

ABSTRACT

Supporting Indonesian beef self sufficiency, Livestock and Animal Health of Malang Regency has adopted 4 (four) development strategies: developing cattle region center, increasing cattle population, increasing cattle production, and increasing farmer welfare. Infact the strategy implemented tend to the development of the livestock itself. It could be seen from the fact that more than 85% of cattle farmer in Malang are still using traditional farming system.

Livestock and animal health institution has the opportunities such as following: (1) Stakeholders Support, (2) High demand of cattle, cattle product and post product, (3) Technology development; the threats faced are (1) Competition of livestock products, (2) Price Fluctuations, (3) Disease attack, (4) Weak Institutional Farmers (5) Poor farming system, (6) Farmer mindset (7) Mastering Technology, (8) Capital; the strenghs are (1) The institutional strong existence (2) Leaders support (3) Human resource quality (4) Good infrastructure; The weaknesses are (1) Low budget (2) Human resource quantity.

The strategical issues found are: (1) Strengthening livestock and animal health as the institution which is able to provide services to the community maximally; (2) Assesing and applying breeding technology that capable of optimizing the increase in population, production and productivity of cattle, (3) Empowering of farmer human resources; (4) Improving monitoring of materials of animal origin; (5) Improving aparatus quality which sensitive to the cattle development and able to adopt technology; (6) Increasing the participation of public and private sector in cattle development; (8) Strengthening farmers groups in managing cattle farming system (feeding, taking care of animal health, etc), (9) Developing capital breeders;

It could be suggested to accelarate the traditional farming system development by forming unified farming system consist of the farmer groups, production service unit, and another stockholder involvement.

Keywords: development strategy, cattle, cattle farmer