BIBLIOGRAPHY

LAZO, ARIANNE MAE O. APRIL 2011. <u>Supply and Demand Situation of Homemade Noodles in Dolores, Abra</u>. Benguet State University, La Trinidad, Benguet.

Adviser: Clifton D. Llanes, BSc

ABSTRACT

Homemade Noodles are identified to be the OTOP (One Town One Product) of Dolores, Abra. This study was conducted to give a glimpse of the homemade noodle industry of Dolores Abra. Respondents of the study include the sole processor in Dolores, Abra, panciterias, market outlets, panciteria patrons and households in Bangued, Tayum, Lagangilang, Dolores and San Juan in Abra.

Talledo's Miki Commercial produces plain round, plain flat, with squash, with malunggay and squash canton homemade noodles. These homemade noodles are sold to market outlets (sari-sari stores); prices are set based on cost of production and with expectance of profit. The end users are panciterias who serves patrons, professionals and commoners (usually households). Additionally, majority of panciterias produce their own plain noodles and supply market outlets as well.

Processors increased their production for vegetable-based noodles on the month of April when raw materials are in season while panciterias increased their volume being cooked during holidays and the like. Market outlets sell the most during December when households also buy the most.

Households consumed and purchased homemade noodles, primarily influenced by noodle quality, price and outlet image. However, they have not increased their noodle consumption for

the past 4 years. Processors and farmers' production was affected by weather condition affecting the volume of noodles produced, too.

Promotion campaigns to increase consumption of noodles, especially the vegetable-based ones, must be pursued. To support a resulting increase in demand, supply of raw materials must be secured through support to farmers.

INTRODUCTION

Rationale

      The municipality of Dolores is endowed with vast farmlands and diligent farmers producing different crops like vegetables, root crops, cereals and many more. In previous years, when there was scarcity of flour throughout the country the Department of Science and Technology (DOST) introduced the utilization of alternative crops, particularly squash, for the manufacture of flour. Flour from these vegetables was then utilized in producing homemade noodles. At present, homemade noodles out of squash and malunggay has gained popularity in the food industry of the locality. The existing situation of farmers of Dolores and the marketability of their products are some of the factors that affect the extent of development of this noodle business which is identified to soon become the One Town Own Product (OTOP) of the municipality.

      The municipality of Dolores is adjacent to the municipality of San Juan, Lagangilang, Tayum, Bangued and La Paz, Abra. These adjacent municipalities and other municipalities have existing and growing numbers of panciterias where tricycle drivers, commoners and even professionals have their pansit miki for their snack anytime between 4:00 a.m. - 5:00 p.m. as most panciterias operate.

Statement of the Problem

      In this study, the researcher intended to answer the following questions:

1. What are the types of homemade noodles produced?

2. What and where are the sources of raw materials in its production?

3. What is the volume of homemade noodles produced everyday?

4. What is the volume of homemade noodles delivered at various markets/outlets?

5. What are the peak and lean season of demand and supply for noodles?

6. What are the factors affecting preferences of consumers for noodles?

7. What type of noodle is most preferred by consumers?

Objective of the Study

Generally, the objective of the study was to determine the supply and demand situation of Homemade Noodle products in Dolores, Abra.

Specifically, the study aimed to:

1. Find out the types of homemade noodle produced.

2. Determine the availability of the different types of noodles considering quantity and seasonality of raw materials.

3. Find out the factors affecting consumer's preferences and the type of noodle most preferred by consumers.

4. Find out the volume of homemade noodles produced everyday and delivered at various markets/outlets per time.

Importance of the Study

With the growing popularity and demand for miki noodles in the area, the result of the study was expected to generate information as to the status of the local homemade noodle industry specifically on the demand for the production of miki noodles and the supply condition of raw materials of miki. The information generated could be used to pinpoint industry gaps that must be addressed in order to facilitate its further development.

<u>Scope and Delimitation of the Study</u>

The study focused on the supply and demand of homemade noodles, the sources of raw materials; producer of miki noodle in Dolores, Abra; quantity/volume produced; delivered and sold per time.

REVIEW OF LITERATURE

Instant Noodle Demand

As the updated report of World Instant Noodles Association on April 20, 2010, the national trend in instant noodle demand for the Philippines for the years 2007, 2008, 2009 are 24.8, 25.0, and 25.5 respectively in 100 Million packets (bags/cups).

Determinants of Demand

Parkin (2003) enumerates some determinants of demand, and these are:

1. The price of the good

2. The prices of related goods - a substitute is a good that can be used in place of another good that can be used in place of another good. A complement is a good that is used in conjunction with another good.

3. Expected future prices - if the price of a good is expected to rise in the future and if the good can be stored, the opportunity cost of obtaining the good for the future use is lower today than it will be when the price has increased. So people retime their purchase- they substitute over time. They buy more of the good now before its price is expected to rise (and less after), so the current demand for the good increases. Similarly, if the price of a good is expected to fall in the future, the opportunity cost of buying the good today is high relative to what it is to be in the future. So again, people retime their purchases. They buy less of the good now before its price falls, the demand for the good decreases today and increases in the future.

4. Income - consumers' income influences demand. When income increases, consumers buy more of most goods, and when income decreases, consumers buy less of most goods. Although an increase in income leads to an increase in the demand of most goods, it does not lead to an increase in the demand for all goods. A normal good is one

for which demand increases as income increases. An inferior good is one for which demand decreases as income increases.

5. Population - demand also depends on the size and the age structure of the population. The larger the population, the greater is the demand for all goods and services; the smaller the population, the smaller is the demand for all goods and services. Also, the larger the proportion of the population in a given age group, the greater is the demand for the goods and services used by the age group.

6. Preference - demand depends on preferences. Preferences are an individual's attitudes toward goods and services.

Determinants of Supply

Frank (2006) enumerates the determinants of supply as follows:

1. Technology - the amount suppliers are willing to offer at any price depends first and foremost on their costs of production. These costs, in turn, are closely linked to technology.

2. Factor prices - another important determinant of suppliers costs is the payment it must make to its factors of production: labor, capital, and so on.

3. The number of suppliers - the more firms there are that can supply any product, the greater will be the quantity supplied of that product at any given price.

4. Expectations - Suppliers too will take expected changes in prices into account in their current production decisions.

5. Weather - For some products, particularly agricultural ones, nature has a great deal to say about the placement of the supply schedule.

Consumer Behavior

Motivation is the driving force within individuals that impels them to action. This driving force is produce by a state of uncomfortable tension, which exists as the result of an unsatisfied need. All individuals have needs, wants, and desires. The individual's subconscious drive to reduce need- induced tensions result in behavior that he or she anticipates will satisfy needs and thus bring about a more comfortable internal state.

The specific goal selected depends on the individual's experiences, physical capacity, prevailing cultural norms and values, and the goals accessibility in the physical and social environment.

Needs and goals are interdependent and change in response to the individual's physical condition, environment, interaction with other people, and experiences. As needs become satisfied, new, higher-order needs emerge that must be fulfilled.

Motives cannot easily be inferred from consumer behavior. People with different needs may seek fulfillment through selection of the same goals; people with the same needs may seek fulfillment through different goals. Maslow's hierarchy-of-needs theory proposes five levels of human needs: physiological needs, safety needs, social needs, egoistic needs, and self actualization needs. Other needs widely integrated into consumer advertising include the needs for power, affiliation, and achievement.

The ethical issues regarding motivation and consumption behavior are focused on the promotion by some marketers of undesirable behaviors (e.g. smoking, drinking, gambling, compulsive buying), and the targeting of vulnerable populations. However, when undesirable consequences affect large numbers of consumers, societal forces put

pressure on the marketers responsible and persuade them (or require them) to curtail or eliminate these unethical marketing practices (Schiffman and Kanuk, 2007).

Food preferences refer to the act of favoring a certain food over another. Food intake of individuals is determined by their food preferences. Food preferences are develop maintained and changed throughout life. An individual's current food preferences may vary trough time. Thus, one's food preferences and food aversions are dictated not only by food flavor, aroma, texture, and appearance, but also by other factors outside the food itself (Panlasigui and Tiangson-Bayaga, 2007).

Definition of Terms

Homemade noodle- also known as miki locally; miki is a homemade pansit made up mainly of flour as main ingredient.

Panciteria- restaurants that serve pansit miki

Production site- where noodles are produced

Commoners- refers to common people; they are low-income and medium-income people of the society

Market outlet- refers to stall who sell homemade noodles such as convenience or sari-sari stores

Talipapa- refers to stall that sell various kinds of vegetables

METHODOLOGY

Locale and Time of the Study

The study was conducted in the municipality of Dolores, San Juan, Lagangilang, Tayum and Bangued, Abra on November - December 2010.

Respondents of the Study

The respondents of the study were chosen by purposive sampling for panciteria consumers (patrons), total enumeration for miki producers and suppliers of raw materials and random sampling for households, panciterias and market outlets. It covered the farmers supplying squash and malunggay, market outlets of homemade noodles, households, panciteria consumers, panciterias, miki producers in Dolores, Abra.

Data Gathering Procedure

The information needed to answer the objectives of this study was gathered using structured questionnaires for consumers and interview guides for panciterias and producer. The questionnaires were distributed to the respondents allowing them to answer each question completely. A follow up interview was done to verify responses that were not clear and to get responses on questions that were not answered.

Data Gathered

The data gathered includes basic demographics, noodle consumption volume, and preferences of buyers, type and volume of homemade noodles produced, sources of raw materials in production, peak and lean months of homemade noodle supply and consumption, and volume of homemade noodle delivered and sold at various markets/outlets.

<u>Data Analysis</u>

The data gathered were consolidated, tabulated, analyzed and interpreted according to the objectives of the study. The study used frequency and descrip···· statistics in the analyzing the data.

RESULTS AND DISCUSSION

<u>Profile of the Respondents</u>

The profile of the respondents as to age, gender, civil status, home address, average family income, sources of family income, household size, occupation, number of years serving pansit miki and type of business were presented in Table 1a (households), Table 1b (patrons), Table 1c (panciterias), Table 1d (market outlets), Table 1e (farmers).

<u>Age</u>. Majority of the respondents of the different type of the respondents are within the age bracket of 22-40 years old with 44% of household respondents belonging to the age bracket 21-40 and 42% belonging to the 41-60 age brackets. Thirty seven or (58.73%) of patron-respondents belong to the age bracket 16-30 while most farmer-respondents (75%) belonged to the 51-75 age bracket. Farmers were the oldest among the group of respondents.

<u>Gender</u>. The distribution of respondents according to gender shows that there are more (68%) females for respondents for households, more males (66.67%) for patron-respondents, and an equal number between males and females for farmer-respondents.

<u>Home address</u>. Respondents for household, panciterias, patrons and market outlet are from the municipalities adjacent to Dolores, Abra such as Bangued, Abra where most of panciterias are located because it is the capital of Abra, Tayum, and Lagangilang as

well as to San Juan, Abra where the introduction of panciteria businesses and marketing of homemade noodle was in its growth stage. Most farmers of squash and malunggay and the sole processor of homemade noodle are from Dolores, Abra.

Table 1a. Profile of respondents (households)

PARTICULARS	FREQUENCY	PERCENTAGE
Age		
21-40	22	44
41-60	21	42
>60	7	14
TOTAL	50	100
Gender		
Male	16	32
Female	34	68
TOTAL	50	100
Civil status		
Single	2	4
Married	46	92
Widow	2	4
TOTAL	50	100
Home address		
Bangued	4	8
Tayum	12	24

San Juan	10	20
Dolores	12	24
Lagangilang	9	18
Pidigan, Villavisiosa, San Isidro	3	6
TOTAL	50	100

Table 1a. Continued . . .

PARTICULARS	FREQUENCY	PERCENTAGE
Average family income (Php)		
1-5,000	11	22
5,001-10,000	22	44
10,001-20,000	13	26
20,001-30,000	2	4
30,001-50,000	2	4
TOTAL	50	100
Sources of family income		
Salary	32	64
OFW remittances	1	2
Self-employment	9	18
Farming	3	6
Driving	3	6
Carpentry	2	4
TOTAL	50	100
Household size		
2-5	26	52

6-10	23	46
11-15	1	2
TOTAL	50	100

Table 1b. Profile of the respondents (patrons)

PARTICULARS	FREQUENCY	PERCENTAGE
Age (years)		
10-15	2	3.17
16-30	37	58.73
31-45	13	20.63
46-60	11	17.46
TOTAL	63	100
Gender		
Male	42	66.67
Female	21	33.33
TOTAL	63	100
Civil status		
Single	58	92.06
Married	3	4.76
Widow	2	3.17
TOTAL	63	100

Occupation

Government employee	7	11.11
Self-employed	6	9.52
Driver	17	26.98
Farmer	4	6.34

Table 1b. Continued . . .

PARTICULARS	FREQUENCY	PERCENTAGE
House keeping	10	15.87
Student	16	25.39
Unemployed	3	4.76
TOTAL	63	100
Home address		
Bangued	12	19.04
Tayum	11	17.46
San Juan	6	9.52
Dolores	10	15.87
Lagangilang	13	20.63
San Isidro, Pilar, Pidigan, Tineg	11	17.46
TOTAL	63	100

Table 1c. Profile of the respondents (panciterias)

PARTICULARS	FREQUENCY	PERCENTAGE
Type of business		
Sole proprietorship	28	93.33
Partnership	2	6.67
TOTAL	30	100

Table 1c. Continued . . .

PARTICULARS	FREQUENCY	PERCENTAGE
Number of years serving pansit miki		
<1	8	26.67
1-5	13	43.33
6-10	7	23.33
11-15	1	3.33
>15	1	3.33
TOTAL	30	100
Home address		
Bangued	11	36.67
Tayum	3	10
San Juan	11	36.67
Dolores	2	6.67
Lagangilang	3	10
TOTAL	30	100

Table 1d. Profile of the respondents (market outlets)

PARTICULARS	FREQUENCY	PERCENTAGE
Location/address		
Bangued	13	72.22
San Juan	3	16.66
Lagangilang	2	11.11
TOTAL	18	100

Table 1d. Continued . . .

PARTICULARS	FREQUENCY	PERCENTAGE
Type of business		
Sole proprietorship	18	100
TOTAL	18	100
Number of years selling homemade noodle		
<1	3	16.67
1-5	13	72.22
6-10	2	11.11
TOTAL	18	100

Table 1e. Table of respondents (farmer-suppliers of squash and malunggay)

PARTICULARS	FREQUENCY	PERCENTAGE
Age		
51-75	3	75
76-100	1	25

TOTAL	4	100
Gender		
Male	2	50
Female	2	50
TOTAL	4	100
Civil status		
Married	3	75
Widow	1	25
TOTAL	4	100

Table 1e. Continued . . .

Occupation		
Farmer	3	75
Businessman/Entrepreneur	1	25
TOTAL	4	100
Home address		
Dolores	3	75
Others	1	25
TOTAL	4	100

Civil status. Majority (92%) household respondents are married; most patrons (92.06%) who include students and tricycle drivers are single as shown in Table 1b while of the famers of squash and malunggay, three are married and one widowed.

Sources and average family income. The source of family income of households includes salary as the major source of income for 64% of respondents. Thirty-five (70%) of respondents earned between Php 5,000-20,000 in a month.

Household size. Table 1a shows that most households (52%) have 2-5 members in their family and twenty three (46%) had by 6-10 members.

Occupation. The occupation of respondents provides for their basic needs such as being government employee for households. Patrons in panciterias as shown in Table 1b are from different occupation.

Type of business. The type of business for panciterias in the five municipalities where this study was conducted (Bangued, Tayum, Lagangilang, San Juan and Dolores, Abra) was sole proprietorship (93.33%). All the market outlets of homemade noodle are registered as sole proprietorship in DTI (Department of Trade and Industry).

Number of years serving pansit miki and selling homemade noodle. Most panciterias (66.66%) have been engaged in the business for 1-10 years. In contrast, most market outlets have been engaged in business for 1-5 years.

Types of Homemade Noodle produced

Homemade noodle produced by processors. Talledo's Miki Commercial was the sole processor of homemade noodle in Dolores, Abra. It has five homemade products namely: Plain round, Plain flat, with squash, with malunggay and Squash canton. Homemade noodle with malunggay was commercialized in 2008.

Homemade noodles being sold in market outlets. The market outlets listed the different types of noodles they sell. This was presented in Table 2. Of these 5 types, the plain flat was the more commonly sold type among market outlet respondents with 17 (94.44%) of them selling this. Plain round noodles are the second more popular noodles sold with 83.33% of the respondents selling this. Homemade noodle with squash, with malunggay and Squash canton are rarely sold.

Table 2. Homemade noodle being sold in market outlets

HOMEMADE NOODLE	FREQUENCY	PERCENTAGE
Plain Round	15	83.33
Plain Flat	17	94.44
With squash	2	11.11
With malunggay	2	11.11
Squash canton	2	11.11

*Multiple responses

Homemade noodle being served in panciterias. Majority of the panciterias uses plain flat homemade noodle as the main ingredient in their pansit miki (43.33%) followed by plain round (40%). Table 3 shows that a panciteria using homemade noodle with malunggay as the main ingredient was located in Tayum, Abra.

Results indicate that the plain flat was the more popular type sold by market outlets and panciterias. This also implies that the vegetable-based noodles are less popular among the seller respondents.

Availability of the Different Types of Homemade
Noodles Considering Quantity and Seasonality
of Raw Materials

Raw materials supply. Presently, Talledo's Miki Commercial (sole processor of homemade noodle in Dolores, Abra) has 3 squash farmer suppliers, 2 malunggay farmer

Table 3. Homemade noodle being served in panciterias

HOMEMADE NOODLE	FREQUENCY	PERCENTAGE
Plain Round	12	40
Plain Flat	13	43.33
With squash	1	3.33
With malunggay	1	3.33
Squash canton	1	3.33
Any of that plain	2	6.67
TOTAL	30	100

suppliers from their neighbors and 2 flour suppliers which was the local grocery. Each squash supplier delivers an average of 340 kilograms per time of procurement of squash, while 4 kilograms of weekly supply of malunggay are delivered, and 1500 kilograms per time of procurement of flour. In this situation only malunggay has a regular supply. Raw materials like flour and squash are ordered or purchased when supplies last; hence there was no fixed schedule of delivery for these supplies.

Farmer – suppliers of squash and malunggay. Four farmers, 2 squash farmers, 2 malunggay farmers, have been engaged in the production of squash and malunggay in at least 1-5 years (Table 4); supply their harvest to the sole processor of pansit miki in Dolores, Abra, public markets, neighbors and sari-sari stores (talipapa). The land area being planted to squash be more than 1 hectare while malunggay planted area is less than 1 hectare as shown in Table 5.

Table 4. Raw materials supply

RAW	NUMBER OF	AVERAGE KILOGRAM PER

MATERIALS	SUPPLIERS	SUPPLIER
Squash	3	340
Malunggay	2	4
Flour	2	1500

Table 5. Area being planted of squash and malunggay

AREA PLANTED (HECTARE)	SQUASH		MALUNGGAY	
	F	%	F	%
>1 ha.	2	100	0	0
<1 ha.	0	0	2	100

Peak and low season of harvest. Table 6 shows that farmers identified their peak season of harvest from October – May (8 months) for squash and malunggay's peak season of harvest was June where rain provides water to the plants, it is the time for the malunggay plant to produce more of its leaves. Low season of harvest being identified by the squash farmers was June – September, in the other hand dry season (April – May) was for malunggay.

Table 6. Peak and low season of harvest

MONTH	SQUASH				MALUNGGAY			
	PEAK		LOW		PEAK		LOW	
	F	%	F	%	F	%	F	%
January	2	100	0	0	0	0	0	0
February	2	100	0	0	0	0	0	0
March	2	100	0	0	0	0	0	0
April	2	100	0	0	0	0	2	100
May	2	100	0	0	0	0	2	100

June	0	0	2	100	2	100	0	0
July	0	0	2	100	0	0	0	0
August	0	0	2	100	0	0	0	0
September	0	0	2	100	0	0	0	0
October	2	100	0	0	0	0	0	0
November	2	100	0	0	0	0	0	0
December	2	100	0	0	0	0	0	0

*Multiple responses

Major problem encountered by squash and malunggay farmers. The major problem shown in Table 7 being encountered by the farmers in planting squash and malunggay was the weather condition (phenomenon) such as drought (El Niño) and excessive water (La Niña); La Niña was not that favorable to the squash because of the moisture that may affect the fruit being laying on the ground. In contrast, excessive water may cause rotting of the malunggay tree. This specified problem gives damages of 6-10 % in average as shown in Table 8.

Market of the harvests. The harvests of farmers are being marketed not only to the processors but also a portion of it were delivered and sold in the public markets, neighbors and sari-sari stores (talipapa) as also stated on the previous findings.

There are perennial problems that affect the farmers like the adverse effects of El Niño and La Niña. Though this was the case, this study shows there is a market potential

Table 7. Major problem encountered by farmer of squash and malunggay

PROBLEM ENCOUNTERED	FREQUENCY	PERCENTAGE

		4	100
Weather condition		4	100

Table 8. Percent affected

AREA AFFECTED (%)	SQUASH		MALUNGGAY	
	F	%	F	%
1-5	0	0	0	0
6-10	2	50	1	25
11-15	0	0	1	25

*Multiple responses

Table 9. Market of the harvests

MARKET OF HARVESTED PRODUCTS	SQUASH		MALUNGGAY	
	F	%	F	%
Processor	2	50	2	50
Public market	2	50	2	50
Neighbors	2	50	2	50
Talipapa	2	50	0	0

*Multiple responses

for these raw agricultural products (squash and malunggay), hence farmers are encouraged to plant more, and concerned agencies should extend appropriate assistance to these farmers to become more productive.

Factors Affecting Consumer's Preferences

Factors in purchasing and consuming pansit miki (households). Table 10 and Table 11 present factors that influence consumers in purchasing and consuming noodles. Table 10 shows that the important factors that influences them in consuming noodles are

its price being cheaper than other noodles', and its value to the family. Table 11 shows that quality of noodles was important in their decision to purchase the noodles; primary of these qualities was the kind of raw materials used. Added to these factors of influence were the image of market outlets such as its appearance and the attitude of the seller.

Table 10. Factors in consuming noodles by households

FACTORS	5		4		3		2		1		AVE.	DESCRIPTION
	F	%	F	%	F	%	F	%	F	%		
Price of noodle	10	20	23	46	14	28	3	6	0	0	3.80	Important
It is favorite of the family	13	26	16	32	18	36	3	6	0	0	3.78	Important
Cheaper than other noodles	13	26	14	28	14	28	9	18	1	2	3.64	Important
Try	2	4	0	0	0	0	0	0	0	0	0.20	Not Important

*Multiple responses

LEGEND: 4.2-5 Very Important

3.4-4.1 Important

2.6-3.3 Moderately Important

1.8-2.5 Less Important

1-1.7 Not Important

Table 11. Factors in purchasing homemade noodle by households

FACTORS	5		4		3		2		1		AVE.	DESCRIPTION
	F	%	F	%	F	%	F	%	F	%		
Thickness and length of cut	9	18	18	36	19	38	3	6	0	0	3.60	Important
Price	11	22	22	44	16	32	1	2	0	0	3.86	Important

Appearance of market outlet	8	16	19	38	20	40	2	4	1	2	3.62	Important
Attitude of the seller	16	32	17	34	13	26	3	6	1	2	3.88	Important
Appearance of packed noodle	13	26	20	40	14	28	1	2	1	2	3.80	Important

Table 11. Continued . . .

Material used	20	40	20	40	11	22	0	0	0	0	4.26	Very Important
Nutritional value	21	42	16	32	9	18	0	0	0	0	3.92	Important
Brand/producer	17	34	17	34	11	22	3	6	2	4	3.88	Important

*Multiple responses

LEGEND: 4.2-5 Very Important

3.4-4.1 Important

2.6-3.3 Moderately Important

1.8-2.5 Less Important

1-1.7 Not Important

Table12. Reason for having pansit miki in a panciteria by patrons

REASONS	FREQUENCY	PERCENTAGE
Nutritional value	7	11.11
Prefer its taste to other options	18	28.57

As a variety meal or snack	47	74.60
Try, Cheaper than other snack	6	9.52

*Multiple responses

Reason for having pansit miki in a panciteria by patrons. Table 12 shows that most panciteria patrons (76.60%) consume their pansit miki as a variety in their snack or meal. Only a few (11.11%) value nutritional contribution.

Market outlets' reason for preference of supplier. Some market outlets (44.44%) have established a business relation with regular supplier (suki). There are however no other dominant reasons by the market outlets for choosing suppliers (Table 13).

The reason for a market outlet to have a supplier (suki) as shown in Table 13 and the location of the preferred supplier (Bangued, Abra) shows that the demand for homemade noodle was in Bangued, Abra where most panciterias and market outlets are located. Same table also shows a potential demand in homemade noodle industry in the place because most panciterias don't produce their own miki noodles. attributed by having no necessary equipment, no raw materials to process, lack of manpower or they may find that it would be more profitable for this panciterias to just buy their needed noodles rather than producing their own.

Panciterias' preference for supplier. Table 14 shows that majority of panciterias (56.67%) do not need noodle supplier since they produce their own for their panciteria business. Other panciterias who do not produce their own noodle get their noodle mostly from the noodle processor (Talledo's miki Commercial at Dolores, Abra).

Panciterias' reason for preference of a supplier. The noodle supplier preference of a panciteria was based on the supplied noodle quality (26.67%) and others such as mode

of payment (credit, consignment, cash), suki (regular supplier) and for its free delivery as shown in Table 15. Results show no dominant or common basis for the preference of supplier implying difference of reasoning among respondents.

Table 13. Reason for preference of supplier by market outlets

REASONS	FREQUENCY	PERCENTAGE
Suki	8	44.44
Mode of payment-Cash	1	5.56
Consignment	3	16.67
Free delivery	4	22.22
Free advertising	2	11.11
Quality of noodle	6	33.33
Friend of the supplier	4	22.22

*Multiple responses

Table 14. Panciterias' sourcing of noodle supplier

PARTICULARS	FREQUENCY	PERCENTAGE
Sourcing from suppliers		
Panciterias who source from noodle supplier	13	43.33
Panciterias who do not source from noodle supplier	17	56.67
TOTAL	30	100
Location of suppliers preferred		
Bangued	2	6.67
Dolores (Talledo's Miki Commercial)	11	36.67

TOTAL	13	43.33

*Multiple responses

Table 15. Panciterias' reason for preference of a supplier

REASONS	FREQUENCY	PERCENTAGE
Mode of payment	1	3.33
Suki	4	13.33
Free delivery	2	6.67
Quality of noodle	8	26.67

*Multiple responses

Sourcing of supplies simply implies that there are preferences of panciterias and other market outlets as to the suppliers of homemade noodles. The panciterias and market outlets consider those suppliers providing them more opportunities like higher gains, brought about by mode of payment, suki attitude, delivery system and quality of noodle.

Type of Homemade Noodle Most Preferred by Consumers

Homemade noodle most preferred by panciterias. The homemade noodle most preferred by panciterias to serve and as dictated or determined by patrons' perception and experience was plain flat (50%), followed by the plain round which they believed to be tastier and possesses a pleasing appearance when cooked just like spaghetti stick. Vegetable noodle was not yet so preferred in the market because the product was still

new and panciterias have not yet promoted it widely. According to Table 16 the type of noodle being served in panciterias are limited to plain round and plain flat homemade noodle. A minimal order on noodles with vegetable was also shown in the table.

Table 16. Homemade noodle most preferred by panciterias

HOMEMADE NOODLE	FREQUENCY	PERCENTAGE
Plain round	12	40
Plain flat	15	50
With malunggay	1	3.33
Any of that of plain noodle	1	3.33
Any of that homemade noodle	1	3.33
TOTAL	30	100

Homemade noodle most preferred by patrons. Patrons prefer plain round noodle (39.68%) rather than other type of homemade noodle; they have stated that their preference for this type of noodle was palatability that it is tastier than other noodle and possesses good appearance when cooked. This gives support to the statement made by panciterias that this kind of homemade noodle was most preferred by them.

Homemade noodle's usual buyer. Table 18 shows that most of the end users of homemade noodles are Panciterias for Plain round and Plain flat (38.89%), while commoners mostly buy Plain flat (88.89%) and as well as professionals buy any of the five different kinds of homemade noodle as Plain flat as mostly bought. As with the choices of patrons of panciterias result shows that the vegetable-based noodles are not a popular choice by households.

Homemade noodles need wide marketing promotion especially those with squash and malunggay. Because the main consumers for noodles with vegetables are the households, usually the commoners and some professionals this implies that these end

Table 17. Homemade noodle most preferred by patrons

HOMEMADE NOODLE	FREQUENCY	PERCENTAGE
Plain round	25	39.68
Plain flat	20	31.75
With malunggay	9	14.28
With squash	1	1.58
Any of that plain noodle	3	4.76
Any of that homemade noodle	7	11.11

*Multiple responses

users know the nutritional value of these noodles they are eating. Hence, the concerned agencies under control of these types of business must give assistance particularly in promoting and advertisements of such products.

Volume of Homemade Noodles Produced

Volume of production of processor. Plain flat homemade noodle was the most produced by the processor (125 kilograms per day) and 75 kilograms daily for Plain round with a regular worker. Weekly production of homemade noodle with squash and with malunggay by regular workers produces 25 kilograms and 10 kilograms for Squash canton with on call workers as shown in Table 19. This means that the two most preferred and ordered products are plain round and plain flat noodles.

Number of panciterias who produce their own noodle. Majority (56.67%) of panciterias do not produce their own noodle for their panciteria, but those who produce noodle for their own panciteria service (43.33%) also supply homemade noodles to some market outlets most especially in Bangued, Abra. Table 20 shows this finding.

Table 18. Homemade noodle's usual buyer

USUAL BUYERS	PLAIN: ROUND		PLAIN: FLAT		WITH SQUASH		WITH MALUNGAY		SQUASH CANTON	
	F	%	F	%	F	%	F	%	F	%
Panciteria	7	38.89	7	38.89	0	0	0	0	0	0
Commoners	12	66.67	16	88.89	0	0	0	0	8	44.44
Professionals	6	33.33	7	38.89	2	11.11	1	5.56	2	11.11

*Multiple responses

Table 19. Volume of production of processor

HOMEMADE NOODLE	DAILY	WEEKLY	
	REGULAR (KILOGRAMS)	REGULAR (KILOGRAMS)	ON CALL (KILOGRAMS)
Plain Round	75	0	0
Plain Flat	125	0	0
With Squash	0	25	0
With Malunggay	0	0	10
Squash Canton	0	25	0

Table 20. Number of panciterias who produce their own noodle

ITEMS	FREQUENCY	PERCENTAGE
Panciterias who produce their own noodle	13	43.33

Panciterias who do not produce their own noodle	17	56.67
TOTAL	30	100

Panciterias who produce their own noodles implies that they have available raw materials in their locality likewise they have the necessary equipment and the required labor force.

Price of Homemade Noodle Delivered at Various Markets/ Outlets per Time

Price of homemade noodle set by processor. Table 21 shows the different prices of homemade noodle set by the processor (Talledo's Miki Commercial). These prices set by the processor are based on the cost of production they incurred during their operation and with the expectance of profit. Results indicate a higher selling price for noodles with vegetable than the plain noodles, whether as sold in the convenience (sari-sari) store or from the production site.

Bases of pricing homemade noodles by market outlets. Market outlet vendors based their price by adding mark-up of Php 1-5 (66.67%), others base their price by the set price given by the suppliers and base on the price of competing products such as commercialized branded instant noodles as shown in Table22.

Table 21. Market price set by processor

HOMEMADE NOODLE (PER KILOGRAM)	SELLING PRICE TO OUTLET (Php)	PRODUCTION SITE (Php)
Plain Round	57	60
Plain Flat	57	60
With squash	76	80

With malunggay	76	80
Squash canton	38	40

Table 22. Bases of pricing by market outlets

BASES OF PRICING	FREQUENCY	PERCENTAGE
Suppliers price	5	27.78
Mark-up	12	66.67
Competing products	1	5.56
TOTAL	18	100

The bases of pricing by the processor and the market outlets are basically established on the production or acquisition costs. Competitive pricing was not the basis indicating that the local noodle industry was an imperfect competition type of market structure.

Demand Indicator

Volume purchased by households. As specified by households December (holiday season), birthday and graduation celebrations are the occasions where they increased their demand for homemade noodle with 1-5 kilograms purchased as serve in Noche Buena and served to those visitors as their snack. April is when there was low demand of homemade noodle because it's hot weather condition (1-5 kilograms) as shown in Table 23, Table 24 and Table 25.This finding gives support to the statement given by the

market outlets that during months of summer they sell the lesser compared to the volume sold during holidays and other occasions.

Table 23. Volume purchased by households

PARTICULARS	FREQUENCY	PERCENTAGE
Highest volume purchased (kilograms)		
1-5	33	66
5-10	1	2
11-15	3	6
Lowest volume purchased (kilograms)		
<1	3	6
1-5	8	16
5-10	1	2

Table 24. .Factors in buying less of homemade noodles by households

FACTORS	FREQUENCY	PERCENTAGE
Increase price of homemade noodle	2	4
Decrease in family income	2	4
Introduction of new noodle or brand	1	2
Hot weather condition during summer	6	12

*Multiple responses

Peak and lean months of sales in homemade noodles. Table 25 shows that market outlet vendors sell the most in the month of December where holiday season (66.67%) as also been determined as the month where households buy most of it, on the other hand they sell the least in the months of July and August where there was no much occasion and its rainy season; selling less of homemade noodle during the month of April was affected by the purchasing and consumption factor of consumer such as during this

Table 25. Peak and lean months of sales in homemade noodles of market outlets

MONTH	SELL THE MOST		SELL THE LEAST	
	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
January	1	5.56	1	5.55
February	1	5.56	0	0
March	4	22.22	0	0
April	0	0	4	22.22

Month				
May	3	16.67	3	16.67
June	4	22.22	5	27.78
July	4	22.22	9	50.00
August	0	0	9	50.00
September	1	5.56	4	22.22
October	3	16.67	1	5.56
November	6	33.33	0	0
December	12	66.67	0	0

*Multiple responses

month hot weather was raging. This was in concurrence with the peak and low purchased periods of consumers.

Increase in sales for noodles. Result shown in Table 26 reflects that there was no change of sales in the past four years for 55.56% of the respondents. Should there be increase in sales for the 44.44% of respondents, this was minimal that ranges from 1-20 kilograms from year to year.

Table 26. Increase in sales for noodles

INCREASE IN SALES (KILOGRAMS)	FREQUENCY	PERCENTAGE
There is an increase in sales	8	44.44
There is no increase in sales	10	55.56

*Multiple responses

Table 27. Reasons of increasing volume being cooked by panciterias

REASONS	FREQUENCY	PERCENTAGE
Increase in the number of people eating in the panciteria	20	66.67
Improvement on panciteria services	10	33.33
People prefer pancit miki than other snack food	10	33.33
Pancit miki has grown in popularity	6	20
Town fiesta	16	53.33

*Multiple responses

Reasons of increasing volume of homemade noodle being cooked by panciterias.

Most panciterias (66.67%) increase their volume being cooked because of the increase in the number of people eating in their panciteria. Most panciterias have many costumers during town fiestas, holiday seasons and the like. Improvement in their service; people prefer pancit miki than other snack food; pancit miki has grown in popularity and the demand of costumers everyday are other factors being considered in increasing the volume being cooked as shown in Table 27.

Frequency of consumption of patrons in a panciteria. Patrons with their friends or associates consume their pansit miki in a panciteria twice a month as a variety of their snack or meal. Patrons gather with the consumption of pansit miki in a panciteria for them to have bonding or have their meeting. These results are shown in Table 28 and Table 12.

Problems on supply of homemade noodles (market outlets). Table 29 shows the different problems being encountered by market outlets with regards to supply condition,

for them the main cause of the problem was with environmental interruption (weather condition) causing low supply that leads to no or limited volume being delivered; suppliers problem was caused by a limited fund to produce homemade noodles because of hardship in collecting debts for those under consignment mode of payment.

Volume of homemade noodles being sold per week by market outlets. Demand of homemade noodle can also be seen in the average volume being sold per week that was

Table 28. Frequency of consumption of patrons in a panciteria

FREQUENCY OF CONSUMPTION	ALONE		WITH FAMILY		WITH FRIENDS/ASSOCIATES	
	F	%	F	%	F	%
Everyday	5	7.99	0	0	5	7.94
Once a week	1	1.59	4	6.35	6	9.52
2-3 times a week	11	17.47	7	11.11	14	22.22
Once a month	2	3.17	2	3.17	3	4.76
Twice a month	0	0	2	3.17	55	87.30
Thrice a month	0	0	1	1.58	2	3.17
Sometimes with friends	0	0	1	1.58	3	4.76

*Multiple responses

from 21-30 kilograms(27.78%) for Plain round, 27.78% for Plain flat and for homemade noodles with the integration of vegetables (with squash, with malunggay, Squash canton) has the average volume sold from 1-10 kilograms per week (5.56%) as shown in Table 30.

Table 29. Problems on supply of homemade noodles (market outlets)

HOMEMADE NOODLES	YES		SPECIFICATION/REASON OF PROBLEM	NO	
	F	%		F	%

Plain Round	5	27.78	low supply; no delivery	0	0
Plain Flat	5	27.78	low supply; no delivery	10	55.56
With squash	1	5.56	availability	12	66.67
With malunggay	1	5.56	availability	1	5.56
Squash canton	1	5.56	availability	2	11.11

*Multiple responses

Table 30. Volume of homemade noodles being sold per week by market outlets

HOMEMADE NOODLE SOLD PER WEEK(KILOGRAMS)	PLAIN ROUND		PLAIN FLAT		WITH SQUASH		WITH MALUNGGAY		SQUASH CANTON	
	F	%	F	%	F	%	F	%	F	%
1-10	4	22.22	5	27.78	1	5.56	1	5.56	1	5.56
11-20	4	22.22	3	16.67	0	0	0	0	0	0
21-30	5	27.78	4	22.22	0	0	0	0	0	0
31-40	1	5.56	2	11.11	0	0	0	0	0	0
41-50	1	5.56	1	5.56	0	0	0	0	1	5.56
61-70	1	5.56	0	0	0	0	0	0	0	0
>100.	0	0	0	0	1	5.56	1	5.56	0	0

*Multiple responses

Table 31. Increase in noodle consumption by households

ITEMS	FREQUENCY	PERCENTAGE
There is noodle consumption increase	1	2
There is no noodle consumption increase	49	98
TOTAL	50	100

Increase in noodle consumption (households). Almost all of the household respondents (98%) didn't increase their noodle consumption for the past four years considering their purchasing and consumption factors being stated in Table 31, Table 10 and Table 11.

The high consumption rate of homemade noodles was occasional hence it is predictable when there is an increase in demand although not necessarily there will be a great increase in sales price of commodity is steady.

Supply Indicator

Factors in producing less homemade noodles (processor). Talledo's Miki Commercial produce lesser homemade noodle than the regular production because it was affected by some factors such as rainy season, power interruption (brown out) and limited drying bin.

A number of panciterias who produced their own noodle as shown in Table 20 helps the supply condition of homemade noodle industry most especially in Bangued, Abra where most panciterias in this place practice it.

Increase in production of squash and malunggay. Farmers do increase their production of squash and malunggay for their market and sold at a fair price. The increase in production was the effect of widening the area being planted until it reaches 1 hectare. This wider area of production means more harvests that are delivered to the different kinds of end users. The average production shows increase from 151-200 kilograms (2007) to (600 kilogram) for squash in 2009; for malunggay it was from 1-50 kilograms (2008) to 51- 100 kilograms in 2009. This increase helps a lot in the

production of homemade noodle most especially for with Squash and with malunggay homemade noodles.

Table 32. Increase in production of squash and malunggay

INCREASE IN THE PRODUCTION	SQUASH		MALUNGGAY	
	F	%	F	%
Increased	2	100	2	100

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

Homemade noodles are identified to be the OTOP (One Town One Product) of Dolores, Abra. Hence, this study attempted to present the situation for the supply and demand of homemade noodle produced in Dolores, Abra. Specifically, it determined the following: types of homemade noodle produced, the availability of the different types of homemade noodles considering quantity and seasonality of raw materials, the factors

affecting consumer's preferences, and the type of homemade noodle most preferred by consumers as well as the volume of homemade noodles produced everyday and delivered at various market /outlets per time.

The study was conducted in five municipalities in Abra namely: Bangued, Tayum, Lagangilang, Dolores and San Juan during the months of November and December 2010. The respondents were the processor of homemade noodle of Dolores, Abra (Talledo's Miki Commercial), farmer- suppliers of squash and malunggay, panciterias, panciteria patrons, households and market outlets of the five municipalities where the study was conducted. Data were gathered using survey questionnaire.

Talledo's Miki Commercial, which was the sole processor of homemade noodle in Dolores, Abra produces five types of homemade noodle namely: Plain round, Plain flat, with squash, with malunggay and Squash canton. These are delivered to various end users through market outlets and sari- sari stores.

Raw materials suppliers to Talledo's Miki Commercial include 3 squash farmer-suppliers, 2 malunggay farmer-suppliers and 2 flour suppliers. Aside from the seasonality of squash and malunggay, weather conditions affect its availability. Talledo's Miki Commercial produces 125 kilograms for plain flat and 75 kilograms of plain round homemade noodles in a day; while weekly production of with squash and with malunggay were 25 kilograms each type. Squash canton has a volume of 10 kilograms per week of production. In the range of 1-5 kilograms was where most households buy for their occasional consumption.

There are perennial problems that affect the farmers like the adverse effects of El Niño and La Niña. Though this was the case, this study shows there was a market potential for these raw agricultural products (squash and malunggay).

Households consider the price, noodle quality, and even outlet image as influential factors on their decision to purchase noodles. However, their consumption of noodles was occasional.

The main consumers for noodles with vegetables are the households, usually the commoners and some professionals this implies that these end users know the nutritional value of these noodles they are eating.

Panciteria patrons consume pansit miki on irregular bases and do so just to have variety in their snack or meal. Market outlets (stores and groceries) of homemade noodles prefer supplier who was their "suki", meaning regularity of supply was crucial to their choice of supplier and stability of trade relation. In contrast, majority of panciterias do not rely on supplier because they produce their own noodles for their panciteria and they also produced noodles to supply some market outlets in Bangued, Abra. The plain flat and/or round noodles are produced by these panciterias.

The results of the study show that type of homemade noodle most preferred by panciterias and their patrons was plain flat, followed by plain round. This was based on the perception and experience of panciteria patrons and households. The important qualities of these end-users are the taste and appearance as well as its resemblance to spaghetti noodles when cooked.

The prices set by the processor were based on the cost of production they incurred during their operation and with the expectance of profit. Market outlet vendors based

their price by adding mark- up of Php 1-5 from the suppliers' price and based on the price of competing commercialized branded instant noodles.

Conclusions

Based on the findings of the study the following conclusions were made:

1. Although there are five kinds of homemade noodles produced and sold in Dolores, Abra, the plain flat and round noodles were the more popular types while the squash and malunggay kinds were less popular types. Apparently, this was because price was the main factor considered in purchasing and that the vegetable-based noodles were less available.

2. The main consumers for noodles with vegetables are the households, usually the commoners and some professionals this implies that these end users have a better appreciation of the nutritional value of these noodles they are eating.

3. Panciterias and market outlets for noodles choose suppliers based on regularity and consistency of supply as well as their stability of trade relation.

4. Consumption of noodles was in an occasional and irregular basis mainly to give variety to snacks and meals.

9. A number of panciterias who produces their own noodle helps the supply condition of homemade noodle industry most especially in Bangued, Abra.

10. Squash and malunggay noodles are affected by the seasonality and production of squash and malunggay. However, these are the least popular types of homemade noodles in the market.

Recommendations

Based on the findings of the study, the following recommendations are drawn. Talledo's Miki Commercial must pursue their plan to put up a market outlet in Bangued, Abra for them to widen the area of their operation and at least lessen the problem of market outlets the availability of supply in the locality. The processor and the concerned agencies like Department of Trade and Industry, Department of Science and Technology, Food and Nutrition Research Institute and to include Department of Agriculture must work harmoniously to promote homemade noodle by all means especially on with squash, with malunggay and squash canton. The farmer-suppliers must be given proper assistance and encouragement by concerned agencies to produce more of the needed raw materials for the production of homemade noodles. For more production would mean more income, and more income would also mean better opportunities opened for development in the family as well as in the whole community as this noodle industry is perceived to generate employment.

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APPENDICES

APPENDIX A

Letter to the Respondent

BENGUET STATE UNIVERSITY
COLLEGE OF AGRICULTURE
LA TRINIDAD, BENGUET

November 28, 2010

Sir/Madam:

The undersigned is a fourth year Bachelor of Science in Agribusiness (BSAB) student majoring in Enterprise Management of Benguet State University. Currently conducting a research entitled "Supply and Demand Situation of Homemade Noodles in Dolores, Abra" in partial fulfillment for the requirement of the course.

In this regard, may I ask a portion of your time to answer all the questions honestly to complete the research undertaking? Rest assured that all information you will give will be treated with outmost confidentiality.

Your honest and complete response will make the study successful.

Thank you very much for your support.

Respectfully yours,

ARIANNE MAE O. LAZO
Researcher

Noted:

CLIFTON D. LLANES
Adviser

APPENDIX B

Survey Questionnaire
(Market Outlets)

Name of the Firm: _____

Proprietor (optional): _____

Location/Address: _____

Type of business: ( ) sole proprietorship   ( ) partnership

                  ( ) cooperative   ( ) corporation

Number of years selling homemade noodle: _____

1. What homemade noodle do you sell?

       ( ) plain: ( ) round   ( ) with squash ( ) with malunggay   ( ) squash canton

            ( ) flat

2. How much of homemade noodles are sold per week (average)?

     Plain: Round _____kg.

            Flat _____ kg.

            With squash _____ kg.

            With malunggay _____kg.

            Squash canton _____kg.

3. Who are the usual buyers of each type of homemade noodle? (please check)

	PANCITERIA	COMMONERS	PROFESSIONALS	OTHERS, PLS. SPECIFY
Plain: round				
flat				
With squash				
With malunggay				
Squash canton				

4. Problem on supply of homemade noodle

SUPPLY SOURCING PROBLEM	YES	NO	SPECIFICATION OR REASON FOR PROBLEM
Plain round homemade noodle			
Plain flat homemade noodle			
With squash			
With malunggay			
Squash canton			

5. What month of the year do you usually sell the most?

    _____

6. What month of the year do you usually sell the least?

    _____

7. Has there been an increase in your homemade noodle sales for the past years?

_____yes _____no.

8. If yes, please specify your average weekly sales in kilogram for the past four (4) years as best as you can.

HOMEMADE NOODLE	2009	2008	2007	2006
Plain: round				
flat				
With squash				
With malunggay				
Squash canton				

9. Do you have preferred supplier? _____yes _____no
   If yes, name of the preferred supplier:
   _____

10. Reason for preference of supplier:
   _____ Suki (regular supplier)
   _____ Mode of payment ( ) Cash ( ) Check ( ) Credit
   _____ Free delivery
   _____ Free advertising
   _____ Regular delivery
   _____ Quality of noodle (nutritional value, length of cut, packaging, etc.)Supplied
   _____ other, please specify: _____

11. What are your bases of pricing? _____
   _____
   _____
   _____

APPENDIX C

Survey Questionnaire
(Panciterias)

Name of Business: _____

Proprietor (optional): _____

Type of business: ( ) sole proprietorship   ( ) partnership

                      ( ) cooperative   ( ) corporation

Number of years serving homemade noodle: _____

Address: _____

1. What are you serving as your noodle?

         ( ) plain: ( ) round   ( ) with squash( ) with malunggay   ( ) squash canton

                ( ) flat   ( ) any of that of plain

2. Do you produce your own noodle? ____yes ____no

3. If yes, how many kilograms of homemade noodle do you produce per day (average)?

HOMEMADE NOODLE	KILOGRAM/ DAY
Plain: round	
flat	
With squash	
With malunggay	
Squash canton	

4. If your answer is no in no.2 how many kilograms of homemade do you purchase/ cook per week (average)?

	ONCE	TWICE	THRICE	DAILY	OTHERS, PLS. SPECIFY
Plain: round					
flat					
With squash					
With malunggay					
Squash canton					

5. Has there been an increase of homemade noodle do you serve today than you did for the past years?

     ____yes ____no

6. If yes, please specify your average weekly sales in kilogram for the past four (4) years as best as you can.

HOMEMADE NOODLE	2009	2008	2007	2006
Plain: round				

flat				
With squash				
With malunggay				
Squash canton				

7. What are the reasons of increasing volume of homemade noodles being cooked? Please check

_____ Increase in the number of people eating in my panciteria
_____ Improvement on my service
_____ People prefer pancit miki than other snack foods
_____ Pancit miki has grown in popularity
_____ Others, please specify _____

8. What type of homemade noodle is most preferred by the customers?

Plain: _____ Round
_____ Flat
_____ With squash
_____ With malunggay
_____ Squash canton
_____ Any of that of plain
_____ Any homemade noodle

9. Do you have preferred supplier? _____yes _____no
If yes, name of the supplier? _____

10. Reason for preference, please check

_____ Mode of payment ( ) Cash ( ) Check ( ) Credit
_____ Suki
_____ Free delivery
_____ Quality of noodles (nutritional value, length of cut, packaging, etc.)
_____ Others, specify _____

APPENDIX D

Survey Questionnaire
(Panciteria Consumers/ Patrons)

Name: _____

Age: _____ Gender: _____

Civil Status: _____

Occupation: _____

Home address: _____

1. How often do you consume pancit miki in a panciteria with different types of companions?

HOW OFTEN DO YOU EAT PANSIT MIKI IN A PANCITERIA?	ALONE	WITH FAMILY	WITH FRIENDS/ ASSOCIATES	OTHERS, PLS. SPECIFY
Everyday				
Once a week				
2-3 times a week				
Once a month				
Twice a month				
Thrice a month				
Others, pls. specify _____				

2. Reason of having pansit miki in a panciteria?

_____ Nutritional value it contains

_____ Prefer its taste to other options

_____ As a variety meal or snack

_____others, please specify _____

3. What type of homemade noodle do you prefer as main ingredient?

( ) plain ( ) round ( ) with malunggay ( ) with squash

( ) flat ( ) any of that of plain ( ) any of that of homemade noodle

Why? _____

APPENDIX E

Survey Questionnaire
(Households)

I. Name: _____ Age: _____
Civil Status: _____ Gender: _____
Home address: _____
Average family income per month: _____
Sources of family income: _____
Household size: _____
II. Noodle consumption
Please check the following:

1. How much kilogram (kg.) do you buy the following homemade noodle per week? Please indicate

	ONCE	TWICE	THRICE	DAILY	OTHERS, PLS. SPECIFY
Plain: round flat					
With squash					
With malunggay					
Squash canton					

2. What are the factors you consider in consuming noodles? Please rate the factors which you think affects your buying choice.

FACTORS	5 VERY IMPT.	4 IMPT.	3 MODERATELY IMPT.	2 LESS IMPT.	1 NOT IMPT.
Price of noodle					
Family income					
It is favorite of the family					
Cheaper than other noodles					
Nutritional value					
Others, (pls. mention) __					

3. Where do you usually buy homemade noodle and at what price? Please indicate the price.

HOMEMADE	PUBLIC	GROCERY/	SARI- SARI	PROD'N	OTHERS,

NOODLE	MARKET	MARKET	STORE/DEPT. STORE	SITE	PLS. SPECIFY
Plain: round flat					
With squash					
With malunggay					
Squash canton					

If you answer production site, please specify _____

4. What month do you buy most? _____
   Volume: _____
   Reason: _____
5. Is there a time you usually buy less homemade noodle? ____yes ____no
   If yes, what month of the year _____
   Volume: _____
   Reason: _____
6. What factors do you consider in buying less homemade noodle? (Do not answer the   question if your answer in number 5 is no)
   ____Increase price of homemade noodle
   ____ Decrease in family income
   ____ Introduction of new noodle or brand
   ____Others, (please specify) _____
7. Rate as to importance when choosing/ purchasing homemade noodle:

	5 VERY IMPT.	4 IMPT.	3 MODERA TELY IMPT.	2 LESS IMPT.	1 NOT IMPT.
Thickness and length of cut					
Price					
Appearance of market outlet					
Attitude of the seller					
Appearance of packed noodle					
Material used					
Nutritional value					
Brand/ producer					
Others,(please specify)____					

8. Was there an increase in your noodle consumption for the past years?
   ____yes ____no.

9. If yes, please specify your average weekly consumption in kilograms for the past four (4) years as best as you can.

HOMEMADE NOODLE	2009	2008	2007	2006
Plain: round				
flat				
With squash				
With malunggay				
Squash canton				

APPENDIX F

Survey Questionnaire
(Farmers - Supplier of Squash/ Malunggay)

Name: _____

Age: _____ Gender: _____

Civil Status: _____

Occupation: _____

Home address: _____

1. Years of engaging in a. supplying squash? _____years
                        b. supplying malunggay? _____ years

2. Area planted: _____ha

3. Determine the month where peak and low season of harvest:

SEASON	SQUASH	MALUNGGAY
Peak		
Low		

4. What are the major problems encountered during the planting season?
   _____

5. How many percent of the total production is affected on the problems encountered?
      ___%

6. Where do you market your harvest? ( ) Processors (e.g. pancit miki, bakery)
                                     ( ) Public market
                                     ( ) Restaurants
                                     ( ) Neighbors
                                     ( ) Others, please specify: _____

7. Was there an increase in your production for the past years?
      _____yes _____no.

8. If yes, please specify your average production in kilograms for the past four (4) years as best as you can.

VEGETABLE	2009	2008	2007	2006
Squash				
Malunggay				

APPENDIX G

Survey Questionnaire
(Processors/ Producers of Miki Noodles)

Name of Business: _____

Proprietor (optional): _____

Type of business: ( ) sole proprietorship   ( ) partnership

                   ( ) cooperative   ( ) corporation

Number of years as processor of homemade noodle: _____

Address: _____

Sources of production technology: _____

Government or Non-government Organization assistance: _____

Type of assistance: _____

1. Determine the number of suppliers, minimum and maximum kilograms or tons per supplier of different raw materials:

RAW MATERIALS	NUMBER OF SUPPLIERS	MINIMUM KILOGRAMS OR TONS PER SUPPLIER	MAXIMUM KILOGRAMS OR TONS PER SUPPLIER
Squash			
Malunggay			
Flour			
Others, please specify_____			

2. Determine the number and capacity per unit of machinery and equipment:

MACHINERY AND EQUIPMENT	NUMBER OF UNIT	CAPACITY PER UNIT
Dough roller/ slicer		
Mixer		
Miki dyer		
Sealer		
Others, please specify _____		

3. Number of workers: ____ regular

                       ____ On call

4. How many times and kilograms do you produce the following homemade noodle per week? Please indicate

	DAILY	OTHERS, PLEASE SPECIFY

	REGULAR	ON CALL	REGULAR	ON CALL
Plain: round				
flat				
With squash				
With malunggay				
Squash canton				

___others, _____occasional

What is the occasion? _____

5. Where do you usually market your homemade noodle at what price per kilogram, volume per time period? Please indicate

HOMEMADE NOODLE	PUBLIC MARKET	GROCERY/ MARKET	SARI- SARI STORE/DEPT. STORE	PROD'N. SITE	OTHERS, PLS. SPECIFY
Plain: round					
flat					
With squash					
With malunggay					
Squash canton					

6. What month do you produce most? _____
        Volume: _____
        Reason: _____

7. What month do you produce less homemade noodle? _____
        Volume: _____
        Reason: _____

8. What factors do you consider in producing less homemade noodle?
                _____Increase price of raw materials
                _____Decrease in supply of raw materials
                _____Introduction of new noodle or brand competitor
                _____Decrease in consumers demand
                _____Rainy season
                _____Brown out
                _____Limited drying bin
                _____Others, (please specify) _____

9. Was there an increase in your noodle production for the past years?
_____yes _____no.

10. If yes, please specify your average weekly production in kilograms for the past four (4) years as best as you can.

HOMEMADE NOODLE	2009	2008	2007	2006
Plain: round				
flat				
With squash				
With malunggay				
Squash canton				