

**ACTUAL PROBLEMS FACED FROM  
ENTREPRENEURS IN CENTRAL  
SUMBA DISTRICT**

# The problems faced by broiler chicken breeders

## 1. Marketing of broiler chicken products

- ▶ Harvest at the same time as other breeders
- ▶ People's purchasing power is still low
- ▶ Less mastering marketing techniques
- ▶ Lack of government or related agencies support

# Solution from Student:

- ▶ Breeders can sell livestock products in processed form
- ▶ For example: frozen chicken, chicken-based food menu (geprek chicken, nuggets, sausages, shredded meatballs, chicken noodles, satay, intestinal chips, chicken claw crackers, etc.)
- ▶ Deeper marketing strategy
- ▶ Example; marketing products through social media, seeking to harvest times target when demand is highest, for example during religious holidays, rice planting and harvesting times, and at traditional events.
- ▶ It is hoped that the government will provide the Poultry Slaughterhouse (RPU) and organize a poultry market. In addition, it is hoped that the government will also provide public transportation services specifically for livestock.

## Vegetable cultivation is not optimal during rainy season in Central Sumba

- ▶ Climate and topography
- ▶ The thinking way of farmer groups is still carried along with the understanding of traditional farmers; for example during the rainy season you cannot cultivate vegetable crops.
- ▶ Lack of understanding techniques for cultivating vegetable crops such as potatoes, carrots, tomatoes, broccoli and others

## Solution from Student:

- ▶ Making simple shade / greenhouse, planting in polybags and drip irrigation.
- ▶ Mastering the technique of cultivating vegetable crops in all seasons.
- ▶ Farmers actively follow the existing partnership pattern, so that farmers get continuous counseling and guidance from extension workers.

THANK YOU