

### **Attachment 1. Interview Transcript, Coding And Categorizing Process**

After collecting data by conducting interview, observation and documentary, the data gotten is selected, summarized, compiled more systematically, categorized, and highlighted the important points (Miles and Huberman, 2014). The following transcript is the data gotten from the interview.

Interview with Ir. Sudjono MP, (August 11, 2016 at 13:40 to 14:20 pm)

Sudjono (S)

Researcher (R)

R : What strategy adopted by Malang regency government to develop beef cattle farms in Malang Regency?

S : We have two main strategies, (1) Determination of beef cattle region, (2) optimization of the artificial insemination program, and we still have some supporting strategies such as productive female rescue, health maintenance, etc

R : Based on what cattle development region determined, Sir?

S : It based on the natural resources and the cattle population belong to that region

R : Sir, how a region could have a lot of cattle population?

S : Well, some regions has big cattle population because of it has been handed down. I mean, it is kind of heredity. They are farmer because of their grand grand grand father are farmers.

R : What about the natural resources, Sir? Does it influence cattle population?

S : Yes. Definitely

- R : Sir, What about farmer institution? I mean, the quality of farmer group?
- S : Farmer groups quality in Malang regency, most of them are medium, few are still needed a lot of supervisions
- R : It means, they still need a lot of guidance from the government, Sir?
- S : Yes, but most of them have been self sufficient
- R : how was the system development undertaken by the government to foster farmer group?
- S : Well, coaching farmer groups need more than just short course/training. We must let them practice by giving stimulant such as food, etc
- R : How was cattle development concept in Malang regency?
- S : We want to develop our traditional farmers to have a better income and being an entrepreneur through their farm
- R : How much the proportion of bussiness commercial scale from cattle farmers in Malang regency?
- S : Perhaps, only 15%
- R : Sir, You have said about Artificial Insemination, right? Do you think it is good to optimize it?
- S : Definetely. Malang Regency has a wide territory. The cattle population spread out there. We have appointed inseminators for each district, so they can handle what needed by farmer in their district.
- R : Are they qualified?

- S : Yes, qualitatively and quantitatively
- R : Ok, sir. In your opinion, What are internal and eksternal factors classified as strength, weakness, threath, and opportunity influencing cattle development?
- S : Ok. Farmer mindset (Internal/Weakness), cattle population (I/S), capital (I/W), natural resources (I/S), Artificial Insemination (I/S), Inseminator (I/S), human resources (I/S)
- R : Sir, eventhough all the target achieved in 2011-2015, but Malang regency government still has a big duty to develop 85% traditional farmers to be commercial scale. Is there alternative strategy that could be adopted to solve that problem?
- S : We wanna form people farming center where the management organized professionally to arrange farmers in certain region. It is adopted from central government idea, but Malang regency government will try to implement it well.
- R : Wow, it is interesting, Sir.. with whom, the government will cooperate to implement this?
- S : With scholars from brawijaya university and private section. We have made agreement with Brawijaya University, and from private section we're still trying to get tehere

Interview with Dra. Endah Susilaningtyas, (August 11, 2016, at 10.30-11.00 am)

Endah (E)

Researcher (R)

- R : What strategy adopted by Malang Regency Government to develop its cattle?
- E : Our strategy implemented by inseminator which spread out in 33 districts of Malang Regency
- R : What is cattle succesful parametric of a region?
- E : It could be seen from it's population
- R : How is the quality of the inseminator?
- E : It's good in quantity but still needed to be developed in quality
- R : Does Malang Regency government has conducted effort to upgrade inseminator's quality?
- E : Definitely. It is very needed to develop inseminator's quality
- R : What about the farm itself?
- E : Farmer's quality need to be upgraded, the livestock as well
- R : Why the quality of inseminator is still low?
- E : It's caused by the street problem. So far and difficult to be reached.
- R : What about service quality?
- E : It must be upgraded by conducting trainings for inseminators. The training will give basic skill of the inseminator, they need to be guided to solve recent problems.
- R : What about sperm quality? The supplies?
- E : No problem
- R : What about the breeding?
- E : No problem
- R : Artificial insemination target? Could it be achieved?

- E : Definitely, with full support from the regent
- R : What are internal and eksternal factors classified as strength, weakness, threath, and opportunity influencing cattle development?
- E : AI (I/S), Inseminator Quantity (I/S), Inseminator Quality (I/W), cattle quality (I/S), sperm quality (I/S), breeder quality (I/S)

Interview with drh. Woro Hambarukmi, (August, 11 2016, 11.10-11.40 am)

Woro: W

Researcher: R

- R : What strategy adopted by Malang regency government to develop it's cattle?
- W : Supporting beef self sufficiency explisitly faced with the following strategies: increasing population, livestock production, and farmer welfare
- R : In your position maam, what have you done in implementing the strategy?
- W : I am in livestock health and veteriner health. Our duty is supporting the strategy above from the livestock health service. We're trying the reduce mortality, not only from the disease contamination but also reproduction problem. Live stock with a good health will have a good productivity
- R : Guiding beef quality, what is your section task in that point?
- W : We're guiding the beef from the farm untill the table. Livestock health inspection, the slaughterhouse sanitation and hygiene, and

monitoring all slaughterhouse officers, antemortem and post mortem inspection to ensure the quality of the beef. If the quality is not good it have to be wasted/ we also supply tricycle car which could be used to distribute the beef to the market. We're also conducting microbiology test in laboratory. The good health of live stock will allow cattle to have a good weight, supporting by good feeding system will produce high weight increase, higher cattle quality, and off course the increase of farmer welfare

R : How far is government effort to cure livestock disease?

W : It's on the process to open farmers mind about the importance of livestock's health, educating farmers about livestock disease, reducing livestock disease, monitoring livestock distribution from and to another region. But sometimes, it could be very difficult to educate old farmers, then the younger. It because of their old mindset, and unqualified feed.

R : What is the qualification of our farmers maam?

W : Low education truly limited the farmers mindset. They have cattle just for saving, in case they have a need, they will sell it. Just it.

R : What is the target of malang cattle development strategy?

W : The target is the traditional farmer. Because he still help in education, medicine, etc. It's different with farming company. We just play the role as regulator right there.

R : What about vaccine service maam?

W : Farmer doesn't have a will to vaccine their cattle on their own. Eventhough it's slow investment for the cattle's health, they don't

wanna do it. They still think it's not necessary. Therefore, we must always guide this program. Vaccine we have is enough. I mean, considering our quantity and our distribution power, it's enough.

R : So, vaccine quantity, is it available for all needed cattle?

W : Well, it little bit difficult to calculate it. Because the vaccinated cattle today, could be distributed tomorrow and so on. So, calculating how many cattle need vaccine will be difficult on that.

R : What about another health service maam?

W : We've delivering periodic mass treatment and free medicine. The farmers love this program so much

R : Okay, Maam. In your opinion, What are internal and eksternal factors classified as strength, weakness, threath, and opportunity influencing cattle development?

W : Farmer's quality (I/W), cattle disease (I/W) & (E/T), cattle population (I/S), farmer mindset (I/W), farm labour (E/T), geographic condition (I/S), personnel resources (I/S), cattle distribution (E/O)

Interview with Victor Sembiring s.Pt, ME (August, 11, 2016 at 09.10-10.00 am)

Victor (V)

Researcher (R)

R : What strategy adopted by Malang regency government to develop its cattle?

- V : There are 3 strategies adopted by Malang regency government to develop cattle. (1) increasing cattle population. The way we use to increase cattle population is the fastest way, it is artificial insemination. The problem in this program is the cattle fertility which is very influenced by traditional farming system and poor quality of livestock feed. This problem make the high rate of service per conception. Another way to increase the cattle population is distributing livestock breeds. Livestock breeds usually given to the farmer who want to advance to accelarate the progress; (2) increasing livestock production, increasing livestock productivity. Livestock with good genetic will be much better with good farming system w, and this will produce good beef. Live stock quality is very influenced by its feed intake. Malang regency government try to change traditional farmer's habbit in feeding their livestock by feed processing technology considering potential feed of Malang Regency ; (3) increasing farmer's welfare, farming cattle should be profitable so people will be interested to be a good farmer (it refer to farming efficiency & production efficiency) and also guiding market information so farmer won't be cheated by broker.
- R : Sir, about artificial insemination, is the semen qualified?
- V : Semen quality is good/normal. There is no complain about it. The problem in artificial insemination is on the poor quality of livestock fertility (because of traditional farming system. On the other hand, it's been observed that cattle breeders nowadays are the second



or the third descent. This condition will decrease the quality of the cattle breeding.

- R : What about the inseminator quality? The assesment? SOP?
- V : You better ask the production section, cause it is their territory.
- R : Is there any specific regulation ruling the inseminator?
- V : I guess not. but there is no complain about it. We already have Perda Num 50/2012 about livestock and animal health of Malang Regency. And the inseminators are our men, they are legal and protected by legal law.
- R : Cattle distribution, is it still relevant, Sir? Considering that regency government has no right to import cattle, so it just move the cattle from different region?
- V : Cattle migration inside malang regency won't add cattle population. But it's different if we bring in cattle from outside Malang. Cattle procurement is intended to stimulate farmer so they can develop themselves quicker.
- R : Giving cattle as stimulant, don't you think it will be useless?
- V : Traditional farming system is not a problem. It's kind of challenge. We must be able to upgrade it, develop it.
- R : Sir, what about slaughterhouse service regarding to the effort to increase beef production (quality and quantity)?
- V : The cattle slaughtered in Malang Regency usually has lifeweight under 400 kg. It's very risky, because it means we must slaughter a lot of cattle to supply people's demand. Therefore, cattle lifeweight should be increased, by improving cattle's productivity.

That's for increasing beef quantity. For increasing beef quality we have qualified slaughterhouse so it could produce safety, healthy, undamaged, and halaal beef for people. We're also have a will to arrange livestock market management by determining livestock grade. We're also providing livestock scales to avoid broker's cheat. We're trying as good as we could to involve in livestock market management. But not in controlling price, it depend on market mechanism (supply-demand).

R : What is government efforts to increase farmer welfare/income?

V : Increasing farming system efficiency by conducting trainings, for example: training of using local food, waste treatment training, livestock post processing training.

R : In your opinion, What are internal and eksternal factors classified as strength, weakness, threath, and opportunity influencing cattle development?

V : Capital (I/W), livestock feed (I/W), feed potency (I/S), semen quality (I/S), breeds quantity (I/S), cattle population (I/S), market information (I/W), slaughterhouse quality (I/S), personnel resources quality (I/W), livestock market management (E/T), post production process (E/O)

Interview with Ir. Nur Zulaichah, MP, (August 2, 2016. 15.11- 15.41)

Nur: N

Researcher: R

R : What strategy adopted by Malang regency to develop its cattle?

- N : (1) cattle distribution, (2) increasing cattle population, (3) another supporting program such as reproductive disorder, oestrus synchronization (60% successful), it's conducted to harvest the cattle births in the same time as preparation for supplying peak demand; embrio transfer.
- R : from the program you've mentioned above, how to sortize it in priority scale?
- N : 1. artificial insemination; 2. Reproductive disorder; 3. Cattle procurement
- R : What is the main problem of cattle farm in Malang Regency?
- N : Actually cattle farming system is getting better, but, the farmer mindset to keep their livestock as saving is very annoying. They won't sell it if they don't need it. Poor feeding also push farmer to sell cattle for feeding another cattle especially in dry season.
- R : What about cattle farming system scale in Malang Regency?
- N : 90% of catlle farmers in Malang are still traditional with 2-3 cattle's for each farmer. The commercial scale are in Gondanglegi dan Pakis kembar only.
- R : The program and stimulant which should be given to the people, is it enough ma'am?
- N : Well, actually the programs and the stimulant are limited. But we have personnels that incharge in each district so the farmer's problem could be solved as soon as possible. We also have periodic meeting for our personnel/inseminator to discuss about recent condition in each district.

- R : What about the assesment system? Is there specific regulation to arrange/rule inseminator?
- N : Inseminator is paid by government, so government has right to arrange and assess them. There is now specific regulation about inseminator.
- R : In your opinion, What are internal and eksternal factors classified as strength, weakness, threath, and oppportunity influencing cattle development?
- N : Capital (I/S), labour (I/W), pakan (I/W),feed potency (I/S), farmer experience (I/S), market demand (E/O),livestock disease (E/T)

Interview with drh. Heridji Sutardjo, (August, 02 2016, 10.40-11.40 am)

Heridji (H)

Researcher (R)

- R : Sir, what is the strategy adopted by malang regency government to develop its cattle?
- H : We're from government, we have a hope that some day we will be just enabler or regulator in cattle farm in Malang. It means, we're trying to develop cattle farm in Malang become self sufficient. So the farmer must increase their cattle belonging. The main problem of cattle farm in Malang is the low interest of people. In their opinion, become a farmer is not profitable. Well it could be understood because farming cattle is long investment. So, most of cattle farmer take it as side job. They have another job which could feed their daily need.

- R : Sir, if Malang has increasing population target, what is the consideration?
- H : Production power and market demand
- R : What is the main strategy of Malang Regency to increase population?
- H : Artificial insemination is the prime strategy. It's low budget and produce magnificent result. Giving stimulan in breed and feed livestock also trainings are supporting program. It's because our farmer must be given example as practice, not only guided by words.
- R : Sir, the proportion between stimulant and the farmer needed in Malang regency, is it enough?
- H : Well, actually we only could supply few of the need. But we give the stimulant to the good farmer group as the pilot group. Sometimes it failed, when the group is impotent, but it succeed in the other cases. We're also having limited personnel so we could not conducted continously training to the same group. This, what difficult from developing traditional organization.
- R : In your opinion, What are internal and eksternal factors classified as strength, weakness, threath, and opportunity influencing cattle development?
- H : Capital (I/W), production facility (I/S), labour (I/S), motivation (I/W), farmer experience ((/W), livestock farming system (I/W)

Buali (B)

Researcher (R)

R : How do you start farming cattle?

B : I buy the breed from livestock market, and then my neighbour came to me offer to share in farming cattle. He will buy a cattle, and the cattle will be on my responsibility for the feeding. We will share the result if the cattle give birth, if the cattle sold, the income will be divided fifty fifty

R : So, the owner just give you a cattle and after that all cost production is under your responsibility sir?

B : Yes, It is

R : What about the healthy service Sir?

B : Most of it i do it by my own. I am expert in making some potions such as birth potion, poisoned potion, power potion, etc.

R : So you never come to the medical officer, Sir?

B : Well, i use them in case hard disease or artificial Insemination. Instead of it, i do it by my own.

R : If you're that good in farming cattle, why don't you do it anymore, Sir?

B : 1. i have no space anymore. It is used for my mother's room. 2. Farming cattle couldn't provide my routine need. So i have to take another job. And that job become my main job. Cause i can't share the time, i accentuate my main job.

Interview with Pak Iskan on August 23, 16.15-16.45

Iskan (I)

Researcher (R)

R : How do you get your breed, Sir?

I : I bought it in livestock market

R : How is the market system?

I : I keep breeder, and sell the tillers.

R : What about the price, Sir?

I : I bought it 19 millions, after 7 months it become 23 millions

R : Wow, it is good investment isn't it.

I : Yes it is.

R : How many cattles you have, Sir?

I : I ever have until 8 cattles. But now, i have only 2. Both of it are pregnant

R : What about feeding system, Sir?

I : I look for grass or farming waste around. Rainy season become difficult to look for grass i used to buy thhe food in that season. Especially in hard rain.

R : What about the insemination Sir?

I : I use Pak Sarwono service from Glagah Dowo

R : Sir, why don't you consider farming cattle as your main job, Sir?

I : Well, farming cattle couldn't feed my family. It is profitable but in a long time. I couldn't hang on that.

Interview with Pak Pipit on August 23, 2016 16.55-17.25

Pipit (P)

Researcher (R)

R : Sir, sorry for bothering. Is that cattle is your own?

P : No, i just maintain it. My main job is renting tractor machine. And then my neighbour came to me offer to share in farming cattle. He will buy a cattle, and the cattle will be on my responsibility for the feeding. We will share the result if the cattle give birth, if the cattle sold, the income will be divided fifty fifty, i have the space in the backyard, so, i agree with that offering.

R : Which one more profitable? Renting tractor machine or farming cattle?

P : Of course farming cattle, but, it can't fulfill my daily needs.

R : What about feeding system?

P : I look for grass and farming waste around. Sometimes i buy a space ex harvest with a very cheap price but i have to cut it by my self. Rainy season is the best season to feed the cattle. The grass is available everywhere. In long dry season, i must buy it.

R : So, you always use fresh grass to feed your cattle? Don't you wanna try to process the grass as a saving feed for your cattle in dry season.

P : Well, i never do it. It's not only because of the cost production is too high, but also because of the limited space. It's impossible for mee to keep the feed for the next period.



- R : Ooh, i see. So, you never use another material for feeding your cattle?
- P : Never. I just buy pollard for cattle after giving birth. Instead of it, grass or farming waste is enough.
- R : Why is that so?
- P : Well, using concentrate will make cattle manure become more liquid. It will make it more stinky, and it will be difficult to clean it.

Interview with Ruqoiyah on August 18, 2016 10.00-10.30 am

Ruqoiyah (R)

Researcher (r)

- r : Maam, in your family, do you often serve beef in your daily menu.
- R : Yes of course. Especially for my husband. He love eating beef so much
- r : Oh, really, what is the favorite recipe of your family?
- R : I use to cook rawon or empal or semur etc
- r : Wow, it so yummy. Ok, ma'am. What do you think about the beef quality.
- R : Well, it depends on the seller. But i have my trusted seller, she will provide me the high quality of the beef. On the other hand, there's the beef grade. You must afford higher price if you wanna get higher quality
- r : Do you ever have difficulty in finding good beef maam?
- R : Nope, never.
- r : What about the beef price?

- R : Well it use be more expensive in lebaran and Ramadhan
- r : In highest price of beef, is it still affordable?
- R : Well, Alhamdu lillah it is affordable
- r : Maam, do you ever know the news about the expensive beef last year.
- R : Oh, yes. I saw it. But Thank god it never happen in Malang.  
However, i will be more glad if the beef price could be cheaper.

Interview with lulu Atul Abidah on August 20, 2016 10.30-11.00 am

Lulu: L

Researcher: R

- R : Maam, in your family, do you often serve beef in your daily menu.
- L : Not that often. I use to serve different menu everyday and i have many choices for that
- R : Oh, really, how often you serve beef to your family?
- L : Perhaps one in a week or 2 weeks. If my children want to eat beef we use to go to the restaurant for eating steak or meatball
- R : Wow, it so yummy. Ok, ma'am. What do you think about the beef quality.
- L : Well, it depends on the beef grade. Beef for rawon is different price with beef used for empal. You must afford higher price if you wanna get higher quality.
- R : Do you ever have difficulty in finding good beef maam?
- L : Hmmm... not at all. It available everywhere

- R : What about the beef price?
- L : Of course, beef has the highest price compared to the others food material. Especially in lebaran and Ramadhan
- R : In highest price of beef, is it still affordable?
- L : Well, Alhamdu lillah it is affordable. But, just like what i've told you, my family is not beef eater only. If the beef is very expensive i could buy chicken, or fish. It's no problem
- R : Maam, do you ever know the news about the expensive beef last year.
- L : Oh, yes. I saw it. How cruel the person who keep the cattle whis is ready to be slaughtered, it happened in Tangerang. I saw the news in Tv. But thank god is not happening here.

The informant profile is explained in the following table:

A.	Name : Ir. Sudjono, MP Occupation : Head of Livestock and Animal health Institution Position : Government EIN :
B.	Name : Ir. Endah Susilaningtyas Occupation : Chief of Information, Technology and statistic section Position : Government EIN :
C.	Name : drh. Woro Hambarukmi Occupation : Chief of Animal health and veteriner health section Position : Government EIN :
D.	Name : Victor Sembiring, S.Pt, ME Occupation : Chief of livestock agribusiness section Position : Government EIN :
E.	Name : Ir Nur Zulaichah, MP Occupation : Chief of livestock production section Position : Government EIN :
F.	Name : drh. Heridji, M.Sc

	Occupation : the secretary of Livestock and Animal health Institution Position : Government EIN :
G.	Name : Buali Occupation : fruit seller Position : Cattle farmer (sidejob) EIN :
H.	Name : Iskan Occupation : Owner of tractor machine rental and grocery store Position : Cattle farmer (side job)
I.	Name : Pipit Occupation : Owner of tractor machine rental Position : Cattle farmer (side job)
J.	Name : Ruqoiyah Occupation : housewife Position : beef consumer
K.	Name : Lulu Atul Abidah Occupation : Teacher Position : beef consumer

The informants are coded from A to K to categorize the data collected.

The question codes are 1-4

The codes	The questions
1.	What strategy adopted by Malang regency government to develop beef cattle farms in Malang Regency?
2.	What are internal and eksternal factors classified as strength, weakness, threath, and opportunity influencing cattle development?
3.	How is the cattle farming system?
4.	How to get the beef? Is the beef affordable?

The dimension of the question are a-d

The codes	The questions
a.	What strategy adopted by Malang regency government to develop beef cattle farms in Malang Regency?
b.	What program conducted to implement the strategy?
c.	How was the implementation of the program?
d.	What is the main problem of the implementation

The following table will describe categorized question and answers from each informant:

Question code	Informant Code	Answers
1a	A	We have two main strategies, (1) Determination of beef cattle region, (2) optimization of the artificial insemination program, and we still have some supporting strategies such as productive female rescue, health maintenance, etc
	B	Our strategy is increasing cattle population implemented by inseminator which spread out in 33 districts of Malang Regency
	C.	Supporting beef self sufficiency explicitly faced with the following strategies: increasing population, livestock production, and farmer welfare
	D.	There are 3 strategies adopted by Malang regency government to develop cattle. (1) increasing cattle population. The way we use to increase cattle population is the fastest way, it is artificial insemination. The problem in this program is the cattle fertility which is very influenced by traditional farming system and poor quality of livestock feed. This problem make the high rate of service per conception. Another way to increase the cattle population is distributing livestock breeds. Livestock breeds usually given to the farmer who want to advance to accelerate the progress; (2) increasing livestock production, increasing livestock productivity. Livestock with good genetic will be much better with good farming system w, and this will produce good beef. Live stock quality is very influenced by its feed intake. Malang regency government try to change traditional farmer's habit in feeding their livestock by feed processing technology considering potential feed of Malang Regency ; (3) increasing farmer's welfare, farming cattle should be profitable so people will be interested to be a good farmer (it refer to farming efficiency & production efficiency) and also guiding market information so farmer won't be cheated by broker.
	E.	(1) cattle distribution, (2) increasing cattle population, (3) another supporting program such as reproductive disorder, oestrus synchronization (60% successful), it's conducted to harvest the cattle births in the same time as preparation for supplying peak demand; embrio transfer.

	F.	We're from government, we have a hope that some day we will be just enabler or regulator in cattle farm in Malang. It means, we're trying to develop cattle farm in Malang become self sufficient. So the farmer must increase their cattle belonging.
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Question code	Informant Code	Answers
lb	A	.....(1) Determination of beef cattle region, (2) optimization of the artificial insemination program, and we still have some supporting strategies such as productive female rescue, health maintenance, etc
	B	.....implemented by inseminator which spread out in 33 districts of Malang Regency
	C.	I am in livestock health and veteriner health. Our duty is supporting the strategy above from the livestock health service. We're trying the reduce mortality, not only from the disease contamination but also reproduction problem. Live stock with a good health will have a good productivity
	D.	.....The way we use to increase cattle population is the fastest way, it is artificial insemination. The problem in this program is the cattle fertility which is very influenced by traditional farming system and poor quality of livestock feed. This problem make the high rate of service per conception. Another way to increase the cattle population is distributing livestock breeds. Livestock breeds usually given to the farmer who want to advance to accelarate the progress; (2) .....Malang regency government try to change traditional farmer's habbit in feeding their livestock by feed processing technology considering potential feed of Malang Regency ; (3) .....farming efficiency & production efficiency) and also guiding market information so farmer won't be cheated by broker.
	E.	1. artificial insemination; 2. Reproductive disorder; 3. Cattle procurement
	F.	We're from government, we have a hope that some day we will be just enabler or regulator in cattle farm in Malang. It means, we're trying to develop cattle farm in Malang become self sufficient. So the farmer must increase their cattle belonging.

Question code	Informant Code	Answers
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Ic	A	<p>.....determining cattle region based on the natural resources and the cattle population belong to that region</p> <p>.....Well, coaching farmer groups need more than just short course/training. We must let them practice by giving stimulant such as food, etc... We want to develop our traditional farmers to have a better income and being an entrepreneur through their farm</p>
	B	<p>It must be upgraded by conducting trainings for inseminators. The training will give basic skill of the inseminator, they need to be guided to solve recent problems.</p>
	C.	<p>We're guiding the beef from the farm until the table. Livestock health inspection, the slaughterhouse sanitation and hygiene, and monitoring all slaughterhouse officers, antemortem and post mortem inspection to ensure the quality of the beef. If the quality is not good it have to be wasted/ we also supply tricycle car which could be used to distribute the beef to the market. We're also conducting microbiology test in laboratory. The good health of live stock will allow cattle to have a good weight, supporting by good feeding system will produce high weight increase, higher cattle quality, and off course the increase of farmer welfare</p> <p>..... on the process to open farmers mind about the importance of livestock's health, educating farmers about livestock disease, reducing livestock disease, monitoring livestock distribution from and to another region. But sometimes, it could be very difficult to educate old farmers, then the younger. It because of their old mindset, and unqualified feed.</p> <p>..... We're guiding the beef from the farm until the table. Livestock health inspection, the slaughterhouse sanitation and hygiene, and monitoring all slaughterhouse officers, antemortem and post mortem inspection to ensure the quality of the beef. If the quality is not good it have to be wasted/ we also supply tricycle car which could be used to distribute the beef to the market. We're also conducting microbiology test in laboratory. The good health of live stock will allow cattle to have a good weight, supporting by good feeding system will produce high weight increase, higher cattle quality, and off course the increase of farmer welfare</p>

	D.	Artificial insemination conducted by skilled inseminator using qualified breeds Cattle procurement distributed to the selected farmers Increasing farming system efficiency by improving the farming system Increasing the profit and the value of the cattle by giving training about waste process, post production process, etc
	E.	(1) cattle distribution, (2) increasing cattle population, (3) another supporting program such as reproductive disorder, oestrus synchronization (60% successful), it's conducted to harvest the cattle births in the same time as preparation for supplying peak demand; embrio transfer.
	F.	Artificial insemination is the prime strategy. It's low budget and produce magnificent result. Giving stimulan in breed and feed livestock also trainings are supporting program. It's because our farmer must be given example as practice, not only guided by words.

Question code	Informant Code	Answers
Id	A	..... the natural resources and the cattle population belong to that region ..... Farmer groups quality in Malang regency, most of them are medium, few are still needed a lot of supervisions
	B	Farmer mindset, farmer group quality
	C.	.....It because of their old mindset, and unqualified feed.
	D.	Low fertility, bad feeding system
	E.	..... farmer mindset to keep their livestock as saving is very annoying. They won't sell it if they don't need it. Poor feeding also push farmer to sell cattle for feeding another cattle especially in dry season
	F.	..... The main problem of cattle farm in Malang is the low interest of people. In their opinion, become a farmer is not profitable. Well it could be understood because farming cattle is long investment. So, most of cattle farmer take it as side job. They have another job which could feed their daily need.

Question code	Informant Code	Answers
2	A	Ok. Farmer mindset (Internal/Weakness), cattle population (I/S), capital (I/W), natural resources



		(I/S), Artificial Insemination (I/S), Inseminator (I/S), human resources (I/S)
	B	AI (I/S), Inseminator Quantity (I/S), Inseminator Quality (I/W), cattle quality (I/S), sperm quality (I/S), breeder quality (I/S)
	C.	Farmer's quality (I/W), cattle disease (I/W) & (E/T), cattle population (I/S), farmer mindset (I/W), farm labour (E/T), geographic condition (I/S), personnel resources (I/S), cattle distribution (E/O)
	D.	Capital (I/W), livestock feed (I/W), feed potency (I/S), semen quality (I/S), breeds quantity (I/S), cattle population (I/S), market information (I/W), slaughterhouse quality (I/S), personnel resources quality (I/W), livestock market management (E/T), post production process (E/O)
	E.	Capital (I/S), labour (I/W), pakan (I/W), feed potency (I/S), farmer experience (I/S), market demand (E/O), livestock disease (E/T)
	F.	Capital (I/W), production facility (I/S), labour (I/S), motivation (I/W), farmer experience ((I/W), livestock farming system (I/W)

Question code	Informant Code	Answers
3	A	.....Traditional farming system
	B	.....Traditional farming system
	C.	.....Traditional farming system
	D.	.....Traditional farming system
	E.	.....Traditional farming system
	F.	.....Traditional farming system
	G.	..... Most of it i do it by my own. I am expert in making some potions such as birth potion, poisoned potion, power potion, etc.
	H.	I look for grass or farming waste around. Rainy season become difficult to look for grass i used to buy thhe food in that season. Especially in hard rain.
	I.	I look for grass and farming waste around. Sometimes i buy a space ex harvest with a very cheap price but i have to cut it by my self. Rainy season is the best season to feed the cattle. The grass is available everywhere. In long dry season, i must buy it. .....Well, i never do it. It's not only because of the cost production is too high, but also because of the limited space. It's impossible for mee to keep the feed for the next period. .....I just buy pollard for cattle after giving birth. Instead of it, grass or farming waste is enough.

Question code	Informant Code	Answers
4	J	<p>.....Well, it depends on the seller. But i have my trusted seller, she will provide me the high quality of the beef. On the other hand, there's the beef grade. You must afford higher price if you wanna get higher quality (market)</p> <p>..... Well, Alhamdu lillah it is affordable</p>
	K	<p>Well, it depends on the beef grade. Beef for rawon is different price with beef used for empal. You must afford higher price if you wanna get higher quality. (market)</p> <p>..... Well, Alhamdu lillah it is affordable. But, just like what i've told you, my family is not beef eater only. If the beef is very expensive i could buy chicken, or fish. It's no problem</p>