

ABSTRACT

Agriculture is one of the sectors has substantial contribution to Gross Domestic Product (GDP), in which one of the subsectors is seeded crops. Corn became a crop that accounts for a large enough area, One of the largest corn producer in central Java is Grobogan so corn is becoming the icon area.

This study aimed to analyze Maize Value Chain in Grobogan, and formulate strategies to grow corn. The data used in this study are primary data and secondary data. This study used a descriptive statistical analysis to describe the profile of the respondents in the study area, and using Value Chain Analysis (Value Chain), as well as the coping strategies maize value chain using in-depth interviews (in - depth interview) with the key-person ABGC competent to corn farming development with determination key - person using purposive sampling method.

Keywords: Food Crops, Maize, Value Chain Analysis (VCA).