

***Marketing Solutions For Improving The Channel Of Distribution Of Livestock In  
Cantho And Ralated Markets.***

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This study examines the current marketing system and marketing channels of livestock especially on swine product in Cantho province, Mekong River Delta (MRD). In this study the structure, conduct, and performance (CSP) approach and the marketing channel approach are applied. The market structure and the relationships between the different actors in the rice market, are studied. The study provides recommendations for establishing suitable marketing strategies, trade policies, feasible marketing channels in order to improve the economic efficiency of the sweene marketing system.