

MARKETING PRACTICES OF SILAN AGRI FARM

Case Study

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MARKETING PRACTICES OF SILAN AGRI FARM

Undergraduate Case Study
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ABSTRACT

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A one- and-a- half month case study was conducted at Silan Agri Farm located at Tambo Kulit Indang, Cavite from February 3, 2014 to March 20, 2014. The study was conducted to determine the farm's marketing strategies which covered the products, pricing, place (distribution), and promotional activities. Specifically, the study aimed to identify the different products, describe the distribution, determine the pricing strategies, and identify the problems encountered in marketing and recommend solutions to the problems identified.

The data that was used in the study such as marketing practices were gathered through personal interviews, from the farm's website of Silan's Agri Farm, online sources, and other related articles about the farm.

The proponent used descriptive method in the analysis of data. Figures and tables were used to present the marketing strategies.

Silan Agri Farm raises different kinds of organic vegetables. The farm intercropped organic vegetables like tomato (*Solanum Lycopersicum*), bitter gourd (*Momordica Charantia*), and papaya (*Carica Papaya*). Intercropping is practiced in the farm to minimize input costs. These agricultural products are divided into Class A, B and C. The farm also offers dragon fruit-based products such as dragon fruit soap, dragon fruit vinegar, dragon fruit wine and dragon fruit jam.

The price of the agricultural products is also categorized into three classes. The Class A commands the highest price.

Silan Agri Farm has two types of buyers: the middlemen, and the walk-in buyers. The agricultural products are brought to the markets of Indang, Mendez, Luksuhin and Tagaytay.

Silan Agri Farm uses signages placed outside and inside the farm; and also uses transit advertising where the names of the farm are printed on the body of the truck. Also, the farm was featured in some television programs like Kapuso Mo Jessica Soho on December 2008; I Juander on March 2013; Unang Hirit on May 2013; and Tropang Potchi on September 2013. The farm was also visited by celebrities like Drew Arellano and well-known government officials like Sen. Francis Pangilinan and Sen. Miguel Zubiri.

The problems encountered by the farm were the low level of awareness on the dragon fruit based products among the local residents, lack of market information on prices of different organic fruits and vegetables, stiff competition with the other suppliers of the agricultural products from Batangas, and limited promotional activities of the farm.

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INTRODUCTION

Agriculture plays a substantial role in the economy. Agriculture in the Philippines employs 32 percent of the Filipino workforce as of 2013. According to World Bank statistics, agriculture accounts for 12 percent of Filipino Gross Domestic Product (GDP). Thus, agriculture is one of the main priorities of the provincial government of Cavite being one of the most populous provinces in the Philippines with nearly four million residents. Governor Juanito Victor Remulla seeks to address the declining agricultural productivity and younger generation's lack of interest in farming.

According to provincial board member Irene Bencito, it is advantageous to farm in Cavite because there are high demands for agricultural products in Cavite lowlands or flat-lying areas located in Carmona, Tanza, Luksuhin, Mahogany, General Trias, and Bacoor.