ICAEM2015 ICOOP2015

The Joint International Conference on Agribusiness and Cooperatives

Theme: The Future of Agribusiness and Cooperative Enterprises: Examining Local and Global Contexts

CITATION

Manila, Anselma C. 2015. "Agribusiness Enterprise Development: The Case of Labo Progressive Multi-Purpose Cooperative (LPMPC)." Paper presented at the Joint International Conference on Agribusiness and Cooperatives, Davao City, Philippines, 14–16 October.

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AGRIBUSINESS ENTERPRISE DEVELOPMENT: THE CASE OF LABO PROGRESSIVE MULTI-PURPOSE COOPERATIVE (LPMPC)

- Paper prepared and presented by Ms. Anselma C. Manila at the International Conference on Cooperatives held at Waterfront Insular Hotel, Davao City, October 14-17, 2015

Presentation Outline

- Introduction
- Objectives
- Methodology
- Results
  - History of LPMPC
  - Growth and Development
  - Awards Received
  - Agri-Business Activities
- Problems and Issues
- Conclusion and Recommendation

Introduction

- The Philippines is the pineapple biggest exporting country in the world next to Thailand.
- 17% of the world total pineapple production came from the Philippines (BAS 2001)
- In 2011, area planted- 58,457 has.; production- 2,246,806MT; 262,690 MT fresh pineapple worth $65.7 million and for dried about 329 MT valued at $ 1.8 Million were exported.
- Varieties grown are Smooth Cayenne' Red Spanish' and Formosa or Queen Pineapple'
- Camarines Norte in the Bicol Region is the 4th largest producer of Formosa or Queen Pineapple in the country

Introduction

- In 2006 the total area planted to pineapple in Camarines Norte is 2, 400 hectares
- Labo serves as a headquarters of an organization continuously working hard to provide employment opportunities to the community and coming up with innovative ideas that would add value to the crop.
- LPMPC owns most of the plantations in the town and leads the promotion of various pineapple-related livelihood projects and activities benefitting more than 1,000 families and individuals in the area.

Objectives of the Study

General: To demonstrate the development of the agri-business enterprise of the Labo Progressive Multi-Purpose Cooperative (LPMPC).

Specifically, the study tried to:

- Describe the growth and development of LPMPC;
- Discuss the present agri-business enterprises of LPMPC and how it benefitted the members and the community;
- Discuss the problems , issues and concerns that beset the agri-business enterprise of the cooperative; and
- Recommend possible solutions to its problems

LUZON
Philippine Sea
CAMARINES NORTE
South China Sea
BICOL REGION
VISAYAS
Sulu Sea
MINDANAO
MALAYSIA

Jose Panganiban
A
AH26
Calauag
Labo
Daet
Gumaca
Tagkawayan
AH26
Lopez
Calabanga
Libmanan
Naga City
Catanauan
AH26
Santa Cruz
Mulanay
Buhi
City of Iriga
Tabaco
San Francisco
Libon

Methodology

- LPMPC was pre-selected.
- Primary data were taken from interview of key informants (BOD, Employees) and ordinary members; FGD
- Secondary data were used in the study- internet, annual reports , Articles of cooperation and Bylaws, financial statements.

Results

History of LPMPC

- 1987 –started as paluwagan by the Labo Market vendors through the initiative of Mrs Nelly Jariel, a public school teacher with15 members and capital of P5,000
- 1990- converted into Labo Market Vendors MPSC
- 2001-Labo Market Vendors Multi-Purpose and Transport Service Cooperative
- 2002-started its agri-business activities
- 2006-Labo Progressive Multi-Purpose Cooperative
- At present the Coop is operating in 3 branches and a satellite office

KRA	As of Date	2013
Membership	15 (1987)	6,787
Share Capital	P5,000 (1987)	P17.122 M
Assets	P46.8 M (2010)	P71.7 M
Savings & Time Deposit	P11.44 M (2010)	P24.1M
Loan releases	P14.5 M (2010)	P63.36 M

Awards Received

- Most Outstanding Agriculture Community-Based Cooperative, Provincial Level (2003 – 2006)
- Gawad Pitak Awardee, Regional Level (2004)
- National Finalist (2004),
- Gawad –Saka Regional Winner (2005-2006)
- Gawad-Saka National Finalist (2005-2006)
- National Finalist Most Outstanding Coop-LGU Partnership Award Municipal Level (2006)

Agri-Business Activities

Pineapple Production and Marketing

Sources

- From farmer-members
- From non-members
- From the cooperatives own produce

As of 2013 pineapple production of the Coop was 157 MT in its 17 ha. Farms

65% of the Coop's production were soled as fresh

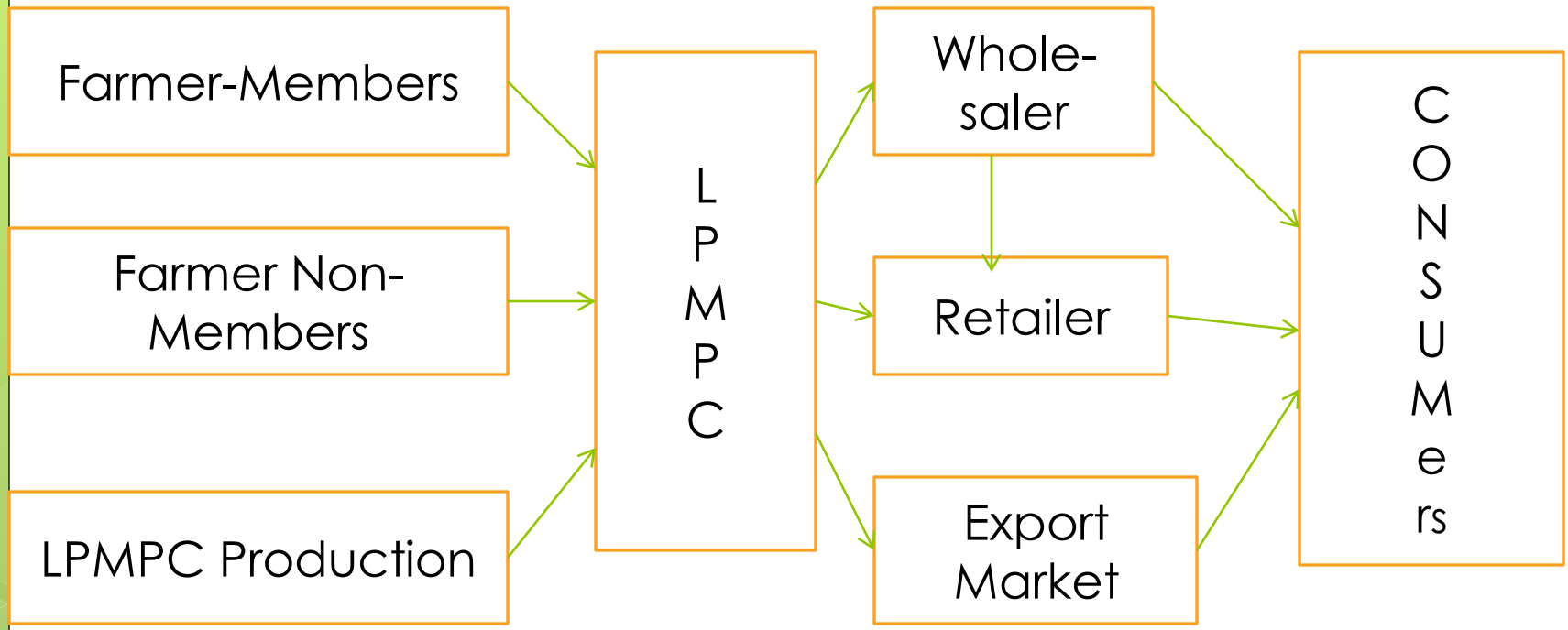

Fig. 1. Market channel of fresh Pineapple fruits of Labo PMPC

Agri-Business Activities

Pineapple Processing

- 35% of produced were processed into juice and dried pineapple
- 2013-pineapple jam and jelly
- 2014-Wine and vinegar (Experimental)
- forty percent (40%) of the sale came from the branches and members while 60% were from other outlets

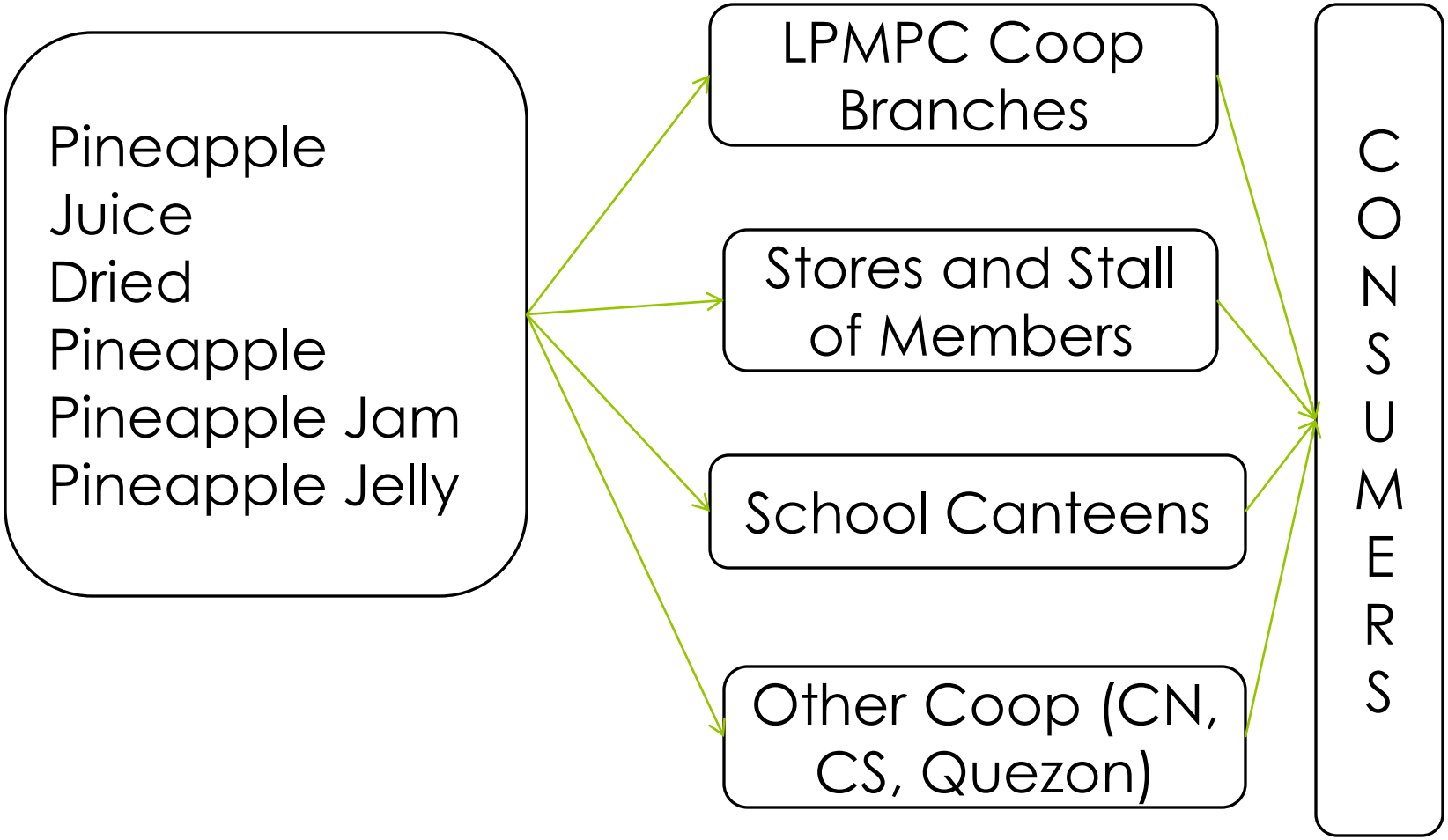

Fig. 2. Market channel of pineapple processed by LPMPC

Agri-Business Activities

Fiber Décortication Project

- Started in 2005
- Partnership with DOLE, FIDA, LGU-Labo, DTI-CNPO, DA-RFU 5, PEF, AECID (Spain)
- Income-P734,135 (2011); P2,4 M (2012)

Agri-Business Activities

Handwoven Pineapple Cloth Project

- started in March 2006
- suitable to make barong, gown, shoals, table mats, abanico (fan) and wallet
- Benefited members, their children and jail inmates from the Labo District jail and provincial jail by knotting the fiber
- Sales-P337, 327 (2011) ;P552,275 (2012)

Agri-Business Activities

Handmade Paper Production Project

- started on 2006 -partnership with Cottage Industry Technology Center (CITC)-DTI-CNPO, PTRI, FIDA, LGU-LABO, DAR and DA-RFU 5.
- provided direct employment to women and men and indirect employment to families and individuals including jail inmates as suppliers of hand scraped and knotted fibers that includes hundreds of jail inmates and high school students.
- DOST provided the building and all the machine

Agri-Business Activities

Organic Fertilizer Project

- started in 2013
- Village type organic fertilizer production facilities amounting to PhP1.5 million were donated by DA-RFU V;P225,000 for vermin house and beds
- pineapple peelings were used to produce vermin compost.

Problems, Issues and Concerns

- Fresh pineapple exportation was not continued
- Packaging of pineapple juice still needs improvement
- Marketing of decorticated fiber
- Marketing of woven piña cloth
- Operation of the handmade paper machine

Conclusion and Recommendations

- The agri-business activities were developed through the help of different government and non-government agencies
- It benefitted the coop-members and non-members by providing additional income
- Problems , issues and concerns should be addressed to continuously served its purpose

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- Short Document on Labo Progressive MPC

NATIONAL TECHNOLOGY
COMMERCIALIZATION PROGRAM
PROJECT TITLE: Enhancing Competitiveness of the "QUEEN" Pineapple in Bicol Region.
FUNDING/
COORDINATING AGENCY: HVCDP: DAR-BAR; DA-RFU5
IMPLEMENTING AGENCY: LABO PROGRESSIVE MULTI-PURPOSE COOPERATIVE
LOCATION: BRGY. MALASUGUI, LABO, CAMARINES NORTE
PINEAPPLE PROCESSING CENTER-PINEAPPLE PACKING HOUSE
DEHYDRATED PINEAPPLE PROCESSING CENTER
07/29/2014 22:18

NATIONAL TECHNOLOGY
COMMERCIALIZATION PROGRAM
PROJECT TITLE:
FUNDING/
COORDINATING AGENCY: HVCDP: DTI, BAR, DA-RFU5
IMPLEMENTING AGENCY:
LOCATION:
HANDLOOM WEAVING CENTER

NATIONAL TECHNOLOGY
COMMERCIALIZATION PROGRAM
PROJECT TITLE: Enhancing Competitiveness of the "QUEEN"
Pineapple in Bicol Region.
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COORDINATING AGENCY: HVCDP; DA-BAR; DA-RFU5
IMPLEMENTING AGENCY: LABO PROGRESSIVE MULTI-PURPOSE COOPERATIVE
LOCATION: BRGY. MALASIQUE, LABO, CAMARINES NORTE
HANDMADE PAPER PRODUCTION CENTER
07/29/2014 22:09

07/29/2014 22:10

THANK YOU VERY MUCH FOR LISTENING