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PRODUCTION AND MARKETING OF ANTHURIUM:  
THE CASE OF PABLO LYRAN'S FARM

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Indang, Cavite

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~~✓~~ PRODUCTION AND MARKETING OF ANTHURIUM:

THE CASE OF PABLO LEYRAN'S FARM

A Case Study

Presented to the Faculty of the  
Department of Agricultural Economics and Agribusiness  
Don Severino Agricultural College  
Indang, Cavite

In Partial Fulfillment  
of the Requirements for the Degree of  
Bachelor of Science in Agriculture  
(Major in Agricultural Economics)



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## A B S T R A C T

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This study was conducted primarily to determine the (1) management operations of the farm under study; (2) production operation being employed in the farm; (3) marketing practices of the farm; (4) present financial status of the farm; and (5) problems encountered in management, production, marketing and financial aspects of the farm.

This study was conducted at the anthurium farm of Mr. Pablo Leyran in Barrio Balubad, Marahan, Alfonso, Cavite. The much needed information and data were gathered through observation and participation in some farm activities.

It was noticed that the most common problems in the production of anthurium were the incidence of pest and diseases, fast emergence of weeds, inadequate supply of water and high cost of inputs.

The farm owner also cited lack of available market as one of his problems.

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## THE CASE OF PABLO LEYRAN'S FARM

by

ELENITA VIADO RUPIDO

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A case study presented to the faculty of the Don Severino Agricultural College, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Agriculture (BSA) major in Agricultural Economics. Contribution No. AE-93-03. Prepared in the Department of Agricultural Economics and Agribusiness under the direct supervision of Mrs. Cecilia T. Cayao.

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### INTRODUCTION

Ornamentals and cutflowers are a common sight in most gardening today. One of the most important cutflowers that has gained wide popularity in the country because of the economic potential is anthurium.

Anthurium is a member of the Araceae family and has about 600 species. This exotic plant used to be very costly and is available only to local plant lovers who could afford it. It is one of the favorite plants among housewives. This is because anthurium is easy to culture, propagate and market and this is the same reason why even small lot owners are growing it. Moreover, its flowers create a pleasing setting for the