OPERATION STRATEGIES AND DISTRIBUTION OF FLOWER FARMS IN SELECTED AREAS OF CAVITE

THESIS

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ABSTRACT

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This study was conducted to identify the operation strategies and distribution of flower farms in selected areas of Cavite namely; Alfonso, Amadeo, Indang, Silang, and Tagaytay. Specifically, it also aimed to: (1) identify the socio-demographic profile of the growers/owners/managers of flower farm in selected areas of Cavite; (2) identify the business profile of flower farms in selected area of Cavite; (3) identify the operation strategies used in flower farming in terms of 5m's; (4) determine the volume of production of flower farms in selected areas of Cavite; (5) analyze the distribution practices by different flower farm and; (6) identify the problems in flower farm.

Demographic profile and business profile were determined using frequency counts, percentage, and mean, moreover, Purposive Sampling Technique specifically total enumeration was used in selecting the participants based on its availability.

The result showed that most of the owners/growers/managers were retirees. Due to high opportunities in ornamental plants that are used for landscaping, the growers increase. Farmers preferred to substitute the machine power for human labor to reduced cost and most of the flower farm in Cavite were engaged in ornamental plant that are normally done by manual from planting to harvesting. It also shows that most of the flower farms used to hired men workers due to its highest ability to do the activities in farming. To lessen the cost, flower farms chose to hire a part timer only when it is a peak season.

And lastly, aside whether condition, pests and high cost of inputs the current problem of the growers is that there is no standard price for potted ornamental plants, the higher competition due to unpredictable price that competitors made cause to sell their plants in a lower price.

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INTRODUCTION

Flowers are grown in the farms for commercial purposes. Presence of flowers creates a pleasant and healthy atmosphere in different settings: house, hotels, and restaurants (Bogash, Ford, Kime, & Harper, 2012). According to Dait (2015), the cutflower and ornamental plants industry in the Philippines was originally limited to few and small growers. However, in the last few years the industry is steadily growing. The growth can be attributed to several reasons such as: increased awareness and recognition of high returns on investments and increased in the number of establishments that requires flowers such as hotels, and influx of tourists that led to more demanding clients. From an annual total cut flower production of 8,120 metric tons in 1990, it grew to 22,671 metric tons produced from 1,558 hectares in 2003. The 20.63 percent production growth rate over a period of 14 years was reason enough for the government as well as the private sector, to take a more serious look at this emerging industry. The increase in demand triggered more production, but despite of the larger area devoted to flower production, there is still a short fall in the supply. The demand for domestic market cannot be supplied by the local production resulting to