

**Factors Having The Most Significance on the Choice and
Selection of Marketing Channels Amongst Communal Cattle
Farmers in Vhembe District, Limpopo Province**

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ABSTRACT The prime objective of this study was to investigate the factors having the significance on the choice of cattle marketing channels, and in addition, participation of the farmers in mainstream formal market. Fifty-five (n=55) farmers were purposively and randomly selected for a questionnaire-based data collection mini-survey. The study was conducted in the Musekwa Valley in Vhembe District, Limpopo Province, South Africa. Descriptive data were collected and fitted to a Binary Logistic Regression Model to determine the significant factors. The majority of the cattle farmers preferred the informal market (56.4%) ahead of mainstream formal market (43.6%). Farm record keeping, distance to the mainstream formal marketing channel and farm productivity revealed the high significance. Workshops should be conducted for the farmers on farm record keeping and farm productivity improvements while marketing infrastructure could be developed nearer the farmers' villages to promote participation of the farmers in mainstream formal marketing channels.