

EGGPLANT (*Solanum melongena* L.) PRODUCTION ENTERPRISE

Entrepreneurial Development Project

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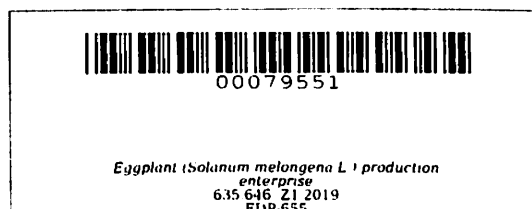
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EGGPLANT (*Solanum melongena* L.) PRODUCTION ENTERPRISE

Entrepreneurial Development Project Report
Submitted to the Faculty of the
College of Agriculture, Food, Environment and Natural Resources,
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In partial fulfilment
of the requirements for the degree
Bachelor in Agricultural Entrepreneurship
Major in Crop Production



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ABSTRACT

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The project was conducted at Barangay. Kaybagal North, Tagaytay City, Cavite with a capital of P 14,000. The project aimed to apply agribusiness principles and techniques in managing eggplant plantation. The project was composed of 21 plots with 420 eggplants in 300 m² of land. This project was operated as a partnership type of business.

Pre-production activities included purchasing of seeds and other materials such as seeds, seed trays and potting media mix. Seed sowing, transplanting, watering, weeding and fertilizer application were the main production activities.

The estimated yield per plant was 1,500 grams. Freshly harvested eggplants were sold at P 30 to P 70 per kilogram.

The total cost of production was P 13,953.46, the total sales amounted to P 17,270 and the net profit was P 3,316.54. The return on investment was 23.77 percent.

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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 Resources, 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 2019-032. Prepared under the supervision of Dr. Adelaida E. Sangalang.

INTRODUCTION

Eggplant (*Solanum melongena* L.) is known as aubergine and brinjal (English), *talong* (Tagalog), *tarong* (Ilocano), or *bringhinas* (Bisaya). It is cultivated for the immature fruits which are either roasted, fried, stuffed, pickled or processed. Young fruits are also eaten raw.

Preferred types are the long, purple varieties with green calyx, but some regions also prefer the long or round, green-colored varieties. Eggplant is generally cultivated as a monocrop year round. This practice greatly contributes to the escalating problem of insect pest such as green leafhopper and fruit and shoot borer.

Eggplant can be grown from low-to mid-elevation areas throughout the year. Highest production could be achieved during the cool, dry months. It thrives best in loamy sandy soil with pH of 5.5 to 6.5. Eggplant is the country's top ranking vegetable in