

## **BIBLIOGRAPHY**

JULIE T. QUINTOS. APRIL 2008. Documentation of the Carnation Production and Marketing of Mountain Bloom Multipurpose Cooperative of Englanddad, Paoay, Atok, Benguet, Benguet State University, La Trinidad, Benguet.

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## **ABSTRACT**

This study was conducted to find out how the carnation production started in Englanddad, Paoay, Atok, Benguet; find out how the cooperative was organized; determine the role of the cooperative in selling carnation; and determine the problems encountered by the cooperative members in producing carnation.

This study was conducted at Mountain Bloom Multipurpose Cooperative with 29 members as respondents. Majority of them were female and have passed their golden age. Some of the respondents had been producing carnation for several years while others have just shifted from vegetable production to carnation production.

Carnation production in Englanddad, Paoay, Atok, Benguet was started by King Louis Flowers and Plants, Inc. Later, the vegetable farmers from the place adopted it as one of their crops. The first farmers to produce carnation learned the technology from Prof. Hermano. Other farmers who shifted into carnation production learned from other sources like BSU, Land Bank, and from the Municipal Agriculture Office of Atok.

Majority of the farmers just have one green house they produce carnation and they harvest 8 – 15 dozens of carnation flowers per week. They replant their carnation every after three years of continuous harvest.

The Mountain Bloom Multipurpose Cooperative was organized through the initiative of Prof. Hermano. The objective of the cooperative was to provide farm inputs, technical assistance and financial assistance to the farmers as well as to market their produce. The cooperative maintains a stall at Dimasalang managed by three sellers. Traders from Boracay, Bacolod, Visayas, Dagupan and other nearby areas in Metro Manila get their supply of flowers from the cooperative's outlet at Dimasalang.

When the farmers harvest their flowers, they pack them and the cooperative transports, the flowers through the truckers, to the market outlet at Dimasalang. The payment to the farmers are given after the flowers are sold. The sellers send the payment through the trucker to the cooperative. The cooperative deducts the cost of transportation and an amount for capital build-up and remits the balance to the farmers.

# TABLE OF CONTENT

	Page
Bilbiography .....	i
Abstract .....	i
Table of Content .....	iii
<b>INTRODUCTION</b>	
Rationale .....	1
Statement of the Problem .....	2
Objectives of the Study .....	2
Importance of the Study .....	3
Scope and Limitation of the study .....	3
<b>REVIEW OF LITERATURE</b>	
Purpose of cooperative .....	4
Cooperative .....	4
Success Factors of cooperatives .....	5
Cooperative Failure .....	6
Economic Contributions of Cooperatives .....	6
Role of Cooperative in Community Development .....	7
Carnation .....	7
Conditioning of Cutflowers .....	8

## METHODOLOGY

Locale and Time of Study . . . . .	9
Respondents of the Study . . . . .	9
Data Collection . . . . .	9
Data Analysis . . . . .	9

## RESULTS AND DISCUSSION

Profile of the Respondents . . . . .	10
Carnation Production of the Respondents . . . . .	13
Sources of Technology . . . . .	15
Schedule of Production . . . . .	16
The Role of Mountain Bloom Multipurpose Cooperative in Carnation Production and Marketing. . . . .	17
Key Actors in the Carnation Production and Marketing . . . . .	18
Product and Payment Flows . . . . .	21
Benefits Offered by the Cooperative to the members . . . . .	22
Problems of the Cooperative . . . . .	22
Problems of the Cooperative members . . . . .	23
Urgent Needs of the Cooperative . . . . .	24

## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary . . . . .	25
Conclusions . . . . .	26
Recommendations . . . . .	27

LITERATURE CITED .....	28
APPENDIX	
Appendix A: Guide Questions .....	29



## **INTRODUCTION**

### Rationale

Republic Act. No. 2023 (1995) declared, a policy aimed to assist the people to develop their enterprise on a cooperative basis, to strengthen their economic independence and to promote organized methods of industrial production.

Municipality of Atok promotes cooperativism among the constituents through encouraging them to organize a cooperative for them to have institutions that is stronger that will represent them in any aspect like marketing of product of the members.

Mountain Bloom Cooperative was organized because many of the folks in Englandad, Paoay, Atok, Benguet where the cooperative is situated were fun of planting flowers especially carnation because it is a little bit expensive. Some of the farmers shifted to carnation production from vegetable production because of low prices of vegetables. The cooperative was initiated by Faustino Hermano and Nario Celo. This was registered at Cooperative Development Authority (CDA) on June, 2004 with fifteen (15) members. The cooperative was named as Mountain Bloom Cooperative because the place is Mountainous and the product to be produced id carnation. The organizer decided to collect two thousand pesos (P2,000.00) each as share capital and two hundred pesos (P200.00) as their membership fee with total of thirty three thousand pesos (P33,000.00) as the initial capital of the cooperative.

Mountain Bloom Cooperative helps the members and non-members to market their produced carnation by selling in the rented place in Manila. The carnation growers had been selling their flowers to wholesalers at very low price. This time that the



cooperative is the one selling the product, the price received by the farmers is high. The farmers are realizing a higher price from their produced carnation. The farmers are not hard up in selling their product because the cooperative is responsible in marketing their products. All technical assistance given to the growers are also channeled through the cooperative.

This system of production and marketing benefits the participating farmers. This study will be conducted to document the practices and arrangement done by the farmers and the cooperative. With this documentation, other people would be aware of advantages of this production and marketing system and they could also adopt it in their own locality.

### Statement of the Problem

The study was conducted to find answer to following questions:

1. How did the carnation production started in Englandad, Paoay, Atok?
2. How the cooperative was organized?
3. What are the roles of cooperative in selling carnation?
4. What are the problems encountered by the cooperative in selling carnation?
5. What are the problems encountered by the cooperative members in producing carnation?

### Objectives of the Study

The study aimed to accomplish the following:

1. find out how the carnation production started in Englandad, Paoay, Atok.



2. find out how the cooperative was organized.
3. determine the roles of the cooperative in selling carnations.
4. determine the problems encountered by the cooperative in selling carnation.
5. determine the problems encountered by the cooperative members in producing carnation.

### Importance of the Study

Unless a good practice is documented, it would not be known and adopted by others. There is also a good chance that it would be forgotten. This study could be a source of information for other interested groups to adopt the same system of production and marketing.

In addition, the study would also serve as reference for future studies.

### Scope and Limitation of the Study

The researcher focused on the role of Mountain Bloom Cooperative in carnation production and marketing. This was conducted in the locality of Englanddad, Paoay, Atok, Benguet, Philippines from December to January 2008.





## **REVIEW OF LITERATURE**

### Purpose of Cooperative

Economic growth and development have been an elusive goal of the Philippines. The overall development goal is for improved quality of life for every Filipino through international competitiveness and people empowerment through cooperatives. A cooperative is a business and social organization that exposes the spirit and value of self-help and working together in the pursuit of social and economic ends (Pasigon and Gonzaga, 1996).

Pimentel (1994) as cited by Gayumma (2005 ) stated that cooperatives maybe formed for any economic, social and educational advancement of their members. Cooperatives maybe formed to engage in business of cooperative banks, wholesale and retail complexes, insurance, marketing enterprises and even public markets.

Rodriguez, et al. (1988) also stated that though cooperatives are not usually regarded as “business” in the ordinary sense, many cooperatives today trade goods and services not only with their members but also with the general public and consciously attempts to generate surplus that they may be regarded as business organization in many aspects.

### Cooperative

The Cooperative Code of the Philippines stated that cooperatives are duly registered association of persons with a common bond of interest, who have voluntarily joined together to achieve a lawful common social and economic end, making equitable



contributions to the capital required and accepting a fair share of the risks and benefits of the undertakings in accordance with universally accepted cooperative principles.

Chackley (1975) as cited by Payacda (2005) stated that it is absolutely essential that the long term objective of making the cooperative movement an independent and autonomous one is kept constantly in mind and that governments all over the world should recognize cooperatives not as ends themselves but as a means in helping people to grow and mature, to improve living conditions and to strengthen their freedom and independence.

A cooperative is a form of business firm. It is owned and controlled by its member patrons. It is organized to serve the needs of its members in a way that will enable them to realize higher income, lower cost and more efficient and dependable services. Cooperative helps people to operate and own their business firms and to increase their earnings as much as possible (Sacay, et al., 1972).

### Success Factors of Cooperatives

Pagdanganan (1999) enumerated the following factors that determine the success of a cooperative. These are: 1). Merging and consolidation of primary cooperatives, 2). Professionalization of management, 3). Training and education program, 4). Effective auditing system for cooperatives and cooperative banks, and 5). Government support to cooperatives based on the principle of subsidiarity.

### Cooperative Failure

A failed cooperative is one that has been unsuccessful, unable to perform this program or activities and unable to carry on with their goals or objectives for a number of



year and service formed. Despite the importance and progress brought about by cooperatives, there are problems and constraints within the cooperative itself, which may contribute to its success or failure. One of this is lack of funds for production loans. Another problem is the policy of the government to allow NGO's to organize cooperatives in any part of the country without outlining appropriate policies and regulations, which results to an overlapping with the cooperatives function of the government. There is weak institutional structure for providing sustained cooperative education and training leading to lack of qualified managers in the system. There is also a lack of government incentives in terms of financial assistance, and most of all cooperatives suffer from the fact that there is a negative impact of government policies particularly in delivering agricultural credit and pricing (Castillo, 1983).

#### Economic Contributions of Cooperatives

Dawawa (2004) found out that there was an increase in agricultural production output because cooperative members were able to engage in more business opportunities as a result of availability of more capital inputs with lesser interest. Socially, cooperatives give equal treatment to both rich and poor. Culturally, enhance the relationship among members even those who belong to other cultures. Politically, the members were provided opportunities to exercise their right of suffrage during their assemblies.

#### Role of Cooperative in Community Development

Community development as ways for people to work together in order to build better community and thereby improve the welfare of all. They organized themselves



under their free will and work as a team to solve problems of their community . They are concerned with the development of human resources and consider man as the most important of development. Cooperative develops values of their members. They teach and practice wise use of money, to be self-reliant, which is one key concept of the cooperative program. Cooperatives demonstrate the value of group cooperation and social awareness. Farmers’ negative attitudes and values can be changed through continuous training and education.

### Carnation

Carnation has been use since the classical Geek and Roman time as medicine to control fever and expel poison, as a dye for black hair, and to flavor beer and wine.

Carnation is also known as Pink, Clove Pink, Gillie, Gillyflower, Diveine flower, Jove’s flower, and Sops-wine. The botanical name is *Dianthus caryophyllus*.

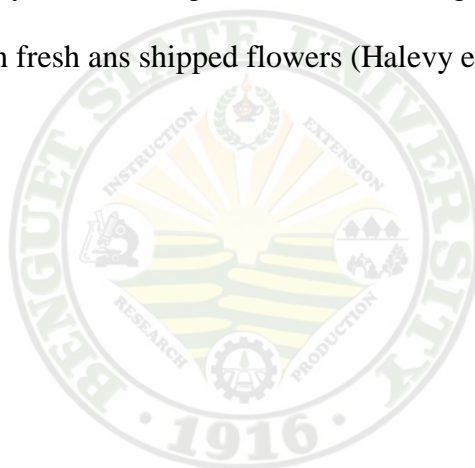
*Dianthus* comes from the Greek words “dios”, referring to the god Zeus, and “anthos”, meaning flower, thus we have divine flower of the gods (named by the Greek botanist Theophrastus). The name carnation may have originated from the word flowers use to make ceremonial crowns in Greece. Also coronations were decorative head bands made of woven flowers worn by young maidens. An “Pink” is derived from a word meaning scalloped describing the shape of the edge of carnation petals. Because carnations are showy, colorful and long lasting flowers it has become one of the favorite cut flowers. Carnation is excellent for floral bouquets.



### Conditioning of Cut Flowers

Conditioning of cutflowers is done immediately after storage to counteract slight dehydration during storage. It is done either re-cutting the stem ends by about 2 – 4 cm or by placing them in the preservative or warm water (38 -40 °C) for at least two hours before arranging in a vase.

Silver Nitrate solution as a pre-conditioning for chrysanthemum eliminated the re-cutting of stems after shipment (Ferrhan et.al., 1979). In snapdragon, Nowak (1981) found that a pre-treatment with Ag No<sub>3</sub> + sodium Thiosulfate + sucrose gave the best result in terms of quality. Pre-treating carnation with AgNo<sub>3</sub> dip greatly improved longevity and size of both fresh and shipped flowers (Halevy et al., 1978).



## **METHODOLOGY**

### Locale and Time of the Study

The research was conducted in the locality of Englanddad, Paoay, Atok, Benguet from December, 2007 to January, 2008.

### Respondents of the Study

The information used in this study was gathered from 29 members. Other information were gathered from the officers of the cooperative, the Mountain Bloom Cooperative.

### Data Collection

The primary data was collected through personal interview with the respondents and other key informants.

### Data Analysis

The data gathered was summarized and analyzed based on the objectives of the study.



## RESULTS AND DISCUSSION

### Profile of the Respondents

Table 1 presents the profile of the 29 members of Mountain Blooms Multipurpose Cooperative. This included their sex, age, number of years in farming, number of years in carnation production, number of years as member of the cooperative, and reasons for joining the cooperative

Sex. Table 1 shows that out of 29 respondents, 20 were female and only 9 were male. This is because there were more female members of the cooperative than male.

Age. The table presents that majority of the respondents were more than forty years old to sixty years old. Two respondents each belonged to the age bracket 73- 84 years old and 25 – 36 years old while 7 belonged to the 61 – 72 years old. This finding implies that majority of the members of the cooperative and who are producing carnation have pass their golden age.

Years in farming. The finding reveals that almost all the respondents had been into farming for more than ten years. They had been producing vegetables for quite a number of years before they shifted to cutflower production. They first started with chrysanthemum before they shifted to carnation production.

Years in carnation production. The respondents had been producing carnation for less than ten years. Fourteen or 48.28% had been growing carnation for 2-5 years while 15 or 51.72% had been into carnation production for 6 – 8 years already. This finding shows implies that carnation production is still new in the place.



Number of years in the cooperative. The cooperative was just organized in 2004 and majority of the respondents (79.31%) joined the cooperative during that year so they are now members of the cooperative for more than 2 years. The rest of the respondents (20.69%) have just joined the cooperative so they were members for just 1 – 2 years.

Reasons for joining the cooperative. The respondents joined the cooperative for different reasons. Nine of them became members of the cooperative because they were convinced by other people to join, seven of them said they joined the cooperative because of the benefits they get from being members. They observed that the other carnation growers who joined the cooperative did not find difficulty in selling their flowers because the cooperative buys their flowers. Besides, the price they received was much higher than what they could sell their flowers in other outlet. They could also avail of credit from the cooperative. All these motivated them to join the cooperative. Three of them said they joined the cooperative because they wanted to tray carnation production. Five respondents each mentioned they wanted to try the cooperative as market for their flowers while the others joined the cooperative because they wanted to experience being a member of the cooperative.





Table 1. Profile of the respondents

PARTICULAR	NUMBER (F)	PERCENT (%)
<b>Age</b>		
25-36	2	6.90
37-48	7	24.14
49-60	11	37.93
61-72	7	24.13
73-84	2	6.90
<b>TOTAL</b>	<b>29</b>	<b>100.00</b>
<b>Number of Years in Farming</b>		
6 – 14	3	10.34
15-23	6	20.70
24-32	9	31.03
33-41	9	31.03
42-50	2	6.90
<b>TOTAL</b>	<b>29</b>	<b>100.00</b>
<b>Years as Member in the Cooperative</b>		
1 - 2	6	20.69
More than 2 years to 3 years	23	79.31
<b>TOTAL</b>	<b>29</b>	<b>100.00</b>



Table 1. Continued ...

PARTICULAR	NUMBER (F)	PERCENT (%)
Reasons for joining the Cooperative		
1. Convinced by others	9	31.03
2. Because of benefits/ advantages from the cooperative	7	24.14
3. Wanted to try carnation production	3	10.34
4. Wanted to experience coop membership	5	17.24
5. To help other members of the cooperative.	5	17.24
6. To increase income through carnation production.	2	6.90
TOTAL	29	100.00

### Carnation Production of the Respondents

This section presents the number of years the respondents engaged in carnation production, the number of green house they have, volume of harvest per week, and number of years before replanting. All these data are presented in Table 2.

Number of years in carnation production. The result shows that some of the respondents had been producing carnation for several year already while other have just shifted from vegetable production to carnation production. Fourteen or 48.28% of the respondents had been producing carnation for 2 – 5 years while 51.72% had been producing for 6 – 8 years.



Number of greenhouse. All the members of the cooperative had at least one green house of their own, since this is a prerequisite before they join the cooperative. The finding shows that 62.07% of the respondents had only one green house, 34.48% had 2 greenhouses, and only or 3.45% had three greenhouses.

Volume harvested per week. The respondents differ in their volume of harvest per week. Some harvested more and some harvest less depending on the number of greenhouse they have. The result shows that 13 or 44.83% harvested 5 – 10 dozens per week, 11 or 37.93% harvested 11 – 15 dozens per week and only 5 respondents or 17.24% harvested 16 – 20 dozens per week.

Number of years before replanting. The carnation plant is a perennial plant. When planted and established, it flowers continuously for more than one year before it is again replanted, according to the farmers. Majority of the respondents (51.72%) replant after three years. There were 13 respondents or 44.83% who said that they replanted after two years because the amount of harvest they get is low and besides, the quality is not good so they have replant. The same was true for one respondent who replanted her carnation after one year.

Table 2. Farm profile of the respondents

PARTICULAR	NUMBER (F)	PERCENTAGE (%)
Number of Years in Carnation Production		
2-5	14	48.28
6-8	15	51.72
TOTAL	29	100.00



Table 2. Continued ...

PARTICULAR	NUMBER (F)	PERCENTAGE (%)
Number of Greenhouse		
1	18	62.07
2	10	34.48
3	1	3.45
TOTAL	29	100.00
Volume Harvested per Week (in doz.)		
5-10	13	44.83
11-15	11	37.93
16-20	5	17.24
TOTAL	29	100.00
Number of Years before Replanting		
1	1	3.45
2	13	44.83
3	15	51.72
TOTAL	29	100.00

### Sources of Technology

Table 3 presents the sources of technology adopted by the farmers in carnation production. The various sources of technology adopted by the respondents and the other carnation producers were from BSU technicians, Land Bank, Private technicians like Prof. Hermano, and from the Municipal Agriculturist Officer of Atok. Majority (68.90%) mentioned that they are adopting the technology taught to them by Prof. Hermano,



Table 3. Sources of technology used by the respondents

SOURCES	NUMBER (F)	PERCENTAGE (%)
BSU	3	10.34
Land Bank of the Phil.	4	13.79
Private technician	20	68.97
Municipal Agriculturist Officer	2	6.90
<b>TOTAL</b>	<b>29</b>	<b>100.00</b>

10.34% were using the technology taught to them by an extension worker in Benguet State University, 13.79% said they got their technology from a technician of Land Bank of the Philippines and 6.9% said they were taught by the municipal agriculturist of Atok, Benguet.

#### Schedule of Production

The schedule of planting the cutflowers including carnation is planned by the cooperative so that the farmers will harvest by schedule. In this manner there will be continuous supply of flowers to be sold by the cooperative. A sample of the schedule taken from the cooperative is presented in Table 4.



Table 4. Sample of planting schedule employed by the cooperative to members

MEMBER	FLOWER PRODUCE				
	CARNATION	CALLALILY	SIESTA	AGAPANTUS	SNAP DRAGON
Member 1	January	February	March	April	May
Member 2	February	January	April	May	March
Member 3	March	May	February	January	April
Member 4	April	March	May	February	January
Member 5	May	April	January	March	February

#### The Role of Mountain Bloom Multipurpose Cooperative In Carnation Production and marketing

The Mountain Bloom Multipurpose Cooperative was organized through the initiative of Prof. Faustino Hermano, who was then a consultant of King Louis Flowers and Plants, Inc.(KLFPI). There were some farmers who were engaged in cutflower production in the place. Some of the farmers started to plant carnation but they lack the technical knowledge in growing carnation so they asked the help of Prof. Hermano. His problem was the farmers were not organized so he suggested to the farmers to organize into a cooperative so that it would be easy to help them. The cooperative was registered to CDA on June, 2004 with fifteen farmers as initial members. Each member contributed P2,000 as share capital and P200 as membership fee. The cooperative started its operation with P33,000 as initial capital. The organizational structure of the cooperative is presented in Figure 1.



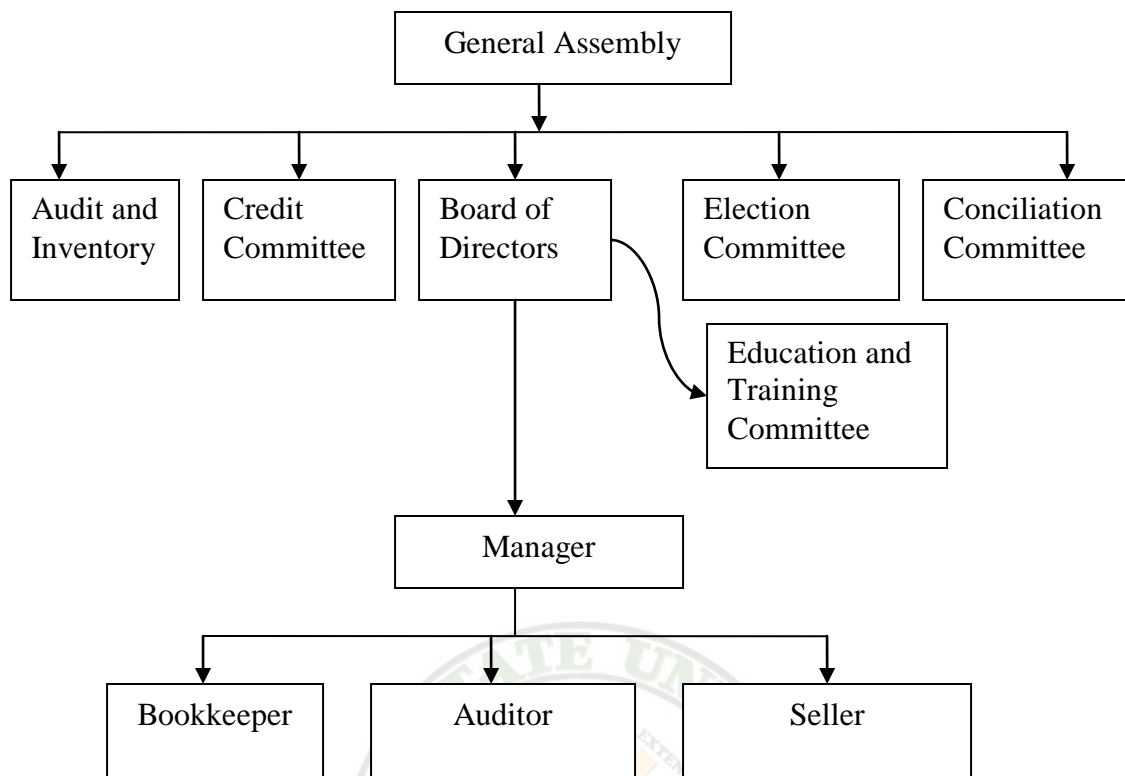


Figure 1. The organizational structure of Mountain Bloom Cooperative

Note: \*All staff and officers are not accepting salary or honorarium except the auditor, bookkeeper and sellers.

\* All staff and officers were not replaced since the cooperative was organized.

### Key Actors in the Carnation Production and Marketing

The key actors in the production and marketing of carnation were the farmers, the cooperative (Mountain Bloom), the Atok bus, the trucker, the traders (wholesalers and retailers), and the consumers (Table 4).

Farmers. The farmers were responsible in constructing their greenhouse, invest their own money or get loan from the cooperative. They were also responsible in



acquiring their planting materials as well as the farm inputs. When the flowers are ready for harvest, the farmers harvest them and bring them to the packing area at the cooperative office. However, the farmers were still responsible for packing the flowers.

Cooperative. The Mountain Bloom Multipurpose Cooperative provides crop loan to the members for buying planting materials or farm inputs. It also provide the packaging materials for the flowers. After the farmers pack the flowers, the cooperative is now responsible for transporting them to Dimasalang. The cooperative is currently maintaining a stall at the cutflower market in Dimasalang managed by three (3) sellers. After the flowers are sold they sellers send the payment to the cooperative through the trucker. From the sales proceeds, the cooperative deducts the transportation cost plus an amount for capital build-up and give the balance to the farmers.

The cooperative is also responsible in conducting seminars to update the knowledge of the farmers on cutflower production.

The bus. The Atok bus also play an important role in the transport of the carnation flower. Every Tuesdays and Fridays, the bus picks up the flowers and bring them to Gate 1 of Benguet State University to be picked up by the trucker.

The trucker. The trucker is responsible in transporting the flowers to Dimasalang where they will be picked up by the sellers. The trucker is also responsible in getting the payment of the flowers from the sellers and hand it to the cooperative.

The traders. The traders consisted of wholesaler/Retailers at Dimasalang area and retailers coming from other places in Metro manila and from other places like Baguio City, Bacolod, Boracay, Visayas, and Dagupan. The key informant mentioned that at first the cooperative delivered the flowers to Bacolod, Boracay, and Visayas but because of





the high cost of transportation they stopped the delivery. At present, the traders from these places are now coming to Dimasalang to buy the flowers.

The Consumers. The key informant mentioned that majority of the flowers were being bought for church decorations during weddings and other church occasions.

Table 4. Key actors in the carnation production and marketing and their functions

KEY ACTORS	FUNCTIONS
1. FARMERS	<ul style="list-style-type: none"> <li>a. Plant carnation</li> <li>b. Take care of the carnation</li> <li>c. They will be the one to harvest the carnation</li> <li>d. Packaging of flowers</li> </ul>
2. COOPERATIVE	<ul style="list-style-type: none"> <li>a. Lend capital to the members</li> <li>b. Conducts trainings for the members</li> <li>c. Market the flowers and pay the farmers</li> </ul>
3. Atok Bus	<ul style="list-style-type: none"> <li>a. picks up the flowers from the cooperative and brings them to BSU gate 1.</li> </ul>
4. Trucker	<ul style="list-style-type: none"> <li>a. delivers the flowers to Dimasalang and picks up the payment and delivers it to the cooperative.</li> </ul>
3. RETAILER/ WHOLESALER	<ul style="list-style-type: none"> <li>a. Selling of the product</li> <li>b. Look for consumers</li> </ul>
4. CONSUMER	<ul style="list-style-type: none"> <li>a. User of carnation</li> </ul>



### Product and Payment Flows

The product flow from the farmers to up to the consumers is presented in Figur2 and the payment flow from the consumer down to the farmers is presented in Figure 3. These flows were conceptualized based on the story of the key informants.

The carnation flowers produced by the members of the cooperative bring all their flowers to the cooperative. The cooperative is responsible in looking for market outlets of these flowers. The cooperative through it outlet in Dimasalang sale the flowers to wholesaler and retailers from different places then from the retailers it goes to the consumers. Bulk of it goes to the church.

For the payment, the cooperative receives the payment from its customers, the sellers send the money through the trucker then the cooperative deducts the transportation cost and the capital build-up then pays the farmer.

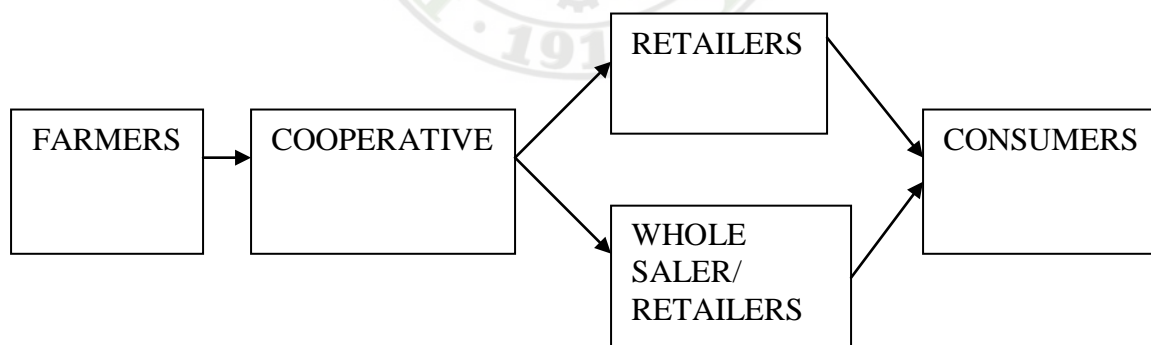


Figure 2. Shows the flow of cut flower traded by Mountain Bloom Cooperative



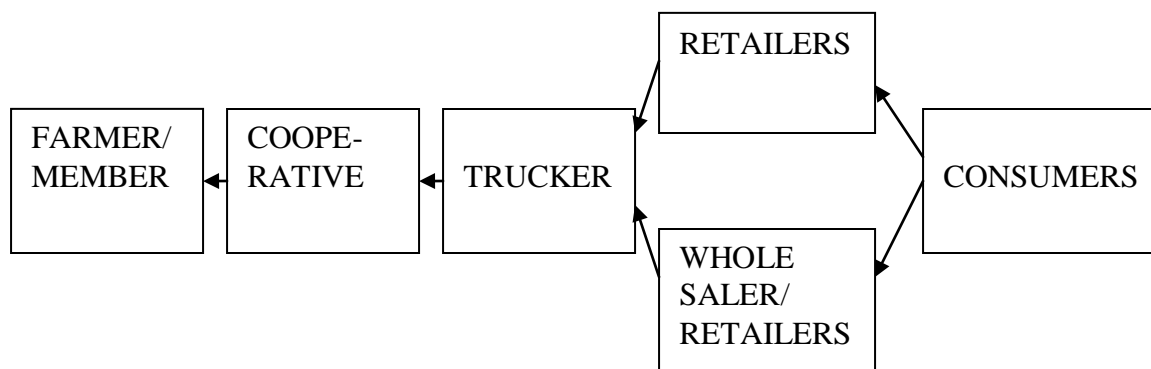


Figure 3. Flow of payment from customer to the farmers/members of Mountain Bloom Cooperative

#### Benefits Offered by the Cooperative to the Members

According to the key informant the cooperative provided many benefits to the members. These benefits were in the form of: 1). Technical support like trainings and seminars on cutflower production, quality control and postharvest technology; 2). Crop loan; 3). Irrigation facility; 4). Assured market for their produce, not only carnation but including the other flowers that they produce.

#### Problems of the Cooperative

The following problems were mentioned by the Chairman of the Board of the Cooperative: financial support to expand business, lack of knowledge and training of the officers and members in the proper operation of the cooperative, poor auditing and bookkeeping, and poor marketing strategies.



### Problems of the Cooperative Members

The problems of most members of the cooperative were lack of capital for efficient farm operation, high prices of inputs and low prices of products, and limited source of planting materials.

### Urgent Needs of the Cooperative

According to the chairman of the cooperative, they are in need of a stable market outlet for their product because the market at Dimasalang, there are many other competitors. Another need of the cooperative is post harvest handling facilities. They need these facilities to maintain the high quality of the flower when it reach the buyer. They are also in need of transportation facility so that they could increase the volume of their produce and could transport their flower to other places and minimize transportation cost if they own the truck. They also need to train their members on bookkeeping and accounting as well as auditing so that their operation would improve.



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

This study was conducted to document the carnation production and marketing of Mountain Blooms Multipurpose Cooperative at Englanddad, Paoay, Atok, Benguet.

Twenty nine members of the cooperative were taken as respondents. The Chairman of the Board of Directors and other officers also served as key informants. The study was conducted from December 2007 to January 2008.

Majority of the respondents were female, more than forty five years old and had been into farming for more than 20 years. However, for carnation production, most of the farmers had been into it for 6 – 8 years. Majority of the respondents were members of the cooperative for more than two years and they joined the cooperative because they wanted to grow carnation. Some observed the benefits that the members get from the cooperative like trainings and seminar, crop loan, and the assured market for their flowers.

All the respondents were growing their carnation in green houses. Majority had only one green house and most of them were harvesting 5 – 10 dozens per week. Majority replant their carnation after 3 years.

The sources of technology were from BSU technician, Prof. Hermano, from the Municipal Agriculture office, and from Land Bank of the Philippines technician. The schedule of planting for the farmer-members for the different cut flowers was scheduled by the cooperative so that there will be continuous harvest of flowers every week. This is also to control the volume of production.



The key actors in the carnation marketing were the farmers, the cooperative, the trucker including the bus that transport the packed flowers from Atok to La Trinidad where it would be picked up by the trucker to delivery to Dimasalang. The cooperative has a wholesaling stall at Dimasalang where the wholesaler/retailers and retailers from other places. The consumers of carnation were usually hotels and individual buyers.

The payments of the flowers from the consumers goes to the retailers and wholesaler retailers then it is carried by the trucker to the cooperative and the cooperative gives the payment to the farmers concerned. The cooperative deducts the transportation cost and a percentage of the sales for capital build-up.

Aside from marketing of the products, the cooperative also provide trainings and seminar on cutflower production, quality control and postharvest technology; crop loan; and irrigation facility.

Some problems of the cooperative were lack of knowledge of the officers and members on the proper operation of the cooperative, on bookkeeping thus they are in need of trainings for their officers and members of the committees. They also have problem on poor marketing strategy thus they also wanted some trainings on marketing.

The problems encountered or met by the different cut flower cooperatives are financial support to expand business, sources of new cut flower planting materials, high prices of farm inputs on low prices of products, insufficient knowledge on bookkeeping and accounting which affect the operation of the cooperative and limited source of planting materials.



### Conclusions:

Based on the finding, the following conclusion were made:

1. Majority of the members of Mountain Bloom Multipurpose Cooperative are female farmers who shifted from vegetable farming to cutflower production.
2. Membership to the cooperative is beneficial to the farmers because they could avail of trainings and seminars on cut flower production and post harvest handling. Besides there is also sharing of experiences and ideas on cut flower production among all members of the cooperative.
3. All cut flowers of the members of Mountain Bloom Multipurpose Cooperative are being sold in Metro Manila through the cooperative. This is due to higher price of cut flower products in Metro Manila compared to the price here in Baguio City.
4. Some of the carnation flowers were brought by trader to as far as Boracay, Bacolod and Visayas.
5. The producers met problems on lack of financial support, high prices of farm input, low price of flowers, and limited sources of planting materials.
6. The cooperative is in need of specialize trainings on bookkeeping and accounting, auditing as well as training on marketing.

### Recommendations:

Based on the results of the study, the following recommendations were made:

1. Other farmers producing cutflowers should join the cooperative inorder to avail of the benefits that the members are enjoying.



2. The cooperative should look for alternative market outlet for the cutflowers so that farmers could increase the volume of their production. The cooperative should also conduct invite experts in cutflower production, experts in postharvest handling and quality control and experts in marketing to give lecture to the farmers. In the same manner, the cooperative should also invite trainers on bookkeeping and accounting, and auditing to train the members on bookkeeping and accounting so that they would be able to do the bookkeeping themselves without hiring from outside for the time being that the cooperative could not pay the salary of a full time bookkeeper.
3. The cooperative should also engage in selling farm inputs to the members. The cooperative should buy in bulk and sell it to the members at a lower price compared to the farm input suppliers.





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## APENDIX A

### GUIDE QUESTIONS

#### I. Demographic Profile

Name (Optional) \_\_\_\_\_

Sex \_\_\_\_\_ Age \_\_\_\_\_

Number of years in farming \_\_\_\_\_

Former production activity \_\_\_\_\_

Number of years as member of the cooperative \_\_\_\_\_

Reasons for joining the cooperative \_\_\_\_\_

\_\_\_\_\_

#### II. Production Profile

Number of green house \_\_\_\_\_

Sources of planting materials \_\_\_\_\_

Sources of inputs \_\_\_\_\_

Sources of technology \_\_\_\_\_

\_\_\_\_\_

Volume of harvest per week (dozens) \_\_\_\_\_

Number of years before replanting \_\_\_\_\_

Problems met in carnation production \_\_\_\_\_

\_\_\_\_\_

Problems met in the cooperative \_\_\_\_\_

\_\_\_\_\_

