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STRUCTURE AND DYNAMICS OF THE DOMESTIC PIG PRODUCT VALUE CHAIN IN HOIMA CITY, UGANDA: STAKEHOLDER PROFILING, PRODUCT FORMS, AND CONSUMER BEHAVIOR

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ABSTRACT

The pig industry is one of the fastest growing livestock subsectors in Uganda, contributing significantly to food security, livelihoods, and urban nutrition. Hoima City, a rapidly urbanizing hub, has seen rising demand for pork products. However, the pig value chain remains largely informal, with limited product diversification and weak stakeholder coordination. Despite increasing consumption, empirical evidence on the structure, stakeholders, product forms, and consumer behavior in Hoima City's pig product value chain is scarce, hindering effective policy and investment decisions. A cross sectional mixed method study was conducted in Hoima East and West divisions. Using snowball sampling, 100 respondents, including farmers, pork joint operators, and consumers were interviewed through structured questionnaires, key informant interviews, and direct observation. Data were analyzed using descriptive statistics and thematic integration. Results showed that farmers (43%) dominated the value chain, followed by consumers (34%) and pork joint operators (23%). Most farmers practiced subsistence production with local breeds, while pork joints sourced carcasses directly from farmers and sold pork at UGX 12,000-14,000/kg. Raw, roasted, and fried pork were the most common products, with minimal diversification into ham, trotters, and head meat jelly. Youths (70%) were the largest consumer group, with pork joints as the main purchase point. Consumers expressed high satisfaction (74.8%), though product hygiene and diversity remain concerns.

In conclusion, the pig value chain in Hoima City is functional but constrained by limited value addition and informal marketing. Strengthening stakeholder linkages, improving hygiene standards, and promoting diversification into processed pork products could enhance profitability and consumer satisfaction.

KEYWORDS: Pig value chain, Consumer behavior, Value addition.

1. INTRODUCTION

The pig industry is among the fastest growing livestock subsectors globally (Adeshinwa et al., 2024). It plays an increasingly important role in food systems, livelihoods, and economic development, particularly in low and middle income countries (Kim et al., 2023). In Uganda and much of East Africa, rapid growth in pig production is driven by increasing demand for affordable animal source protein, urbanization, population growth, and rising household incomes (Adeshinwa et al., 2024; Atherstone et al., 2018). Uganda now has the highest per capita pork consumption in East Africa, with pork contributing a substantial share of total meat intake and household nutrition (Arvidsson, 2023; Dione et al., 2017). The sector supports the livelihoods of about 1.1 million smallholder farmers and many other actors in input supply, animal health, transport, slaughter, processing, and retail (Birungi et al., 2021; Babigumira, 2022). Smallholders value pigs for their high fecundity, short generation interval, good feed conversion, and ability to generate quick, regular income compared to many other livestock species (Chenais et al., 2017). In Uganda's urban and peri-urban areas, most pork is sold through informal butcheries, roadside outlets, and specialized pork joints that link producers and consumers and concentrate about 70% of national pork consumption (Roesel et al., 2019;). Consequently, the pig value chain has emerged as a strategic pathway for food security, income generation, employment, and poverty reduction (Ouma et al., 2018). Despite this growth and socioeconomic importance, the Ugandan pig sector remains largely informal, under invested, and constrained by diseases such as African swine fever, poor husbandry and feeding, weak veterinary and extension services, disorganized markets, and broader shocks such as Ebola outbreaks (Ekakoro et al., 2023; Aliro et al., 2023). The sector is dominated by smallholder producers operating under low input production systems (Dione et al., 2017; Ouma et al., 2014). Although pork demand continues to increase in Uganda and across Africa, the range of pig products available in most urban markets remains limited, with the majority of pork sold in raw, roasted, or fried forms (Murungi et al., 2021; Roesel et al., 2019). Processing into higher-value products such as sausages, bacon, ham, and other specialized products remains minimal (Ndwandwe & Weng, 2018). This limited diversification reduces opportunities for value addition, market expansion, product differentiation, and increased profitability among value chain actors (Ouma et al., 2017). Hoima City, one of Uganda's fastest growing urban centers due to rapid urbanization and oil related economic activities, has experienced increasing demand for pork and pig products, similar to trends in other Ugandan and East African urban areas (Atherstone et al., 2018; Ngwili et al., 2023). Several development interventions and livestock value chain projects have been

implemented in the region promote pig production and improve market opportunities (Aliro et al., 2023; Ouma et al., 2018). However, despite these investments and the growing importance of pig enterprises, there remains limited empirical information regarding the structure and functioning of the pig-product value chain in Hoima City, particularly on stakeholders, product forms, and consumer characteristics, whereas most existing studies focus on central, eastern, and northern Uganda (Adewale et al., 2024; Ngwili et al., 2023; Ouma et al., 2014). Consequently, critical knowledge gaps persist regarding stakeholder participation, product preferences, consumer behavior, and market dynamics within the city's pig sector, yet such insights are essential for strengthening value chain efficiency, market linkages, and value addition, and for informing evidence based policy and investment decisions (Gichuyia et al., 2024; Jordaan et al., 2025). Therefore, this study aimed to profile stakeholders involved in the domestic pig product value chain in selected divisions of Hoima City, Uganda. Specifically, the study sought to (i) identify and characterize the key stakeholders involved in the domestic pig product value chain, and (ii) determine the forms of domestic pig products produced and consumed, together with the socio-demographic characteristics, preferences, and purchasing behaviors of consumers in Hoima City.

2. MATERIALS AND METHODS

2.1. Study area

The study was conducted in Hoima City, located in the mid-western region of Uganda (1.4331° N 31.3524° E) (Ngwili *et al.*, 2023) (Figure 1). It's a rapidly growing commercial hub in the Albertine Graben where livestock production, particularly pig farming, is an important peri-urban livelihood (Ouma *et al.*, 2018). The increasing demand for pork and pork products in Uganda has stimulated growth in pig production, marketing, processing, and retail enterprises, making Hoima an appropriate setting for examining the domestic pig product value chain (Ngwili *et al.*, 2023; Roesel *et al.*, 2019).

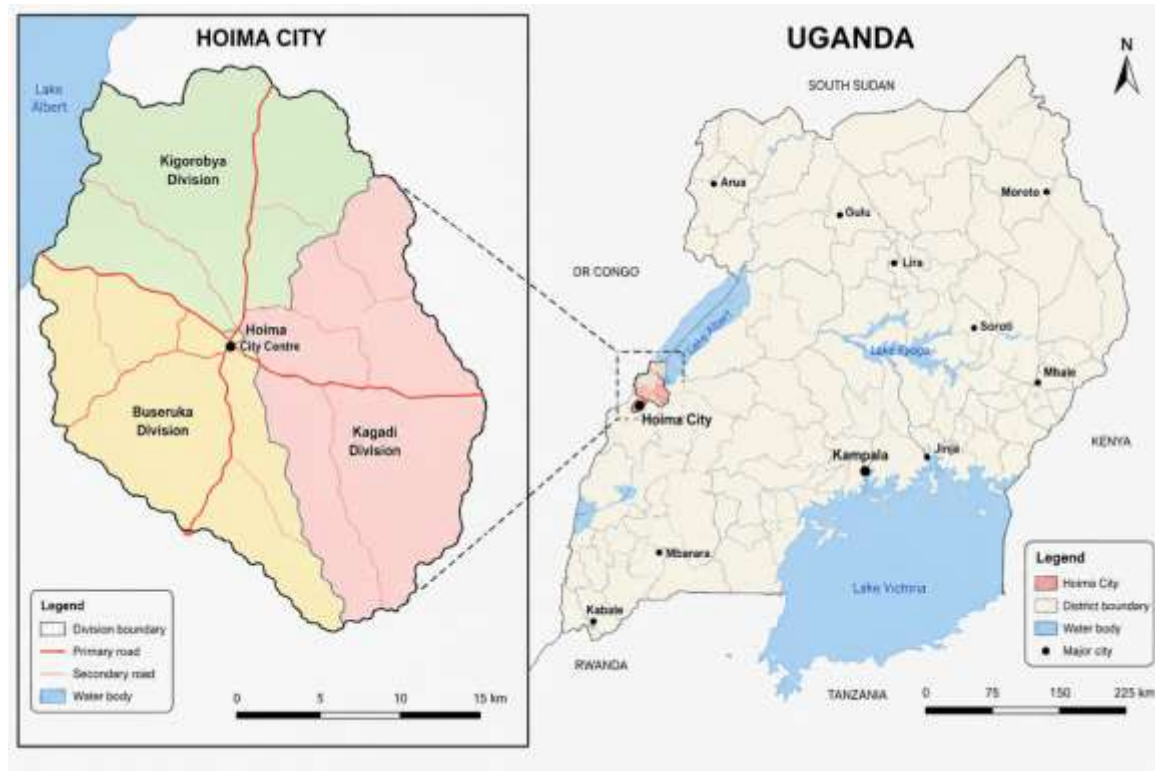


Figure 1: Map showing Hoima City

2.2 Study design, population, and sample size

A cross-sectional study employing quantitative and qualitative approaches was conducted between July and August 2025, consistent with mixed method designs (Abebe *et al.*, 2025). The study targeted stakeholders operating along the domestic pig product value chain in Hoima City. These included pig farmers, pork joint operators, butchers, traders, transporters, veterinary personnel, and consumers. Participants were selected from Hoima East and Hoima West divisions based on their involvement in pig production, processing, marketing, or consumption activities. Only stakeholders who had actively participated in the pig industry for at least six months prior to the study were considered eligible. A total sample of 100 respondents was obtained using Yamane's sample size formula at a 95% confidence level and 5% margin of error (Adam, 2020; Yankah *et al.*, 2022). Because of the interconnected value chain and lack of a comprehensive sampling frame, a snowball sampling technique was used following procedures of Endoh & Lainawa (2024) and Ting *et al.* (2025).

2.3 Data collection and analysis

Primary data were collected using a structured, pretested questionnaire in face to face interviews, complemented by key informant interviews and direct observations as was done by Abebe *et al.* (2025)

and Akpan *et al.* (2025). Completed questionnaires were checked, coded, and entered into Microsoft excel, then exported to SPSS version 20.0 for descriptive statistical analysis, while qualitative data were organized thematically and integrated with quantitative findings (Abebe *et al.*, 2025).

3 RESULTS AND DISCUSSION

3.1 Characteristics of respondents and value chain actors

A total of 100 respondents participated in the study, comprising farmers (43%), consumers (34%), and pork joint operators (23%) (Table 1). Farmers constituted the largest stakeholder group, indicating that pig production forms the foundation of the domestic pig product value chain in Hoima City, as seen in other Ugandan smallholder systems where producers remain the primary actors (Ouma *et al.*, 2014; Ouma *et al.*, 2016). The substantial proportion of consumers reflects the growing demand for pork and pork products in the city, consistent with rising pork consumption in other Ugandan trading centers (Ngwili *et al.*, 2023; Roesel *et al.*, 2019). The presence of pork joint operators demonstrates increasing commercialization and value addition, similar to roadside pork joints and informal outlets documented in Northern Uganda and other regions (Ngwili *et al.*, 2023; Ouma *et al.*, 2016; Kimbi *et al.*, 2016). The distribution of stakeholders suggests a functional value chain in which farmers serve as primary producers, pork joint operators facilitate processing and marketing, and consumers drive market demand, reflecting broader African experiences where pig chains link production, trading, processing, and consumption (Adesehinwa *et al.*, 2024; Clotey *et al.*, 2020). Similar observations have been reported in pig value chain studies across Uganda, where production remains the dominant activity, supported by expanding consumption and retail enterprises (Ouma *et al.*, 2016; Ntale *et al.*, 2015). The relatively smaller proportion of pork joint operators compared to farmers may indicate limited value addition capacity, echoing regional findings of underdeveloped processing and marketing infrastructure but significant potential for upgrading (Adesehinwa *et al.*, 2024; Ouma *et al.*, 2017; Kimbi *et al.*, 2016).

Table 1. Distribution of respondents by stakeholder category (n = 100)

Stakeholder category	Frequency (%)
Farmers	43
Consumers	34
Pork joint operators	23

Data source: Primary data, Survey, 2025

3.2 Socio-demographic and enterprise characteristics of stakeholders in the domestic pig product value chain

Male respondents dominated all stakeholder categories, accounting for 57.4% of farmers, 61.8% of

consumers, and 67.6% of pork joint operators (Table 2). Most respondents were married, while educational attainment varied across stakeholder groups, with primary education being most common among farmers (54.3%), tertiary education among consumers (41.2%), and secondary education among pork joint operators (70.0%). The mean age increased along the value chain from farmers (28.6 ± 20.8 years) to consumers (32.6 ± 29.8 years) and pork joint operators (45.9 years). The predominance of males across stakeholder categories suggests that men continue to play a leading role in pig production, marketing, and consumption activities in Hoima City, a pattern consistent with male dominance in pig trading and decision making reported in Uganda and other developing countries (Atherstone *et al.*, 2018; Carter *et al.*, 2017; Dione *et al.*, 2020). The relatively higher education levels among consumers and pork joint operators may facilitate adoption of improved business practices and informed purchasing decisions (Birungi *et al.*, 2021; Mutua *et al.*, 2022). Among farmers, pig production was mainly subsistence (57.1%), and local breeds were most commonly reared (62.9%), indicating a largely smallholder based sector relying on indigenous pigs, similar to other Ugandan settings where local and crossbred pigs dominate and access to improved genetics, feeds, and capital is limited (Babigumira, 2022; Dione *et al.*, 2014; Ouma *et al.*, 2014). Among consumers, 35.2% consumed all major pork products (raw, roasted, fried), while roasted pork alone was least common (5.9%), reflecting diverse product preferences and echoing findings on varied pork consumption forms in Kampala and other African contexts (Gichuyia *et al.*, 2024; Heilmann *et al.*, 2016; Roesel *et al.*, 2019). Such diversity presents opportunities for value addition and product differentiation along the value chain (Gichuyia *et al.*, 2024; Lin-Schilstra *et al.*, 2022). Half of pork joint operators sold multiple pork products, while 41.3% sourced pig carcasses directly from farmers, and most (86.5%) sold pork at UGX 12,000-14,000 per kilogram. Direct sourcing highlights strong producer-retailer linkages, similar to farm-gate and informal marketing channels documented in other Ugandan pig value chains (Ngwili *et al.*, 2023; Ouma *et al.*, 2016). The relatively uniform pricing may indicate a locally stable pork market with comparable supply-demand conditions across the city (Atherstone *et al.*, 2018; Ouma *et al.*, 2017).

Table 2. Socio-demographic and enterprise characteristics of stakeholders in the domestic pig-product value chain

Variable	Farmers (n = 43)	Consumers (n = 34)	Pork Joint Operators (n = 23)
Gender (%)			
Male	57.4	61.8	67.6
Female	42.6	38.2	32.4
Education level (%)			
None	24.8	—	—
Primary	54.3	23.5	30.0
Secondary	20.9	35.3	70.0
Tertiary	—	41.2	—
Marital status (%)			
Married	68.6	79.4	76.9
Single	5.7	—	—
Widowed	8.5	—	—
Production system (%)			
Subsistence	57.1	—	—
Semi-intensive	8.6	—	—
Intensive	34.3	—	—
Breed type (%)			
Local	62.9	—	—
Crossbred	37.1	—	—
Products consumed (%)			
Raw pork	—	14.7	—
Roasted pork	—	5.9	—
Fried pork	—	14.7	—
All pork products (raw, roasted and fried)	—	35.2	—
Products sold (%)			
Pork only	—	—	50.0
Source of carcasses (%)			
Farmers	—	—	41.3
Price (UGX/kg) (%)			
12,000–14,000	—	—	86.5

Data source: Primary data, Survey, 2025. **Dash (—)** indicates that the variable was not applicable or not

assessed for the respective stakeholder category.

3.3 Domestic pig products available in Hoima city

Raw pork, roasted pork, and fried pork were the most common domestic pig products, with 50.1% of respondents identifying only these three product categories (Table 3). Similar dominance of fresh and roasted pork in informal outlets and pork joints has been documented in pig value chains elsewhere (Ouma *et al.*, 2016; Roesel *et al.*, 2014). An additional 37.4% reported a wider range of products, including feet trotters, ham, and head meat jelly, while 12.5% identified raw, roasted, and fried pork together with feet trotters. None of the respondents reported sausages or skin scratching. The predominance of raw, roasted, and fried pork indicates that marketing is largely centered on traditional pork products with limited processing and value addition, consistent with findings from smallholder pig systems in Uganda and other low income settings where most pork is sold fresh or minimally processed (Ouma *et al.*, 2014; Ouma *et al.*, 2017). The availability of ham, head meat jelly, and feet trotters suggests emerging diversification, although these products are less common, unlike the more developed processed pork product ranges (sausages, bacon, hams) described in formal processing factories in Rwanda and Europe (Jeločnik *et al.*, 2022; Shyaka *et al.*, 2022). The absence of sausages and skin scratchings points to limited processing capacity and low development of specialized pork products. Similar patterns of low value addition and dominance of basic pork cuts have been reported in urban pig value chains in Uganda, where most pork is handled through informal slaughter and retail channels (Ngwili *et al.*, 2023; Roesel *et al.*, 2019).

Table 3. Domestic pig products available in Hoima City (n = 100)

Product categories identified	Percentage (%)
Raw, roasted and fried pork	50.1
Raw, roasted, fried pork and feet trotters	12.5
Raw, roasted, fried pork, feet trotters, ham and head meat jelly	37.4
Sausages and skin scratching	0.0

Data source: Primary data, Survey, 2025

3.4 Consumer preferences for pig products

Raw pork was the most preferred pig product among consumers, with 50% ranking it in the highest preference category (Figure 2), consistent with studies in Kampala where raw pork accounted for about half of pork sold in butcheries (Heilmann *et al.*, 2016; Roesel *et al.*, 2019). Roasted pork was predominantly ranked as a better preferred product (67%), while fried pork was mainly rated within the good preference category (33.3%), aligning with reports that cooked or roasted pork is widely consumed on site in Ugandan pork outlets (Heilmann *et al.*, 2015; Ngwili *et al.*, 2023). The high preference for raw

pork may relate to its versatility, as consumers can prepare it according to preferred cooking methods at home, similar to patterns observed among urban pork consumers who frequently buy raw meat for household preparation (Heilmann *et al.*, 2016; Mtimet *et al.*, 2013). The popularity of roasted pork further reflects the strong pork joint culture in Uganda, where roadside pork joints combining raw and ready to eat roasted pork are a major outlet for urban consumers (Heilmann *et al.*, 2016; Roesel *et al.*, 2019). In contrast, the lower ranking of fried pork suggests relatively lower demand, possibly due to differences in taste or preparation preferences, in line with findings that fried pork is purchased less often than raw or roasted forms (Heilmann *et al.*, 2016). These findings indicate that consumer demand in Hoima City is concentrated around traditional pork products, highlighting opportunities for producers and retailers to align offerings with prevailing preferences while exploring diversification into other value added products, as recommended in broader Ugandan and African meat market analyses (Mtimet *et al.*, 2013; Roesel *et al.*, 2019).

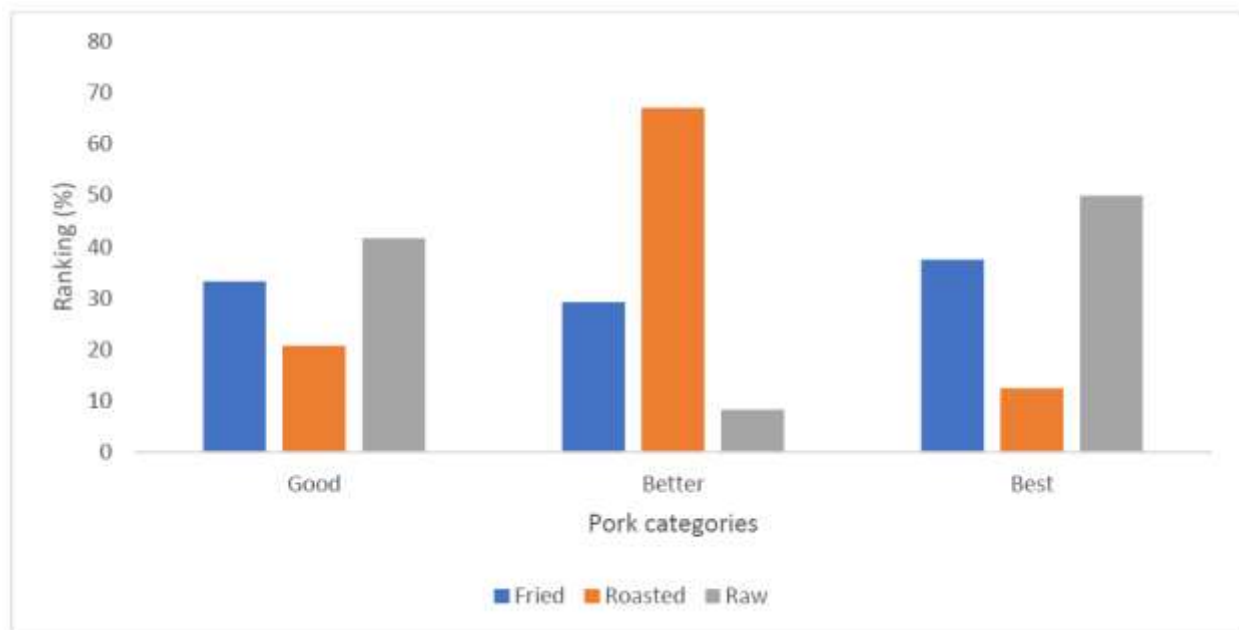


Figure 2. Consumer ranking of domestic pig products in Hoima City.

3.5 Level of satisfaction by consumers towards domestic pig products.

Most consumers (74.8%) reported being highly satisfied with domestic pig products, while only 1.4% were highly dissatisfied (Figure 3). The remaining consumers expressed satisfaction levels ranging from satisfied to neutral. High satisfaction suggests that these products generally meet expectations for quality, taste, and availability, in line with evidence that taste and convenience are key drivers of pork satisfaction

globally (Resano *et al.*, 2011; Lin-Schilstra *et al.*, 2022). Similar positive attitudes towards pork and frequent consumption have been observed among urban consumers in Kampala and other Ugandan cities (Heilmann *et al.*, 2016; Roesel *et al.*, 2019). This finding is consistent with growing urban demand for pork and other animal source foods in Uganda and Africa, driven by urbanization, income growth, and changing diets (Latino *et al.*, 2020; Erdaw, 2023; Kasima *et al.*, 2023). The very low proportion of highly dissatisfied consumers suggests that the pig product value chain in Hoima is largely supplying products that satisfy consumer needs, echoing studies where pork is perceived as affordable, palatable animal protein in East Africa (Cornelsen *et al.*, 2016; Gichuyia *et al.*, 2024). However, the presence of some dissatisfied consumers indicates room to improve product quality, hygiene, and diversity. Studies from other parts of Uganda, Kenya, and South Africa show that consumers value meat inspection, hygiene, and specific quality cues and are often willing to pay premiums for safer, higher-quality pork, suggesting pathways for upgrading local value chains (Gichuyia *et al.*, 2024; Jordaan *et al.*, 2025; Roesel *et al.*, 2019).

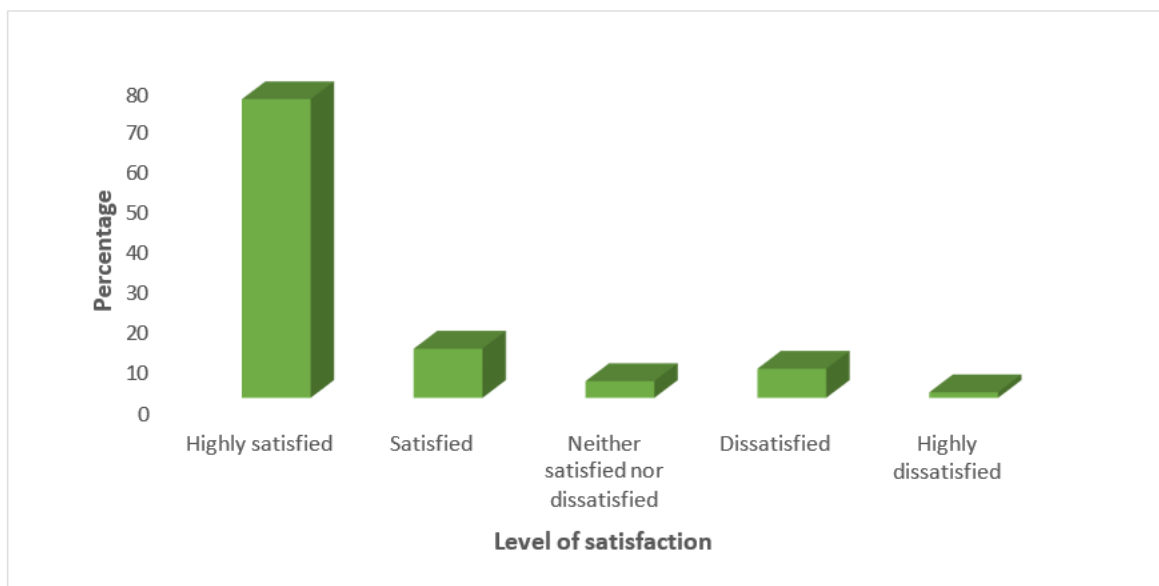


Figure 3: Ranking of the domestic pig products in Hoima City (n=100)

3.6 Categories of pork consumers

Youths constituted the largest category of pork consumers in Hoima City, accounting for 70% of respondents, followed by adults (26%), while the elderly represented only 4% (Figure 4). The predominance of youths among pork consumers suggests pork is particularly popular among younger people, similar to urban pork butchery clientele in Kampala, where customers are mainly young and middle-aged adults (Heilmann *et al.*, 2016; Roesel *et al.*, 2019). This may relate to greater social engagement, more frequent eating outside the home, and preference for ready to eat meat products

commonly sold at pork joints, a pattern also observed in Kampala's pork joints and urban markets (Heilmann *et al.*, 2016; Roesel *et al.*, 2019). The relatively lower consumption among adults and elderly individuals may reflect differences in dietary preferences, health concerns, income allocation, or lifestyle, as health considerations strongly influence pork purchase decisions in Ugandan cities (Heilmann *et al.*, 2016; Roesel *et al.*, 2019). Similar trends have been reported in urban areas of Uganda, where younger consumers form a major share of pork-butcherery and pork-joint customers (Heilmann *et al.*, 2016; Roesel *et al.*, 2019). These findings indicate that youths represent the primary market segment for pork products in Hoima City and should be prioritized in strategies to promote consumption and develop pork related enterprises, in line with recommendations to target key urban consumer groups when designing pork value chain interventions in Uganda (Roesel *et al.*, 2019).

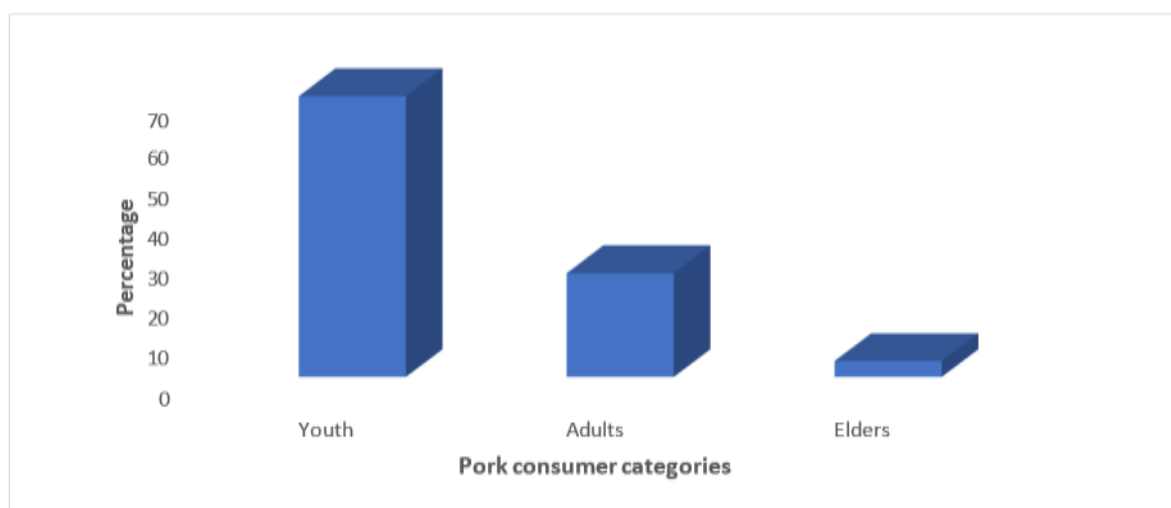


Figure 4: Categories of pork consumers

3.7 Place where consumers purchased pork

The majority of consumers (66.7%) purchased pork from pork joints, making them the most preferred point of purchase (Figure 5). A further 16.6% obtained pork from both butcheries and pork joints, while 8.3% purchased exclusively from butcheries; only 4.2% sourced pork from home, and an equal proportion purchased from all outlets. The preference for pork joints highlights their central role in the pig product value chain as primary retail outlets, consistent with findings from Kampala and Northern Uganda where most pork is sold and consumed through informal pork joints that combine raw and ready to eat pork in social settings (Heilmann *et al.*, 2016; Ngwili *et al.*, 2023; Roesel *et al.*, 2019). Pork joints offer ready to eat products in convenient, social environments, a key driver of urban pork consumption also observed in Kenya and South Africa, where many consumers choose cooked pork in informal outlets for convenience and atmosphere (Gichuyia *et al.*, 2024; Magqupu *et al.*, 2024). The relatively low proportion purchasing

pork from homes or butcheries suggests a shift towards prepared pork rather than fresh meat for home cooking, paralleling trends where a substantial share of pork is eaten outside the home in joints and street markets (Heilmann *et al.*, 2016; Magqupu *et al.*, 2024).

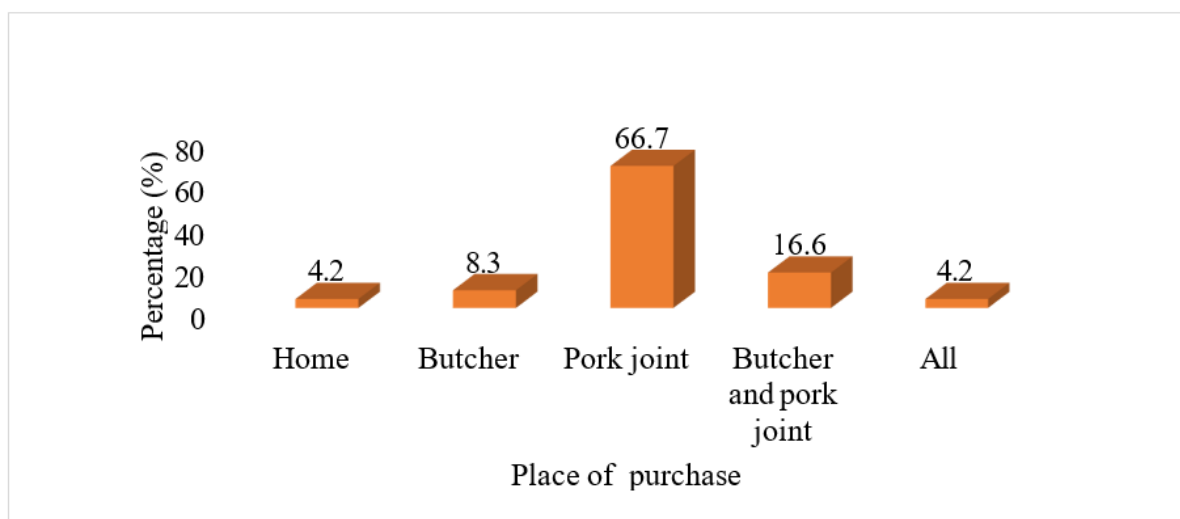


Figure 5: Place where consumers purchase pork (n=100)

3.8 Quantities purchased by consumers

Most consumers (83.3%) purchased pork in quantities between 0.5 and 1.5 kg, while only 16.7% purchased more than 1.5 kg per transaction (Figure 6). The predominance of purchases within the 0.5-1.5 kg range suggests that pork is commonly bought in moderate quantities, likely for immediate household consumption or small gatherings, similar to urban consumers who typically buy small amounts of pork per occasion to match short term needs (Gichuyia *et al.*, 2024; Magqupu *et al.*, 2024). This purchasing pattern may also reflect income levels and affordability, as pork demand and purchase volume are closely linked to household income and purchasing power (Tanjung *et al.*, 2021; Wang *et al.*, 2014; Feng, 2013). The relatively small proportion of consumers purchasing more than 1.5 kg indicates bulk purchases are less common, possibly due to storage constraints, habits, or budget limits, consistent with findings that consumers often buy limited quantities influenced by available money, household size, and menu planning rather than stocking large volumes (Magqupu *et al.*, 2024; Ryu *et al.*, 2020). Similar trends have been observed in urban pork markets where consumers purchase amounts that meet short term needs, and purchase volume decreases as price increases (Gichuyia *et al.*, 2024; Kung *et al.*, 2021; Liu *et al.*, 2025).

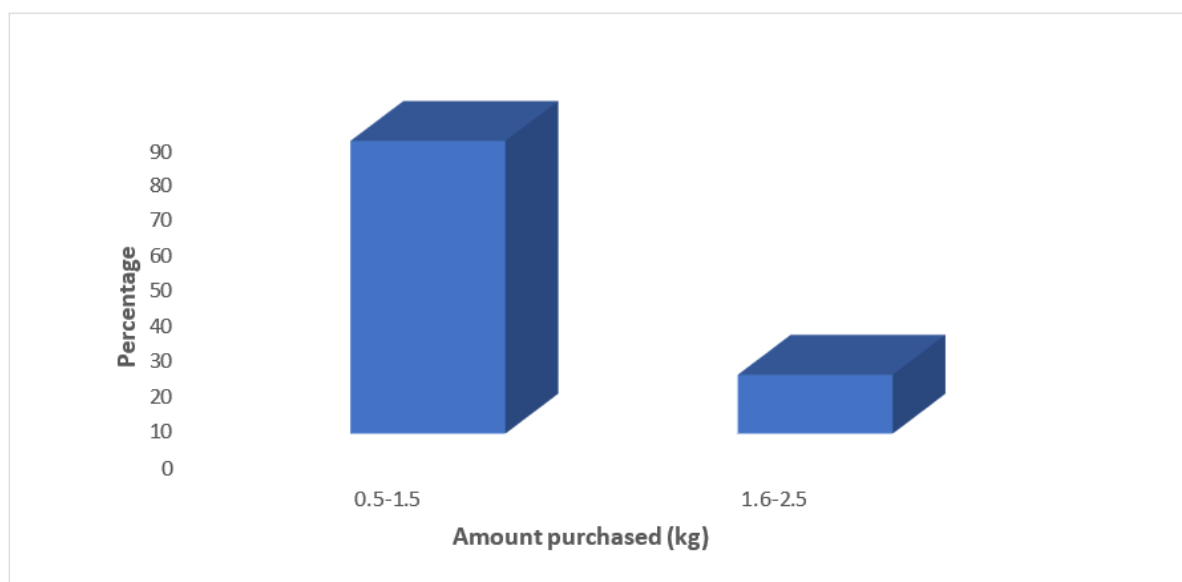


Figure 6: Quantities purchased by consumers (n=100)

3.8 Pork consumption by gender

Pork consumption patterns varied between male and female consumers (Figure 7), similar to broader evidence that gender strongly shapes meat eating habits (Fantechi *et al.*, 2023; Predanócyová *et al.*, 2023). Roasted pork was the most consumed product among males (54.1%), while raw pork was least consumed (4.3%). In contrast, females showed the highest preference for raw pork (50.0%), whereas roasted pork was the least consumed among females (8.3%). Consumption of fried pork was relatively similar between males (24.9%) and females (22.8%). The observed gender differences suggest distinct preferences and purchasing behavior, consistent with studies showing that men generally consume more meat, especially red and processed meats, and are more attached to meat than women (Feraco *et al.*, 2024; Hopwood *et al.*, 2024; Peeters *et al.*, 2022). Higher consumption of roasted pork among males may relate to the popularity of social meat-eating settings, where meat is symbolically linked with masculinity and social bonding (Lapiņa & Leer, 2016; Nakagawa & Hart, 2019; Vrijnsen *et al.*, 2024). Conversely, women's preference for raw pork may reflect their stronger role in home provisioning and meal preparation, and their greater attention to how meat is cooked and used in the household (Feraco *et al.*, 2024; Mohan *et al.*, 2022). The comparable consumption of fried pork suggests broad acceptability across genders.

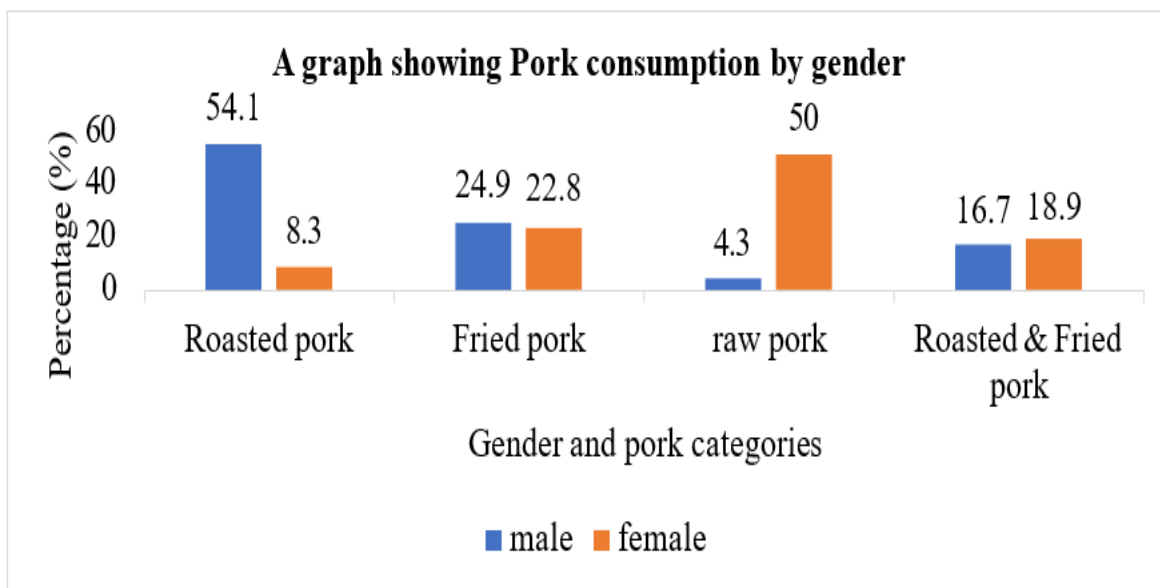


Figure 7: Pork consumption by gender (n=100)

3.9 Group dynamics with regard to pork consumption

Most consumers (70.8%) preferred consuming pork in groups, while 16.9% consumed pork alone; a further 12.3% consumed it both individually and in groups (Figure 8). The predominance of group consumption suggests that pork consumption in Hoima City is largely a social activity, consistent with evidence that people eat more meat and choose it more often when dining with family or friends than when eating alone (Horgan *et al.*, 2019). The popularity of pork joints, which function as combined butcheries and snack bars and serve ready to eat pork in social settings, further supports the view of pork as a social and leisure food in urban Uganda (Heilmann *et al.*, 2016; Heilmann *et al.*, 2016). Group consumption may also enhance cost sharing and social bonding, making pork important in social and recreational activities, in line with broader findings that social meals facilitate eating and strengthen friendship among companions (Horgan *et al.*, 2019). The relatively low proportion of consumers preferring to eat alone reinforces the communal nature of pork consumption in the study area. Similar patterns have been noted in Ugandan urban pork markets, where pork joints attract groups of friends, colleagues, and family members who gather to eat and interact (Heilmann *et al.*, 2016; Roesel *et al.*, 2019).

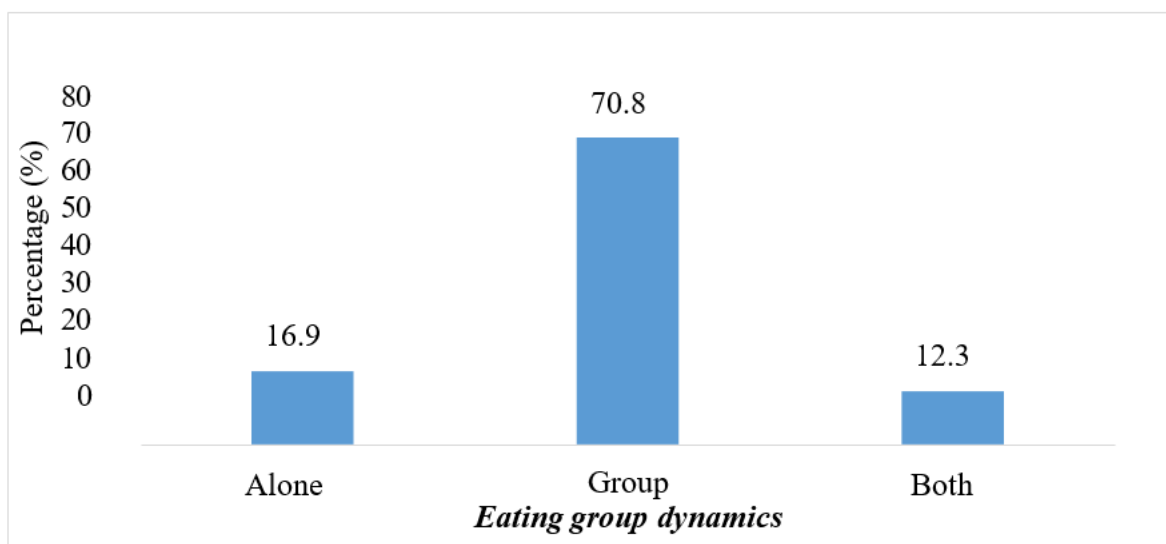


Figure 8: Group dynamics in pork consumption

4. CONCLUSION

The domestic pig product value chain in Hoima City is functional but still largely dominated by smallholder producers and traditional marketing systems, with limited value addition beyond raw, roasted, and fried pork. The chain is characterized by strong linkages between farmers, pork joint operators, and consumers, and is driven by high and growing urban demand, particularly among youth and group-based consumers. However, constraints such as limited processing capacity, narrow product diversification, and relatively weak value addition hinder the full realization of the sector's economic potential. It is therefore recommended that stakeholders and local authorities support investment in pig processing and value addition technologies to diversify pork products beyond traditional forms, strengthen farmer access to improved breeds, feeds, and veterinary services to enhance productivity, and promote capacity building for pork joint operators on hygiene and quality standards. In addition, strengthening market coordination and producer-processor linkages, alongside targeted policies that support urban livestock value chains, would improve efficiency, increase incomes for actors, and enhance consumer satisfaction and overall competitiveness of the pig sector.

5. ACKNOWLEDGEMENTS

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