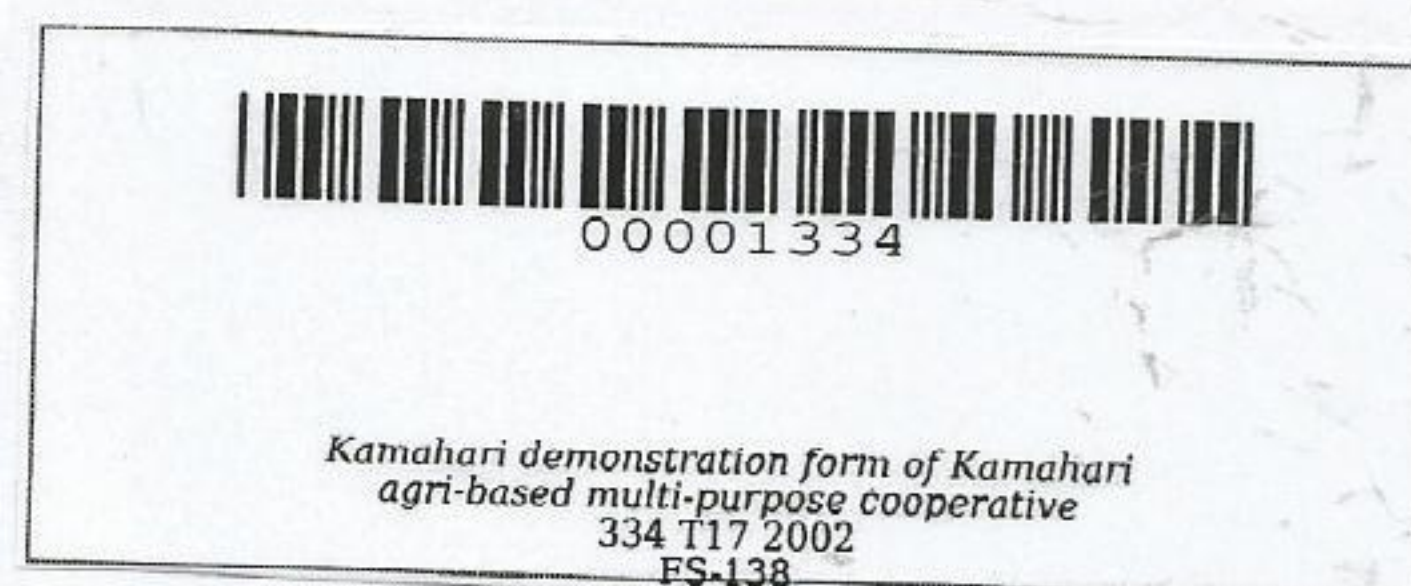


**KAMAHARI DEMONSTRATION FARM OF KAMAHARI AGRI-BASED
MULTI-PURPOSE COOPERATIVE (ABMPC)
NASUGBU BATANGAS**

Field Study Report
Submitted to the faculty of the
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Agribusiness)



MARY GRACE C. TARRAGO
April 2002

ABSTRACT

TARRAGO, MARY GRACE CARDONA. KAMAHARI Demonstration Farm of KAMAHARI Agri-based Multi-Purpose Copperative (ABMPC) Nasugbu, Batangas. Field Study Report. Bachelor of Science in Business Management, major in Agribusiness, Cavite State University, Indang, Cavite. April 2002. Adviser: Mr. Oliver C. Fauni.

A three month field study was conducted at Katipunan ng mga Magsasaka sa Hacienda Roxas Inc. (KAMAHARI) Agri-based Multi-Purpose Cooperative (ABMPC) located at Camp Abejar, Lumbangan Nasugbu Batangas from October 29, 2001 to January 10, 2002. It aimed to provide the students a chance to apply gained knowledge in Business Management to real life situation. Specifically, the field practice aimed to: (1) describe the operation of the farm in terms of management, production, marketing and financial aspects; and 2) determine the problems faced by the KAMAHARI Demo-Farm and recommend possible solutions

Relevant data were obtained through observations and interviews with the project manager and from the files of the company

The KAMAHARI Demo-Farm Project is located at Barangay Cogonan, Lumbangan Nasugbu, Batangas. The farm has an area of 4,940 sq. meters. The area was planted with different vegetables, 1000 sq. meters for pole sitao, 1000 sq. meters for sweet, 1000 sq. meters sweet pepper, 1000 sq. meters bitter gourd, 1000 sq. meters eggplant and the rest of the area was used for the other high- value vegetables. The Demo- Farm focused its marketing operation on the consumer from the nearby town of Nasugbu. The vegetables are distributed to various customers, namely: Lian market, Vegetarian stall and Liwayway Minimart. The farm started its operation with a capital

coming from the Intercharts Community Organizations (ICCO), one of the agencies that support KAMAHARI ABMPC. The project has an initial investment of P1000,000.00, in all crops a gross sale of P160,000.00 was obtained with a production cost of P46, 238.00. These include labor cost, material cost and transportation cost. In general, Demo - Farm Project has a net income amounting to P113,736.00 within three months.

The Agricultural Development and Productivity (KAMAHARI Demo-farm Project) encountered problems in its operation like the presence of pests and diseases, lack of monitoring and evaluation of the project. These problems can be solved by means of open communication to the farmers. On the other hand, applying pesticides and using fish net can control pest and diseases.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL SHEET	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDICES	xi
INTRODUCTION	1
Importance of the Field Study	2
Objectives of the Field Study	2
METHODOLOGY	3
Time and Place of the Study	3
Data Collection	3
Scope and Limitation of the Field Study	3
THE FIRM	4
Historical Background	4
Description of the Farm	5
Organization and Management	8
Motivation and Incentives	8
Compensation scheme	10

Recruitment and hiring	10
Production	10
Land Preparation	12
Marketing	15
Finance	17
Problems Encountered by the Farm	19
Future Plans	20
FIELD PRACTICE EXPERIENCES	21
Activities	21
Observations	22
Problems encountered by the student	23
SUMMARY	24
BIBLIOGRAPHY	26
APPENDICES	27