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**PRODUCTION AND FARM LEVEL MARKETING
OF BELL PEPPER IN SELECTED TOWNS
OF CAVITE**

THESIS

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**DON SEVERINO AGRICULTURAL COLLEGE
Indang, Cavite**

April 1997

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Undergraduate Thesis
Submitted to the Faculty of the
Don Severino Agricultural College
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In Partial Fulfillment
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Bachelor of Science in Agriculture
(Major in Agricultural Economics)



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ABSTRACT

PEJI, FREDERICK AMBULO " Production and Farm Level Marketing of Bell Pepper in Selected Towns of Lowland Cavite". ". B.S. Thesis, Agricultural Economics, Don Severino Agricultural College, April, 1977. Adviser: Prof. Nelia Feranil.

A study was conducted to assess the production and marketing practices in bell pepper production in selected towns of Cavite. Specifically, it aimed to determine the socio-economic characteristics of bell pepper farmers, describe the production and marketing practices and the relationship of income to selected variables, assess the profitability of bell pepper production and marketing and identify the production and marketing problems encountered by bell pepper growers.

The towns selected for the study were Naic, Tanza, Gen. Trias, Kawit and Trece Martirez City. Thirty bell pepper growers were interviewed. Data collected include the socio-economic characteristics of the respondents, production and marketing practices and problems encountered by the farmers. Different tools were used in the analysis of data.

The study covered only small scale growers since bell pepper growers in lowland Cavite are scanty. The hypothesis tested in this study was that income was not significantly related to age, size of the farm, tenure status, number of years in farming, fertilization, quantity of fertilizer applied, number of bags applied, frequency of weeding, distance of planting, method of sale, place of sale, choice of outlet and price.

Most of the farmers packed the bell pepper through polyethylene plastic and used jeeps or trucks in transporting it to the nearest local market. Respondents did not have any source of information about the price of the products.

The socio-economic characteristics that were found significantly related to income were number of years in farming and size of the farm. Tenure status and age were not significantly related to income.

The production practices that were found significantly related to income were quantity and type of fertilizer applied. Method of weeding and distance of planting were not significantly related to income.

The marketing practices that were found significantly related to income were prices of bell pepper. Reason for choice of outlets, method of sale and place of sale were not significantly related to income.

In the cost and return analysis of bell pepper cash cost and non-cash cost, receipts and non-cash receipts were considered. The cash cost included the expenses on seed bought, fertilizer, insecticide, hired labor, fuel and oil and tax while the non-cash cost included unpaid family labor, products given away and products used at home.

Different problems encountered by the farmers were high price of chemical/fertilizer, lack of knowledge on the use of modern technologies and high labor cost. The marketing problems were low price of bell pepper, high cost of transportation, lack of information with regards to market price and fluctuation of price.

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INTRODUCTION

Bell pepper (**Capsicum Annum, Linn**), sometimes called garden pepper, is annual flowering crop belonging to the family Solanaceae. It is one of the most commonly used vegetable crops in the Philippines and is one of the highest priced fruit vegetables in the country.

Bell pepper is a good intercrop with peanut. The study conducted by de Guzman (1989) revealed that with a total land area of 1,500 square meters for bell pepper, the Return on Investment was 41.85 percent. This result indicated that a peso worth of investment provides 41.85 centavos (P0.42) return.

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