

The Marketing of Indigenous Agricultural Products in Selected Barangays of Catarman Northern Samar, Philippines

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ABSTRACT: Indigenous agricultural products in Northern Samar are plentiful but their availability in the market is unpredictable. This study tried to find out what are the indigenous agricultural products as an eye – opener for the farmers in increasing production. It aimed to determine the market potential and find out if it is profitable to sustain the production entirely. It also tried to ascertain the problems and constraints deterrent to production and marketing.

The study was conducted in four barangays of Catarman, Northern Samar. The researcher utilized triangulation to derive a valid data.

These barangays produced indigenous agricultural products of several varieties of root crops, fruit trees, and vegetables. They also produce processed livestock, cereal, and marine products. It revealed that Copra and rice were the main sources of income in the four pilot areas. Some were produced in fewer quantities partly sold and consumed by the farmers. Prices slightly varied in the different barangays mostly sold either through small middlemen or to the ultimate consumers. Generally, they were sold on cash basis.

The most reported problems common to the four barangays were climatic change (rank1), occurrence of pests (rank 2), lack of capital (rank 3), and insufficient of water supply (rank 4).

During community consultation major problem exposed in Washington and Galutan lack of water supply, Macagtas capital deficiency and Libjo pest occurrence.

Finally farmers' participation in the preparation of implementable market plan should be arranged to systematize marketing of indigenous products.

KEYWORDS: Marketing practices, market potential indigenous agricultural products.

1 INTRODUCTION

The province of Northern Samar abounds with indigenous agricultural products. Unfortunately, the availability of these products in the market is unpredictable in spite of the fact that they are constantly demanded by the local consumers. Apparently, the farmers are not aware of the earning potential of these products; hence, they usually produce these products in small scale as subsidiary to what they normally need for consumption. In most cases, they use these products for home consumption and sell only what they can no longer consume.

With this, the researcher felt the need to undertake the study that intends to identify the indigenous agricultural products produced by the farmers in some barangays in Northern Samar which they can possibly sustain year round as their livelihood. These are indeed essentials on the daily subsistence and increase income of the farmers. In addition, the study gathered primary market data of these indigenous products that may be used for the development of a stable and efficacious market plan.

OBJECTIVES

The study identified the indigenous agricultural products produced in Catarman, Northern Samar. It then analyzed the market potential of the identified indigenous agricultural products in terms of average annual volume produced sold and consumed, prices, channels of distribution, and marketing practices. The problems and constraints encountered by the farmers in producing and marketing these indigenous products were identified.

2 METHODOLOGY

The locale of the study is in Catarman the capital of the province of Northern Samar located in the northernmost portion of Samar, the third largest island of the country. It is subdivided into fifty five (55) barangays. A first class municipality with a population of 85,214 having a total land area of 46,433 hectares agricultural land or 34.57% of its land area. It is a developing town in Samar Island.

The study was conducted in four selected (4) barangays in Catarman, Northern Samar namely: Galutan, Macagtas, Libjo and Washington which served as pilot areas of this study.

The random sampling was used in determining the respondents. The list of farmers was taken from the Department of Agrarian reforms office. Triangulation was adopted in validating the data gathered. Simple mathematical tools were used such as frequency, percentages, averaging, and ranking.

3 RESULTS AND DISCUSSIONS

3.1 INDIGENOUS AGRICULTURAL PRODUCTS

Through the use of survey questionnaire, transect walk and focus group discussion; the indigenous agricultural products produced by the farmers were identified.

In this study, indigenous agricultural product refers to the crops, fruits trees, vegetables, cereal, marine products and processed products such as copra, sugar, coconut wine and coconut vinegar inherently grown and produce in the four barangays where the study was conducted. These products are not commercially produced and therefore not always available in the market. However; there is a greater chance that these can be abundantly produced, processed and sold profitably for increased income of the farmers.

A number of indigenous agricultural products in different categories surfaced as indigenous in the areas of study after the results of the survey were validated through transect walk and focus group discussion. The product categories include: cereal, fishes, fruit, livestock, processed products; such as copra, sugar, coconut wine, and coconut, vinegar, roots crops and vegetables. The complete list of these indigenous products is shown in Table 1. These products are named in dialect, English or with scientific name.

Table 1. Marketed Indigenous Products in Selected Barangays of Catarman, Northern Samar

Cereal	Root Crops	Fruits
Paray rice <i>Oryza sativa</i>	Butig, Taro <i>Colocasia esculenta</i>	Avocado, pear fruit <i>Persia americana</i>
Mais Corn <i>Zea mays</i>	Balanghoy Cassava <i>Manihot esculenta</i>	Lemon, kalamansi Citrus, <i>Citrus microcarpio</i>
Livestock	Camote, sweet potato <i>Ipomoea batatas</i>	Silot Young Coconut <i>Cocos nucifera</i>
Carabao (<i>Babalus bubalis</i> <i>Carabanensis</i>)	Palawan <i>Cymometra ramiflora</i>	Cacao <i>Theobrama cacao</i>
Cow, <i>Bos taurus</i>	Gaway <i>Colocasia antiquorum</i>	Langka, jackfruit <i>Artocarpus heterophyllus</i>
Duck, Muscovy <i>Cairina moschata</i>	Bagong	Guardabano, guyabano <i>annona muricata</i>
Itik <i>Anas crecca</i>	Vegetables	Igot <i>Syzygium tripinatum</i> Blanco Merry
kanding , Goat <i>Capra hircus</i>	Ampalaya, bitter gourd (<i>Momordicca charantia</i>)	Lansones <i>lansiumdomesticum</i>
Baboy, Ho g <i>sus scrofa domesticus</i>	String beans (<i>Phaeseolus vulgaris</i>)	Saging banana <i>Musa pudica</i>
Manok Chickens <i>Gallus</i> <i>Gallus domesticus</i>	Patola, <i>Luffa aegyptica</i>	Pina pineapple <i>Ananas comosus</i>
Marine products	Pipino, cucumber, <i>Cucumis sativus</i>	Manga mango <i>Managangifera indica</i>
Haruan, Mud fish <i>Neochanan burrowsius</i>	Taron Eggplant <i>Solamum melongena</i>	Pili nut <i>Canarium ovatum</i>
Tilapia <i>Oreochromis niloticus</i>	Upo white flower gourd	kayomito star apple <i>Chrysophyllum cainito</i>
Processed Products	Kangkong <i>Ipomea aquatic</i>	Santol <i>Sandoricum koetjape</i>
Copra	Hagnaya <i>Stenochlaena palustris</i>	
Asukar Sugar <i>Disaccharide</i>	Pako <i>Athyrium esculintum</i>	
tuba Coconut wine	Bago <i>Prasophyllum bagoense</i>	
suka vinegar	Pechay (<i>Brassic rapa</i>)	
	Karabasa <i>Cucurbita maxima</i>	

3.2 MARKET POTENTIAL OF AGRICULTURAL PRODUCTS

SUPPLY AND DEMAND

The supply and Demand of the indigenous Agricultural products in the province are unpredictable in spite the fact that they are constantly demanded by the consumers.

Catarman reports on the demand & supply of the number of Slaughtered animals increased with the observation of occasions such as fiesta. At Poblacion Catarman market, supply of livestock and poultry products was normal. However, supply of broilers in the market increased in response to high demand.

The “Provincial Situationer” furnished some listed commodities with supply, demand and deficit supply in metric tons. Rice and corn top on the list in terms of deficiencies of supplies in metric tons. Implicating opportunity for the farmers to plant and increase the volume of rice production. Concentrate planting and cultivating root crops which grow easily in these

areas. (Madner *et al.*) stressed in their study “Promoting the cultivation of Indigenous plants for markets: experience from Kwala Zulu-Natal, South Africa “that sustainable and enhanced supply of agricultural products need to be promoted and cultivated continuously to supply the increasing demand of the population. The current research is in one with the opinion of the later convincing farmers to do so for the daily supply of the household and produce a greater volume for sale in the market, Provincial Situationer (CY July 2011-June 2012) Showing Commodity Supply in (MT), Demand and (MT) and Deficit (MT)

Commodity Supply (MT)	Demand (MT)	Deficit (MT)
Rice 18,406.10	90,591.30	72,185.28
White corn 1,357.36	6,575.6	5,218.23
Vegetables 945.64	2,661.12	1,715.48
Root crops 14,466.33	33,615.8	19,150.10
Pork 1,322.63	4,975.45	3,637.55
Beef 128.24	391.89	493.64
Cara beef 595.11	1,261.36	(430.38
Chicken Meat 512.43	1719.65	(1,297.21)
Chicken Eggs 30.44	895.00	(864.49)

VOLUME PRODUCED, SOLD AND CONSUMED

The estimated annual volume of indigenous products (Appendix 2) produced sold and consumed were measured in kilo and gallon. These were determined by adding the total volume of products sold and the total volume consumed in the previous year and the current year 2012 on the time of the study. In case of Macagtas, where there is an irrigation system, the total volume produce was derived by determining the summation of products produced during the year multiplied by the number of cropping period over two years. Same is true with copra products which cover to all areas.

Copra is all sold while rice is partly consumed with the bigger produce sold in the market. Both copra and rice are good sources of income of the farmers in the areas of the study. These products are being sustained by the farmers the whole year and these are normally produced in relatively big quantities. The other coconut by-products, such as tuba and coconut wine, are being processed in the four barangays, partly consumed by the farmers with a significant volume sold.

As for the root crops, almost half of what is produced is consumed and the rest are sold, same with bananas. A variety of vegetables is also being produced year round, but in relatively small scale, with a big portion of what is produced being used for home consumption. This indicates that the farmers are not so well- motivated to raise vegetables for commercial purposes. Most likely, they plant vegetables only to utilize untapped areas of their farm and to satisfy their needs. Nevertheless, if only they continuously plant and cultivate these agricultural products chances are the possibility of increasing the supply of products in the market more than sufficient for the household consumption.

3.3 AVERAGE PRICES OF PRODUCTS IN PESOS

Prices refer to the farm prices and market prices of products available for sale. These prices are expressed in terms of kilo or gallon there are slight differences of prices of the products sold in the farm and in the market in the four barangays. Ideally, prices of the same products can be uniform in all the four areas. However, this can only be attained if there is a ready viable market for these products. This is understandable since the farmer or the dealer has to allow a mark up to compensate the cost of transportation of the product from the farm to the market. Meanwhile, (Czeriza Valencia 2012) from the Philippine Star reported that Prices of Agriculture products are stable. The information of current prices helps the farmers in the area as to the pricing of their products available for sale.

3.4 CHANNEL OF DISTRIBUTION

The Channel of distribution is the term used where the products are being distributed from different level of users. In this study the channel of distribution adopted is not similar for all products. Different products take different routes from the farmer to the ultimate consumer. However, there are some products that follow exactly the same route.

Livestock such as hog, cow, carabao, are sold from the farm directly to the market butcher and finally to the consumer. Indigenous fruits are generally sold directly to the ultimate consumer; although sometimes they go through the retailers. Cassava and other root crops generally go out from the farm to the small retailers and to the ultimate consumers. But in

some instances, they are sold directly to the ultimate buyers. Copra takes varying channels. It is sold to either the retailer or wholesaler who sells it to the casa. Sometimes, the farmer goes direct to the casa where it is sold at a higher price.

MARKETING PRACTICES

The marketing practices of the respondents revealed that majority of the farmers sold their product on a cash basis. Some products were sold at discount when bought in bulk or big quantities. A few products were transferred to the buyer through barter system.

Marketing on a cash basis definitely signifies positive indication that might prosper the daily endeavor of the farmer towards better outlook for their livelihood.

PROBLEMS AND CONSTRAINTS IN THE PRODUCTION AND MARKETING OF INDIGENOUS AGRICULTURAL PRODUCTS

The problems and constraints faced by the farmers in the production and marketing of the indigenous agricultural products were determined by using the survey questionnaire, and validated through focus groups discussion. The problems were ranked according to the frequencies of respondents reporting.

Climatic disturbances or change is the most severe problem, followed by the presence of pests, such as rats and black bugs. Lack of capital also turned out to be the third biggest problem while insufficient supply of water ranked fourth, It is the consensus among them that these are the leading problems they encountered which in a great way deter them from producing their crops in a bigger scale or for commercial purpose.

There are other problems reported like lack of facilities, low prices of product, delivery of products, low production, diseases (plant & animals) and others, but apparently these were considered minor problems which did not bothered the farmers much.

(Kumar 2011) expounded that marketing of rural products has not been well developed. Promotion, distribution and implementation of customer feed-back is lacking. Rural industries cannot compete with their urban counterparts. Dealers exploit the rural industries in the traditional sector.

Lack of proper communication facilities and marketing information adds to the problem to large extent. According to him this is only one of the major problems faced by the rural industries which is also relatively true to the current area of the study.

4 CONCLUSIONS AND IMPLICATIONS

A number of indigenous agricultural products in the area of study had been identified and these include: cereal, fruits, and fishes, processed products such as, copra, sugar, coconut wine, coconut vinegar, livestock, root crops, & vegetables. Not all of these identified agricultural products are abundantly available in the market. With the exception of copra and rice, the identified indigenous products are being sustained in small scale and as merely a subsidiary crops by the farmers although these can be produced in relatively big quantities all year round. Copra and rice which are sustained all year round are the main sources of income of the farmers.

Prices on these indigenous products slightly vary in each area of study. This implies that there is a need to organize a systematic market for indigenous products in the area if not in the entire town of Catarman.

With the exception of copra and rice, the products are used for home consumption of the farmers and the remaining is sold in the market either directly to the ultimate consumer or through small middlemen. The products are generally sold on a cash basis. This indicates that a good marketing plan should be operationalized to encourage farmers to produce these indigenous products in commercial scale. Results definitely suggests therefore, that majority of the indigenous agricultural products produced in the pilot areas were not sustainable and profitable even in the production process itself.

Various problems were identified during the survey, interview and focused group discussion done and one major problem in each barangay surfaced during the community consultation conducted in every barangay. In Washington and Galutan, lack of water supply turned out to be the major problem. In Macagtas, lack of capital was pointed out to be the biggest problem. In Libjo, the occurrence of pest is considered a major problem.

RECOMMENDATIONS

An implementable market plan for these indigenous products should be prepared to systematize the market of these products. The planning should be done with the participation of the farmers.

Information dissemination should be conducted regularly in the different barangays to keep the farmers abreast of the assistance being given by the government.

Seminar on farming-related technologies should be done periodically to educate the farmers on how to improve their productivity and increase their production.

Livelihood technologies utilizing the indigenous products should be introduced to the farmers as alternatives source of income.

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