

Factors Determining the Farmer's Decision to Develop Their Beef Cattle Farming in The Southern Coastal Areas of Central Java

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First Author	Sugiarto, Mochamad; Nur, Syarifuddin; Djatmiko, Oentoeng Edy; Einstein, Alief;
Last Author	
Authors	Sugiarto, M; Nur, S; Djatmiko, OE; Einstein, A;
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Abstract	<p>Rural food security is one effort made to increase the availability of animal production. The development of Kebumen Ongole Cross (also known as PO Kebumen) beef cattle is considered necessary to increase the population of beef cattle in the southern coastal areas of Central Java, especially in Kebumen Regency. The purpose of this research is to identify the farmers needs to develop their beef cattle farming and analyze the factors influencing their decision to develop PO Kebumen beef cattle farming. This research employed a survey method to 100 farmers of PO Kebumen beef cattle randomly selected through questionnaires. The descriptive statistic analysis was conducted to describe the farmers' need to develop the PO Kebumen beef cattle farming.</p> <p>Discriminant analysis was used to identify the main factors determining the farmers' decision whether or not to develop their Kebumen Ongole Coss beef cattle farming. The research results showed that 93 percent respondents decided to develop their beef cattle farming, while the other 7 percent respondents did not and felt adequately satisfied with their cattle number. The cattle number and their experience in beef cattle farming are the farmers' important factors to considerably make their decision whether or not to develop their beef cattle farming. The increasing farming experience and number of cattle tend to drive the farmers develop their cattle farming. The development of PO Kebumen beef cattle farming should well consider the farmers' maximum capacity as it is not their main business.</p>
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Author	MOCHAMAD SUGIARTO