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A Study on Local Rations Technologies and Marketing Loss Of Duck Husbandry

Friston Siregar [1]

Abstract

The aim of this study was to investigate two duck-husbandries of rural Firdaus and Sei Bamban. The data were collected from population that were divided into two groups. The first group were small-scale husbandry, who have 15.000 duck or less.The second group of respondent was farmer who have more than 15.000 ducks, were called big-scale husbandry. The cross-sectional analysis methodology had resulted two summaries. The first, that local rations conversion increased, becomed to decreasing value of local rations efficiency, but the farming profit and investment, return of investment were decreased while, husbandries were increasing.

Introduction

Duck husbandry has a prospect. Because, duck-eggs were husbandry's product could a subtitor eggs-chicken. Duck hair may be becomed subtitor materials on the nutrient's research. We known that research of hydrolysis of chicken-hair had been used to composed sheep's food with hidrolisat of chicken hair were combined with the waste of coconut-oil, carpium of cocoa also moles (= *tetes tebu*). However, the salty's techonologies could long sale period of duck egg. The local rations tecnology could plan the composition. The element were cassava waste, husk, bran or hull of rice, heads of shrimps, fisheries waste, soy bean meal, and coconut waste or product. All local rations activity was diffrently on various systim husbandries, (*Nelly, F., et. al.*, 1999). So, local rations were posibbly decreasing cost of duck farming.

Eggs are perishable, easy broken. The problems were transportation and package aspects may be complex. Although, eggs may be fresh on a sure condition about two weeks only. It was possible that ducks- husbandries technologies is too influence to quality of eggs, the level of eggs-chickens marketing as subtitutor and preference scale of consumers.

The growing of duck husbandries could developed some series of sub-system. *Saragih, B., (1998)* explained that, developping eggs-industry were downstream off-farming. And then, the simultaneus ways were growing upstream farming agribussiness, which were, food and equipments would availibility.

[1] Social-Economic Department of Agricultural Faculty of Sumatera Utara University

The objectives of study shall explain an observation a relation to efficiency of local rations with some variables or parametrics, id.est; return of investment, variable cost, value of product, break event point, cost of marketing loss, price of consumers and husbandry.

Matherial and Methods

Sampling method is purposive. Respondent is population. Small scales have same and less 15.000 ducks in rural Sei Banban. And, the second category was big scale have upper 15.000 ducks in rural Firdaus.

Source of informations are libraries study. Cross-sectional ways would applicated to analysis relationship some variables.

Discussion

1. Structure of Local Rations

Nelly's report, (1999) had explained that the composer of local rations of husbandries could seen on the table 1.

Table 1. Structure of Local rations and Husbandrieis's Applicated.

The Composer	Applicated by			
	Category I		Category II	
	(kg)	Percentage	(kg)	Percentage
Cassava-waste	241.648	31.09	1.957.140	43.17
Bran	162.889	20.96	1.638.170	36.14
Husk	119.280	1535	-	-
Head of shrimps	177.450	22.83	509.995	11.25
Fisheries-waste	76.045	9.78	101.260	2.23
Amount	777.512	100.00	-	-
			326.815	7.21
		Amount	4.533.380	100.00

Table 1, had been seeing that, the main composers of rations were different by husbandries.

2. The interrelationship of rations parametric and return of investment

Table 2. The relationship of local rations and the element of return of investment

Respondent	LRC	VER	FR	FI	ROI (%)	BEP
Category I	5.17	9.556	635.0250,225	56.696,287	2101	383.665.214
Category II	6.03	8.072	265.9271,919	284.704.346	1151	354.972.055

Source : Nelly, F. et.al., (1999)

Table 2 were showing that the increased of Local Rations Conversion had becomed to change some variables.

2. Channels of marketing

Butar – butar, D.N., et.al., (2002) concluded the channel of eggs-marketing are different for two categories. Small husbandry producted eggs-fresh and salty eggs.

2.1. The channel of marketing of eggs-fresh and salty eggs.
We should drawn. ***The husbandry ——— the provincial trader industri county town ——— the provincial retailer industri county town —— consumers.***
Salty and fresh eggs were saled at different place at small-marketing industri capital town.

2.2. The channel of marketing by category I;
There are 2 type of channel

2.2.1. the first channel :
The husbandry ———rural retailer/husbandry ————consumers.

2.2.2. The second channel.
The husbandry ———consumers

3. The interrelationship of local rations with Marketing

Table 3 would appearanced relationship some parmetrics.

Table 3. The interrelationship Rations with marketing parametrics

Marketing Series	V ER	Value Of Product	CML Rp/egg.	Price of Fresh-egg	consumer Salty-egg	PH (Rp/egg)
Category I	9559	1122181075	2.5	-	-	-
First channel			1.9	650	-	500
Second channel			0.6	650	-	500
Category II	8072	5455816550	6.3	-	-	-
Fresh-egg			3.9	750	-	550
Salty-egg			2.4	700	900	550

Source : Nelly F, et.al., (1999) and Butar, D.N.et.al.et.al., (2000)

Conclusions

Actually, the paper had been concluded, that were;

1. Value of efficiency of rations (VER) related asymetric with Cost of loss marketing (CML), price of consumers (PC) and husbandry (PH).
2. The local rations conversion (LRC) related asymmetric value of rations efficiency (VER).

3. The local rations conversion had been related asymetric with; Farming profit (FP), farming investment (FI), and Return of Investment (ROI).
4. The local rations conversion related symmetric with break even point (BEP).

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