



## Caracterización del mercado de la carne de cerdo en nueve municipios de Boyacá, Colombia [

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text (article)

Analítica

The pork market in the department of Boyacá is subject to fluctuations and instability, exposing it to the producer in unfavorable prices, ignorance of the quality of their product and low profitability. This research establishes the characteristics of the marketing pork systems in nine municipalities, to identify the aspects that contribute to improve the structure of formal marketing and to benefit the producer, sale points and final consumer. The potential for pork supply in volume and quality was determined, it was identified the marketing channels, we identified the motivators or inhibitors of pork purchase, his position in relation to the other meats, and the market potential, according to the existing marketing channels and it was established the requirements, in terms of presentation and pork price, in points of consumption. The statistical analysis was based on an analytical synthetic method, as it is based on the decomposition of the object of study, analyzing each and every one of the actors involved in the process. It was determined that the potential of pork production is relatively low. Both for producers, points of sale and local consumption, the main motivator of consumption is the palatability and the main inhibitor is the risk of transmission of the virus H1N1. It is concluded that the pork industry in Boyacá is in an evolutionary process that requires a continuing advice in production and marketing, and promotional consumption campaigns, in addition to the standardization of prices

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## Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)