis. The results of CPM evaluation showed that the region of development priority was the District of Logas Tanah Darat. The SWOT analysis resulted four sets of alternative strategies. The first, setting up development centers to produce new breeds (beef cattle) by applying the technology of artificial insemination and to fatten or raise the young (new breeds) through the cattle farmer groups; second, improving managerial and technological skills in practicing the agribusiness of beef cattle through trainings, internship, and comparative studies in the regions that are more advanced in dealing with the agribusiness of beef cattle conducted by the other related institutions or Animal Husbandry Services; third, making cooperation between regional government with big plantations (oil palm plantations) to integrate with beef cattle farmers and monitoring supervision of cattle traffic; and four, improving coordination with all related stakeholders including capital-providers or institutions in making policies and regulations for the development of beef cattle. The results of ISM analysis indicated that each of the related institutions had a strong motivating force to achieve the goal in the development of agribusiness in beef cattle. The main strategy in priority recommended is by setting up the centers for the development of beef cattle to produce new breeds by artificial insemination and the centers for fattening or raising the resulted breeds by involving the cattle farmer groups.

Keywords: strategy, beef cattle, agribusiness, IFE, EFE, SWOT, CPM, QSPM, and ISM, Regency of Kuantan Singingi