

LETTUCE (*Lactuca sativa*) var. GREEN ICE
PRODUCTION ENTERPRISE

Entrepreneurial Development Project

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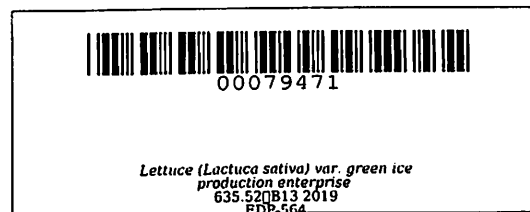
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LETTUCE (*Lactuca sativa*) var. GREEN ICE PRODUCTION ENTERPRISE

Entrepreneurial Development Project Report
Submitted to the Faculty of the
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In partial fulfillment
of the requirement for the degree
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ABSTRACT

RODEROS, KANE TERRENZ D. and BACOS, APRILLE ROSE D. LETTUCE (*Lactuca sativa*) var. GREEN ICE PRODUCTION ENTERPRISE: ENTREPRENEURIAL DEVELOPMENT PROJECT REPORT, Bachelor in Agricultural Entrepreneurship (Major in Crop Production). Cavite State University – Main Campus, Indang, Cavite. June 2019. Adviser: Abigail P. Daria.

The Entrepreneurial Development Project entitled Lettuce (*Lactuca sativa*) var. Green Ice Production Enterprise was conducted at Buna Cerca, Indang Cavite. The project was started from last week of December 2018 and was ended on April 2019. This project was a partnership type of business. The total area of production was 302.5 square meters and it consists of 18 plots with a total number of 4,950 plants. Each plot was measured 1 meter by 11 meters. The production had 3 batches, the first batch was 5 plots, then second was 6 plots and lastly was 7 plots.

The student entrepreneurs prepared the necessary capital for purchasing the supplies and materials that involved in the project and procurement of the materials was done in the pre-production activity. Site clearing, land preparation, preparation of potting media, seed sowing, transplanting, application of concoctions, application of wood vinegar, pest and disease management, weeding and watering were performed in production activities.

The lettuce was harvested 45 days after sowing. The total harvested kilogram of lettuce was 294 kilograms. The produced lettuce was promoted through social media and public places like market, municipality, and schools of Indang and Mendez, Cavite. The

lettuce was sold at the price of Php 120.00 per kilogram, Php 70.00 for $\frac{1}{2}$ kilogram, and
Php 35.00 per $\frac{1}{4}$ kilogram.

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An entrepreneurial development project report submitted to the faculty of the Department of the Agricultural Entrepreneurship College of Agriculture, Food, Environment and Natural Resource, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor in Agricultural Entrepreneurship (Major in Crop Production) with Contribution No. EDP 2019-54. Prepared under the supervision of Ms. Abigail P. Daria.

INTRODUCTION

Lettuce is considered as one of the most important salad crops in the Philippines. It grows in places that are generally low and climate is distinctly cool. It is easily affected by high temperature, so it should be carefully managed especially the vegetative growth because it is essential for the attainment of satisfactory growth, development and head yield. Beside temperature this crop is much affected by the cultural practices, affecting growth and yield with the application of organic matter (Jerry, 2002)

Lettuce (*Lactuca sativa*) is an annual plant of the daisy family, *Asteraceae*. It is most often grown as a leaf vegetable, but sometimes for its stem and seeds. Lettuce is most often used for salads, although it is also seen in other kinds of food, such as soups, sandwiches and wraps; it can also be grilled. Green Ice is one of the crispiest, most satisfying loose-leaf lettuces. The leaves are glossy, dark green, and savoyed, giving them