

Characteristics of the livestock market in Payobasuang, Payakumbuh

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ABSTRACT

The livestock market in Payobasuang is an important animal market in the middle area of West Sumatra, mostly for cattle and buffalo trading. Research about the characteristics of this livestock market was conducted using a survey method. Data on trader demographics and livestock trading were collected from 30 traders. In demographics, all traders are men with an average age of 46.10 years old and 26.13 years of experience; 73.33% of them select this business as their primary occupation, and most of them have a vehicle to bring the animal (86.67%). Most traders' last education was elementary school (33.33%) and junior high school (33.33%). In livestock trading, most animals were obtained from livestock farmers (86.67%), and cash payments were mainly used (76.67%). For *qurban* and cattle racing, the female animal was preferred (65.93% and 100%, respectively), while the male was favored for the fattening animal (66.67%). In summary, the livestock market and traders are important in supplying livestock from smallholders to consumers.

Keywords: Cattle, Demographics, Payobasuang, Smallholder, Trading

INTRODUCTION

A livestock market is a specific market segment for domesticated animals. Growing conventionally, the market mostly supplied the needs of live ruminant animals to be converted into meat for consumers. Cattle is a dominant species sold in the livestock market in West Sumatra, but buffalo, goats, and sheep can also be found and traded in smaller quantities. The livestock is usually transported using a pick-up car or truck to the market in the early morning or one day before, and brought back to the farmhouse if not sold on the same market day. The new owners then bring the animals that have been sold to the new place to be raised for a breeding or fattening program before being slaughtered or taken to the slaughterhouse before being distributed as meat into many wet markets in the town or out of the town. In fact, as noted by Nuryono (2012), most of the livestock market in Indonesia is still in the traditional market category.

Payakumbuh is an important city for the growth of the livestock industry in West Sumatra. Besides being popular with its layer chicken industry, this city also contributed as the source of big ruminants, particularly from smallholder cattle farming. Located in east Payakumbuh, a traditional livestock market in Payobasuang is the only one in Payakumbuh. Moreover, this market is significant in accommodating the livestock trading in Payakumbuh and nearby. Madarisa et al. (2012) highlighted that this livestock market is categorized as a big livestock market among the 26 livestock markets in West Sumatra.

Livestock traders play an important role in providing live animals in traditional livestock markets, including in the Payobasuang Payakumbuh livestock market. Opening every Sunday, the traders in Payobasuang usually rent a place in this market for each market day. Besides

coming from Payakumbuh, the traders come from out of town, which is common in livestock trading. The traders who sell the livestock are the owner or broker, but the broker is the predominant person. Although it could be sold in common practice, they usually practice the Minangkabau traditional method of *marosok*, a method of bargaining the price of the livestock between the trader and the buyer using fingers covered by sarong or other covering materials.

To our knowledge, not many studies related to livestock traders and trading in the livestock market in Payobasuang, Payakumbuh, were reported. Thus, this research aimed to obtain data related to trader demographics and livestock trading in this market. The data obtained were essential to understand the existence of this livestock market, which is located in the middle part of the West Sumatra area.

MATERIAL AND METHODS

Location

This research was conducted at Payakumbuh Livestock Market located in Payobasung Village, East Payakumbuh District, Payakumbuh City, West Sumatra Province. The main consideration in selecting this market as a research location was because this market is classified as regional class (type A) in West Sumatra.

Method

A survey research method was carried out to conduct this study in 2015. The data were collected by interviewing 30 traders as respondents in this market's livestock trading. The questionnaires were used to interview the respondents to obtain information about the required data.

Parameters and data analysis

The collected data were divided into two categories, i.e., (1) trader demographics (age, gender, length of experience, education, main occupation, and ownership facility) and (2) livestock trading transactions (quantity, livestock origin, breed selection, sex, payment system, and consumer preference). The obtained data were then analyzed descriptively.

RESULTS AND DISCUSSION

Trader demographics

The demographics of livestock traders in the livestock market in Payobasuang Payakumbuh are presented in Table 1. Data showed that the traders were men (100%) in their middle adulthood age (46.10 ± 11.72 years old). The trader has a length of experience of 26.13 ± 11.25 years. This is in line with a note from previous research in which males were the predominant gender who participated as ruminant brokers (Alatas et al. 2019). This might be due to this specific activity, which fits with man's function as the cultural norm in a community (Muriithi et al. 2011). Moreover, the limitations of youth involved in the livestock business might be mostly associated with inadequate finance and fund inaccessibility (Adebayo et al. 2022). Stronger bodies are also the reason male traders are more dominant in the livestock market (Alatas et al. 2019). Undifferent from this research, traders in Benin, West Africa, men were the dominant gender in the livestock market (Zanou et al. 2023).

The education degrees of traders in the livestock market in Payobasuang were mostly elementary school (33.33%) and junior high school (33.33%), while lower quantities with bachelor's degrees (6.67%) were noticed. A similar finding is that most of the trader education in Banyumas District (Jihad et al. 2020) and Sumenep District (Agustin and Hayati 2020) was in elementary school. Education is usually influencing the way a person thinks. The higher his education, the more advanced his way of thinking. This makes it easier to make decisions regarding the management of his business, which in turn has a positive impact on his business results (Budi and Karmini 2011; Reswati and Putra 2023), but regression analysis showed that

education did not significantly affect trader income (Jihad et al. 2020). On the other hand, Reswati et al. (2014) stated that education significantly affects the cattle business in the dairy farming industry.

Table 1. Demographics of livestock traders in the livestock market Payobasuang Payakumbuh

No.	Variables	Total (person)	Percentage (%)	Average
1.	Age (year old)			46.10± 11.72
2.	Gender: Male	30	100	
3.	Length of experience (year)			26.13±11.25
4.	Education:			
	a. Elementary school	10	33.33	
	b. Junior high school	10	33.33	
	c. Senior high school	8	26.67	
	d. Bachelor	2	6.67	
	Total	30	100.00	
5.	Main occupation:			
	Livestock trader	22	73.33	
	Agriculture /animal farmers	5	16.67	
	Civil servant	1	3.33	
	Other entrepreneur fields	1	3.33	
	Government retirees	1	3.33	
	Total	30	100.00	
6.	Vehicle facilities:			
	a. Have	26	86.67	
	b. Do not have	4	13.33	
	Total	30	100.00	

Most of the traders occupied this business as their main occupation (73.33%), while the others were engaged as farmers (16.67%), civil servants (3.33%), other entrepreneurs (3.33%), and government retirees (3.33%) in lower quantities. The necessity to obtain money for the family as well as interaction with the people in family, friends, or neighbours who engaged in trading activity in the livestock market might open their opportunity to be involved as traders in animal livestock. As highlighted by Nasiri and Hamelin (2018), each person has their own motivation for involving their lives in entrepreneurship; it might be opportunity-driven, necessity-driven, or a combination.

Most trader (86.67%) have their own vehicle, while the others have not (13.33%). In general, a pick-up car is the vehicle type mostly used to bring the animal, even though a pick-up truck is sometimes also used. They usually use this to bring the animal from the previous owner to the market, to bring the animal back to the owner or to their own cowshed if the animal is not sold on market day, and also to bring the animal from market to market. The ownership of a vehicle represents that vehicle as an essential capital/asset for animal trading. Winarso (2015) revealed that adequate transportation facility is very urgent to prevent weight loss and deterioration in meat quality in cattle during the transportation process due to several factors: (a) fear and pain resulting in stress in cattle, (b) abdominal bloating due to cows being bound and unable to move freely, (c) dehydration due to long-distance travel without adequate watering, which can reduce weight and even cause death, and (d) fatigue. This researcher found that pick-up cars were commonly used by livestock traders in Indonesia, as found in the livestock market in Payobasuang, Payakumbuh.

Livestock Trading

The characteristics of livestock trading in the livestock market at Payobasuang Payakumbuh can be seen in Table 2. The traders mostly obtained the livestock from farmers in Payakumbuh City or Lima Puluh Kota District (86.67%). The sources of livestock can also be obtained from brokers (6.67%) and other livestock markets (6.66%) in West Sumatra. Since livestock farmers are the dominant owners of live animals, the existence of trading in the market is very significant to support smallholder farmers.

Before bringing the cattle from the owner to the livestock market, the trader and the owner's transaction is primarily paid by cash (76.76%), while the rest is a non-cash method (23.33%). The farmer can use the money soon for their needs by getting cash. Non-cash means that the farmer gets the payment after the trader sells the livestock. This result differed from Mahmoud (2008), who found that 59% of the livestock payment system in the livestock market in Kenya was non-cash. The delayed payments in the research in Payobasuang, Payakumbuh, were due to the trader waiting for the livestock to be sold. Sometimes, the livestock failed to be sold, so they must be returned to the livestock shelter. In some cases, non-cash payments can sometimes be delayed longer, which might create a problem between the trader and the farmer.

Table 2. Characteristics of livestock trading in the livestock market Payobasuang Payakumbuh

No.	Variables	Total (person)	Percentage (%)
1.	Source of animal to sell:		
	a. Farmer	26	86.67
	b. Broker	2	6.67
	c. Other livestock market	2	6.66
	Total	30	100.00
2.	Payment method to livestock owners:		
	a. Cash	23	76.67
	b. Non-Cash	7	23.33
	Total	30	100.00
3.	Consumer preference in choosing animal sex:		
	a. For <i>qurban</i>		
	1) Male		34.07
	2) Female		65.93
	b. For fattening		
	1) Male		66.67
	2) Female		13.33
	3) Male and female		20.00
	c. For traditional cattle racing (<i>pacu jawi</i>)		
	1) Male		-
	2) Female		100.00

Consumer preferences in choosing animal sex varied depending on the targeting animal used, such as for *qurban*, fattening, or traditional cattle racing (*pacu jawi*). For *qurban*, the consumer prefers female livestock (65.93%) over male livestock (34.07%). For fattening, they prefer the male (66.67%) compared to the female (13.33%) and both male and female (20.00%). However, female cattle (100%) were the only animal sex preferred by consumers for traditional cattle racing (*pacu jawi*).

Preferences to choose female livestock for *qurban* in the livestock market in Payobasuang are due to the lower price of females. Sari and Adi (2021) stated that male animals for *qurban*

are prioritized over female animals. However, using a female animal does not make the animal unacceptable, as long as the livestock used meets the requirements. Prohibition of the use of female livestock as sacrificial animals is related to the prohibition of slaughtering productive females because it will inhibit the growth of the livestock population.

In fattening, a male animal is commonly used due to their faster growth and meat production. The same result was found by Ahmed et al. (2017). The preference of female cattle for pacu jawi is due to its more agile characteristics as a result of its lighter female bodies. In contrast to the use of cattle for *karapan sapi* in Madura, it is more important to use bulls because of their faster running speed (Nugraha et al. 2015).

CONCLUSION

Traders in the livestock market Payobasuang Payakumbuh were characterized as men in middle adulthood age, with elementary and junior high school education, with long experience in livestock trading, who select trader as main business, and with their own-vehicle ownership. Sources of livestock for trading in this market were mostly bought from farmers with cash payments before being brought to the market. The female animal was preferred for *qurban* and cattle racing, while the male animal was preferred for fattening.

CONFLICT OF INTEREST

There is no conflict of interest with any party regarding the material discussed in the article, funding, and differences of opinion between the authors.

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