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FACTORS ASSOCIATED WITH THE CHOICE OF SELLING
PRACTICES OF FARMER-PRODUCERS IN SELECTED
MUNICIPALITIES IN QUEZON PROVINCE

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MUNICIPALITIES IN QUEZON PROVINCE

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A B S T R A C T

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This study was conducted to determine the socio-economic characteristics of the farmer-producers, the selling practices employed by the farmer-producers, the reasons of farmer-producers for their choice of selling practices, the relationship between the selling practices and the reasons for the choice of selling practices and lastly to determine the socio-economic characteristics that influence the choice of selling practices employed by the farmer-producers.

Four municipalities of Quezon Province were chosen as research areas and two hundred respondents were selected randomly as subject of the study. An interview was conducted using the prepared interview guide. Statistical analysis were employed to determine the condition of the producers and to find out whether or not two variables were associated with the reasons for the choice of selling practices.

Majority of the respondents were owner-operators whose average size of farm was three hectares and had been engaged in farming for almost twenty eight

years. Most of the producers belonged to low income group.

Most of the respondents preferred to deliver their farm produce to wholesalers in the public market for they received cash payment upon delivery of such products.

The different selling practices that were associated with the reasons for choice of selling practices were: distance from the consumer, annual income, years in farming, place of sale, methods of sale and mode of payment. On the otherhand, size of the farm, tenure status and channel of distribution were found to be not associated with the reasons for choice of selling practices.

Prolifcation of marketing channel, lack of good road, higher cost of transportation, poor financial condition of the farmer, low market price, high cost of production inputs and lack of storage facilities were some of the problems encountered by the farmer-producers in the four municipalities in Quezon Province.

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INTRODUCTION

It has been observed that one of the priority concerns of the Department of Agriculture (DA) is to nurture the economic environment supportive to private investment in agriculture for rural development. The expected output in the production market linkages is to increase efficiency in the distribution and marketing of agricultural products from producers to consumers.

In Quezon Province or in any other part of the country, farmers could obtain better income from farm products not only by increasing their production but also by good marketing strategy of their products. The rule of thumb in agri-business is that a product is successfully launched when it finds a market and only when the consumers patronized it. Thus adequate attention should also be given to marketing aspects relative to the production activity. Farmers should be familiar not only with the production practices but also the marketing aspects in order to be successful in their occupation.

It is therefore important that extension workers and farmers should also give concern on the marketing and selling of their farm products. Hence, this study