

KALE (*Brassica oleracea* var. *capitata*) PRODUCTION ENTERPRISE

Enterprise Development Project

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Indang, Cavite

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EDP498

EDP 636.4 Ap4 2018

June 2018

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KALE (*Brassica oleracea var acephala*) PRODUCTION ENTERPRISE

Enterprise Development Project
Submitted to the Faculty of the
College of Agriculture, Food, Environment and Natural Resources
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor in Agricultural Entrepreneurship
Major in Crop Production



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June 2018

ABSTRACT

APOLINAR, ROSE GANE MARIE I., AND PIMPING, MARIA CZARINA F., KALE (*Brassica oleracea* var *acephala*) PRODUCTION ENTERPRISE Bachelor in Agricultural Entrepreneurship major in Crop Production. Cavite State University. Indang, Cavite. June 2018. Adviser: Ms. Jo-an Ducducun.

The enterprise development project was conducted at Sitio Italaro, Brgy. Kayquit Indang, Cavite from December 2017 to April 2018, with the capital of P 24,041. A total population of 2, 560 kale were planted in production area. This project was conducted for the student entrepreneur to obtain skills in actual experience and to enhance knowledge in production, management, finance and marketing kale.

Pre-production activities include purchasing of materials such as seeds, vermicast, potting media, organic fertilizers and bio fertilizer. Plot preparing, sowing of seeds, applying of organic fertilizers, transplanting, application of bio pesticides and watering were done in the production activities of kale enterprise. The entrepreneurs started to sow seeds last December 04, 2017. They sow in 104 holes seed tray, a curly kale seed. The plot preparation of (tent house) Th 6 and Th 5 plots was done on December 28 to 29 2017. The first transplanting of the curly kale was on January 4 2018. The land preparation of Th 4 and Th 3 plots was done on January 5 to 6 2018. The entrepreneurs sow seed for every after 3 weeks and transplanted in on the 23rd day of the plant. The land preparation was done every two weeks from the months of February and March. The applying of bio fertilizers were done every once a week or every Monday. Weeding helped reduce the competition in the absorption of nutrients and water.

The application of FPJ and FFJ was done every two weeks from January 18, 2018 to April 3 of 2018. It gave nutrients and to produce stronger leaf. Watering was done every day.

The entrepreneurs observed that the kale can tolerate heat and can grow than the entrepreneurs expected. The only problem of kale was high incidence of pests in the months of January and February but prevented it by using of bio pesticides. On February 2, 2018, the entrepreneurs started to market the kale to FRISVO, one of the loyal customers in Sanctuario, Walk-in buyers and friends.

The operational cost for the entire five months in the production of kale was P 36,635.00 with the net income of P 24,042.00. Return on investment was computed at 52.4 percent.

Because of the project, the entrepreneurs understood how to produce and manage a small business. This project not only gain profit but experience and friendship.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	v
ABSTRACT.....	viii
LIST OF TABLES.....	xii
LIST OF FIGURES	xiii
LIST OF APPENDIX FIGURES.....	xiv
LIST OF APPENDICES	xv
INTRODUCTION	
Nature of the Project.....	2
Objectives of the Project	2
Time and Place	3
DESCRIPTION OF THE ENTERPRISE	
Location and Lay-out of the Project	5
Organization and management	8
Time table of Activities	8
Production	10
Procurement of materials	10
Preparation of potting media.....	10
Plot preparation	10
Sowing of seeds.....	10

Transplanting.....	10
Watering.....	11
Fertilizer application.....	11
Control of pest and disease.....	11
Harvesting.....	12
Post-harvest handling.....	12
Packaging.....	12
Marketing.....	12
FINANCIAL ANALYSIS	
Financing.....	13
Cost and Return.....	14
PROBLEM, SOLUTIONS, AND INSIGHTS	
Problems and Solutions.....	16
Insights.....	17
PLANS.....	18
SUMMARY AND CONCLUSIONS.....	19
REFERENCES.....	20

LIST OF TABLES

Table		Page
1	Cost of supplies	14
2	Cost of tools.....	14
3	Cost of labour.....	15
4	Other cost.....	15
5	Total cost of production.....	16

LIST OF FIGURES

Figure		Page
1	Location of the farm.....	5
2	Layout of the area.....	6
3	Organizational chart.....	7
4	Timetable activities.....	9

LIST OF APPENDIX FIGURES

Appendix Figure		Page
1	General view of the site	21
2	Material used in production	22
3	Land preparation	23
4	Sowing of seeds	24
5	Transplanting	25
6	Watering	26
7	Application of bio pesticide	27
8	Application of fertilizer	28
9	harvesting.....	29
10	Marketing	30

LIST OF APPENDICES

Appendix		Page
1	Garden's weekly report.....	21
2	Marketing record.....	24
3	The total yield analysis of kale	26

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An enterprise development project submitted to the faculty of the Department of Agricultural Entrepreneurship, College of Agriculture, Food, Environment, and Natural Resources, Cavite State University, Indang Cavite in partial fulfilment of the requirements for the degree of Bachelor in Agricultural Entrepreneurship major in Crop Production. With Contribution No. EOP-2018-020. Prepared under the supervision of Ms. Jo-ann T. Ducducan.

INTRODUCTION

Kale, scientifically known as (*Brassica oleracea* var *acephala*) is part of the cabbage family, a Brassica group of vegetables that includes cabbage, collards and Brussels sprouts. In Brassica family, kale is one of the most nutritionally dense food or a super food. It is a common winter vegetable in Europe that can tolerate frost and snow and even a 30° C in a tropic place. Kale is a plant that do not require much care and really hardly even in the tropics. (Brazier, 2017)

The two common varieties of kale were the curly and laciante kale. Curly is the most probably recognized variety of kale and has frilly edged leaves and long stems. It has lively bitter flavour with delicious and peppery qualities and has a lot of benefits than