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1993

ST. JUDE FARM - TRECE MARTIREZ CITY
A CASE STUDY

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and Agribusiness**
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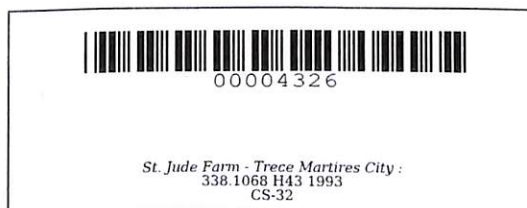
APRIL 1993

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ST. JUDE FARM - TRECE MARTIREZ CITY
A CASE STUDY

Presented to the Faculty of the
Department of Agricultural Economics and Agribusiness
Don Severino Agricultural College
Indang, Cavite

In Partial Fulfillment
of the Requirements for the
Degree of Bachelor of Science in Agribusiness



ARCELI B. HERRERA

April 1993

ABSTRACT

HERRERA, ARCELI DE BORJA. "St. Jude Farm: Undergraduate Case Study." Bachelor of Science in Agribusiness, Don Severino Agricultural College, March 1993. Adviser: Mr. Angelo P. Olo.

A three-month field practice was conducted at St. Jude Farm in Barangay de Ocampo, Trece Martirez City from May 4 to August 1, 1992. The primary objectives of the field study were: (a) to apply the gained knowledge in agribusiness management in real life situation; (b) identify the problems in the farm and recommend some possible solutions to the problems; and work directly with the cooperating firm and learn actual procedures and practices.

The main problem of the farm is the laziness of the caretakers. To solve this problem, the management should call a general meeting and listen to the demands of their workers. Also, the management must prohibit their workers to drink liquor to avoid doing destructive activities. In addition to these, the management should increase the monthly salary of their workers to motivate them to work harder and be productive.

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ST. JUDE FARM - TRECE MARTIREZ CITY^{1/}

by

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^{1/}A Case Study presented to the Faculty of the Department of Agricultural Economics and Agribusiness of the Don Severino Agricultural College, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Agribusiness. Contribution No. AB-93-06. Prepared in the Department of Agricultural Economics and Agribusiness under the supervision of Mr. Angelo P. Olo.

INTRODUCTION

Poultry production in the Philippines has been increasing for the last couple of years. Statistics showed that from 1985 to 1989, total inventory increased from 53 million to 69.54 million heads, roughly about 31.2 percent increase. (Agribusiness Factbook and Directory, 1991-1992)

The rapid development of the poultry industry can be seen through the emergence of large integrators. To date, there are six integrators, all of which cater to consumer and other contract growers' demand in Metro Manila. These are San Miguel, Republic Flour Mills, Purefoods, General Milling, Vitarich, and Universal Robina Corporations.

The phenomenal increase in the number of integrators and growers enable the Filipinos to consume more poultry meat.