

The Market Structure and Distribution System of Swine in The Mekong River Delta

Luu Thanh Đức Hải

ABSTRACT

This study aims to analyze the current market structure and marketing channel of swine in the Mekong River Delta (MRD). Domestic channels of swine distribution are organized quite effectively to provide the convenient form and quality of the product to final consumers. The private assemblers/slaughterhouses and retailers may be considered as most efficient in trading. The activities of breeders, assemblers and slaughterhouses are strongly affected by internal and external environment. The government has played an important role in developing swine industry. It has issued positive policies to encourage developing swine industry such as breeding and quality control policies; feeding policies; animal health and veterinary services policies; extension activities, commercialization and marketing.