

## **An Analysis of Cattle Marketing in Zimbabwe: A Case Study of Mukumbura Communal Area in Mt Darwin District**

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**ABSTRACT** This paper analyses cattle marketing in Mukumbura communal area, Mt Darwin District, Zimbabwe. A sample of 60 communal cattle farmers was purposively selected. Cattle sold varied across marketing channels (auctions, abattoirs, butcheries and private sales), with private sales dominating. A low average market off-take rate (16.12%) was recorded possibly due to the poor conditions of animals at the time of selling. All respondents reported poor cattle prices, lack of market information, and lack of marketable herd as primary constraints, followed by poor cattle conditions (98.3%), poor handling facilities (96.7%) and high transport costs (55%) among others. Cattle herd size ( $p < 0.006$ ) was found to be statistically significant and negatively correlated with the market cattle off-take rate. The researchers recommend that farmers should keep a small manageable herd of cattle, especially during dry spells. Additionally, concerted effort by all stakeholders, market infrastructure (abattoirs and transport) and collective action are critical.