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PRODUCTION AND MARKETING OF PICKLED GOODS
(ACHARA) IN SELECTED AREAS OF BATANGAS

THESIS

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**PRODUCTION AND MARKETING OF PICKLED GOODS (*ACHARA*)
IN SELECTED AREAS OF BATANGAS**

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ABSTRACT

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The study was conducted to describe the characteristics of businesses engaged in the production of pickled goods in selected areas of Batangas; determine the production and marketing practices employed by pickled goods producers, and identify the problems encountered by the producers in the production and marketing of pickled goods.

The study was conducted in the selected areas of Batangas, namely; Nasugbu, Lian, Tuy, Balayan and Calaca. A total of 100 pickled goods producers were included in the study. Data were collected through personal interviews with the respondents with the aid of the prepared questionnaire.

The average age of pickled goods producers was 24. Most of pickled goods producers were female. Majority of the respondents were married and reached elementary level. Most of them were sole proprietor. The average years of operation of the respondents was 24 years. The average initial capital of the respondents was PhP711. While average revolving capital of the respondents was P5,136. The average number of workers was three. For financing the business, most of them came from personal/family savings

Pickled goods producers produced pickled papaya, labong, ubod and ampalaya. But most pickled goods produced was pickled papaya.. The most common types of tools and equipment used in the business were knives, basin, katsa, and shredder. Others used strained, filer and sack in producing pickled goods. Most of the respondents used unripe

papaya, red bell pepper, onion, salt, sugar, and vinegar. Others used luyang dilaw, carrots, celery stalk, garlic and green pepper. Public market was the major sources of raw materials. The produced pickled goods it last for one day or even one week.

The manner of payment by customers were cash only, cash and credit and installment. The most common strategies used by the respondents was price skimming. Most of the business were located along the highway. Common customers were those living within the town. The usual outlets of the producers were their own houses. The respondents sold their products in their respective outlets only. They usually gave discounts to loyal patrons or repeat buyers.

The most common problems cited were lack of capital, delayed payment of customers, hands were swollen, and competition.

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INTRODUCTION

Where else in the world can one sample delectable and tempting delicacies if not in the exotic country of Philippines. It is hardly surprising that Filipino food is often labeled as somewhat strange but in its own way, a unique mixture of eastern and western cuisine. After all, with nearly 400 years of outside influences, the Philippine cuisine is a fascinating blend of Malay, Spanish and Chinese cultures. To the Filipinos, food is important as it is an integral part of local art and culture as well as communal existence (Gelle, 2000).

An article in Philippine Daily Inquirer (2005) cited that Batangas now is waking up to an appetizing new economic potential. What used to be the appetizer on every breakfast, lunch and dinner table own is now the future income earner of every achara (pickle) maker and could possibly change the way people view Batangas.