

BIBLIOGRAPHY

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ABSTRACT

The study mainly describe the nature of household consumption of organic vegetables in La Trinidad. Especially it aims to find out the organic vegetables that consumers buy, reason why consumers consume organic vegetables, attributes of consumers in purchasing organic vegetables, volume of organic vegetables purchased per time by the consumers, problems encountered by consumers in purchasing organic vegetables, suggestions/recommendations of consumer for the effective marketing strategy of organic vegetables.

There are one hundred (100) respondents of the study. All of the respondents are organic vegetable consumers from La Trinidad, Benguet.

The data shows that most of the respondents said that the price is not important in purchasing organic vegetables because they much care about their health but then they said that organic producers should lessen the price so that they could purchase more of the products.

The results also shows that respondents encountered problem in purchasing organic vegetables, by then, they give suggestions for the effectiveness of marketing organic vegetables and of them are: organic producers should have more market outlet

and more products or supply. They should do some seminars or advertisements to let the people know their place in the market and be nice and packaging. Preservation was also suggested by the respondents and organic practitioners should have certification telling that the organic vegetables they are selling are really an organic one.

Therefore, it is recommended that, the organic producers should have more market outlet and more supply of the product. Organic vegetables market should have a certificatory/assurance that the vegetables they are selling is really an organic one. Organic vegetable producer should lessen the price so that the volume of purchase will be increased and organic vegetable producers should find a way to preserve the freshness of the product until it will be disposed.

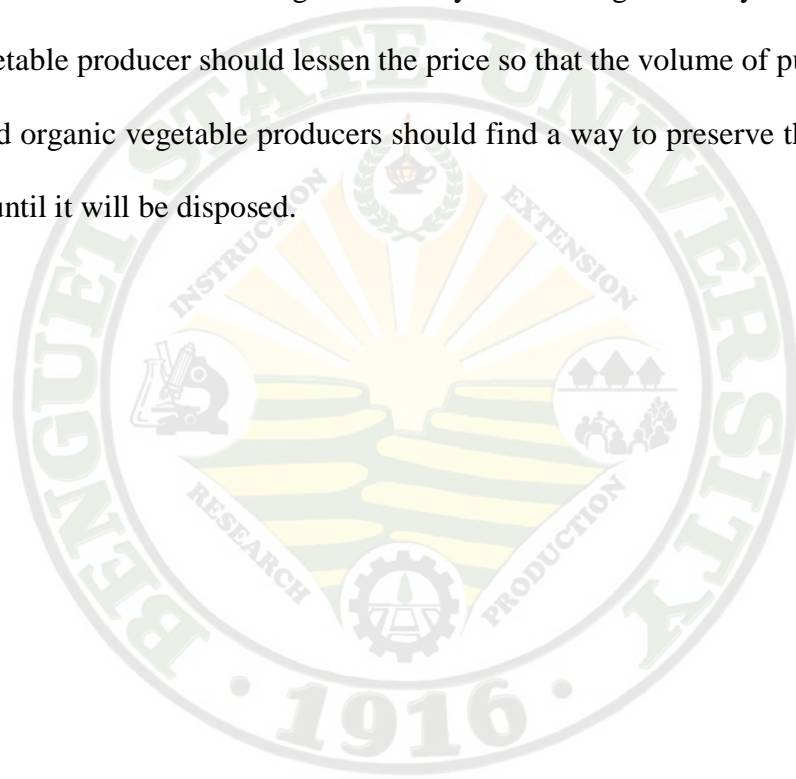


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INTRODUCTION

Rationale

Organic agriculture started in ancient time and it was practice by our ancestors. But as a result of experimentation in science, life has change. Production of both plants, livestock and poultry is enhanced because of technology that has changed production system. The lifestyle of people had also changed. Scientists experiment on the use of chemicals, fertilizers and pesticides. The use of these new technologies had increased production and control utilization of pest and diseases. These chemicals are now used by most farmers to raise their plants. The use of this fertilizers and pesticides had caused many negative effects to the environment, to the growers and consumers, residues in food potentive and disrupting of non target organism.

At present some farmers are already aware of these negative effects of using synthetic fertilizers and pesticides that they are considering the health of their consumer and themselves.

According to Adonis (2005) an organic farming in the Philippines started to gain acceptance of the late 1980's by a few farmers who were satisfied with their conventional chemical-based farming. There are now more than a thousand farmers in the country who are producing pesticides and chemical free rice, vegetables, fruits and other food crops through organic methods.

One of the provinces in the Philippines where organic farming gained acceptance in Benguet particularly in La Trinidad. There are already existing organic farms and increasing demand for organically grown vegetables. According to the owner of



Master's Garden in La Trinidad Benguet, the demand for organically grown vegetables is much higher than the existing volume of production.

Statement of the Problem

This study aimed to answer the questions:

1. What are the kinds of organic vegetables that consumer buy?
2. What are the reasons of consumer for consuming organic vegetables?
3. What are the attributes of consumers in purchasing organic vegetables
4. What is the volume of organic vegetables purchased per time by consumers?
5. What are the problems encountered by consumers in consuming or buying organic vegetables?
6. What are the suggestions/recommendations of consumers for the effective marketing strategy of organic vegetables?

Objectives of the Study

The study aimed to:

1. Find out the organic vegetables consumed by the consumers.
2. Find out reasons why consumer consumes organic vegetables.
3. Determine the attributes of consumers in purchasing organic vegetables
4. Determine the volume of organic vegetables purchase per time by consumers.
5. Determine problems encountered by consumers in purchasing organic vegetables.



6. Determine suggestions/recommendations of consumers for the effective marketing strategy or organic vegetables.

Importance of the Study

The study aims to determine the household consumption and purchase pattern of organic vegetables. To know the attributes of consumers about organic vegetables and their suggestion for effective marketing of the product.

Result of this study will serves as a basis in estimating the numbers of organic consumers and the market demand which is important in the promotion for organic production, program planning and policy formation of the government agencies and NGO's supporting and promoting organic production.

Results will also be a guide or basis for further research endeavor in organic agriculture.

Scope and Limitation

The scope of the study was limited to the organic consumers in La Trinidad, Benguet. This study was conducted from January to February, 2007.



REVIEW OF LITERATURE

Existence of Organic Farming

Hall (2002) organic farming has been in existence since man began utilizing agricultural practices. Over the years organic methods gave to “conventional” methods, characterized by the use of synthetic chemical inputs. Today however there are renewed interest in organic farming and it is being termed by many as “alternative” method of farming. This renewed interest is a direct result of high energy prices, increased fertilizer cost and concerns about health.

Growing Demand for Organic Food

Barrozo (2006) consumers want assurances. Today’s consumers and retailers want to know that the food they purchase is safe no matter where it was grown, raised and processed. They will want to be ensured that your product has undergone methodical surveillance. Food safety and value is the greatest challenge in today’s global food industry. Food poisoning, adulteration and mislabeling incidents not only affect the reputation of the company that have produced the product but also the countries in which those products were produced.

In his documentary presented in the First Cordillera Organic Agricultural Congress, Barrozo said that there is an expanding demand for safe and quality food. Modern lifestyle has created ailments that are increasing in an epidemic rate which are mostly attributed to toxin overload and stress. There is growing scientific evidence linking modern disease with food quality and lifestyle. Organic system recognize that our



health is directly connected to the health of the food we eat. Going organic is not just organic food - it is a way of life.

Barrozo (2006) said also that more people are choosing organic because they think that organic food taste extremely good. Organic system aims to avoid the use of organic chemicals, pesticides and fertilizers. Organic food is produced without the routine use of antibiotics and without genetically modified organisms which are prohibited in the PNS for organic food and farming. Organic systems reduce dependence on non-renewable resources and rely on modern and scientific understanding of ecology and soil science, while also depending on traditional methods of crop rotations to ensure fertility and weed and pest control.

Principles of Organic Production

Layese (2006) in his paper presentation during the first Cordillera Organic Congress, he stated the status of organic agriculture in the Philippines. He explained the principles of organic agriculture; that in the principle of health-should sustain and enhance the health of soil, plant animal and human as one and indivisible; the principle of ecology-organic agriculture should be based on living ecological systems and cycles, work with them, emulate them and sustain them; the principle of fairness-organic agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities; the principle of care-organic agriculture should be managed in a precautionary and responsible manner to protect the health and well being of current and future generations and the environment.



Layese (2006) states also that the reason why go organic agriculture is that, first and foremost because of health, these is an increasing cost of chemical based inputs, increasing resistance of pest and diseases, decreasing farm income, declining soil fertility and ground water contamination. He also states some facts on organic marketing worldwide that there is a 56 % of US citizens believe organic foods are healthier, that there is an US \$2.2 billion sale value of organic fruits and vegetables in the US. 60 % of Danes often buy organic vegetables and milk; 6 % market share for organic food in Denmark. “Number one” teas in Egypt from SEKEM, 30 % of daily bread in and around Munich or Germany is organic and 80-90% market share for organic baby food in Germany.

Why Organic Cost more than Commercial Vegetables?

Consumers of naturally produce vegetables know the virtues of organic farming. But the rest of the world that consumes commercial vegetables asks “Why is organic produce expensive?” Compare commercially grown tomato with organic one. Visually grown tomatoes look somewhat look alike. The difference is that organic tomatoes cost P 90 a kilo while commercial tomatoes cost only P 60 a kilo. It would seem logical to buy the heaper produce. They are different in quality and value (Pardo De Tavera, 2002).

Organic Vegetables and its Nutrient Content

Organic vegetables are more nutritious. Vegetables grown through organic farming in the Cordillera Region are not only tastier but also have nutritional value higher than commercially grown food plants. “In particular, elemental concentrations of the



tested organic food raised food plants”, said Ponciano Almonte one of the leading experts in organic farming.

In his documentary presented in the First Organic Congress, Almonte related the tests were conducted on snap beans, cabbage and lettuce based on nutrient content. He said that organic snap beans have 40.5 % Cal, 60 % mg, 99.7 % K, 8.6 % Na, 22.7 % Fe and 10 % Cu. For cabbage, the organic crops have 60 % Ca, 54.6 % Mg, 148.3 % K, 20.4 % Na, 13 % Mn, 94 % Fe and 48 % Cu. Values compared to inorganics, 17.5 % Ca, 15.6 % Mg, 53.7 % K, 0.8 % Na, 2 % Mn, 20 % Fe and 0.4 % Cu. The documentary showed that the same trend was observed in lettuce and other crops. Almonte said that organic farming is providing to be competitive and capable of providing farm products of good quality (See, 2006).

Organic Farming Development

Kitma (2001) Organic farming and food is receiving increasing attention from consumer farming and environmental organizations, the public as well as the government. The demand for organic products has increased over recent years beyond the present domestic production capacity

Organic farming has developed in response to intensification in other sectors of agriculture. The first organic farm developed in the 1930's when the first signs of agricultural intensification appeared in chemical inputs became more prevalent. This intensification accelerated during and after WWII in response to an acute need to increase food production across Europe. High production was encourage by government policy and subsequently by the production boosting subsidies of the CAP, and was facilitated by



the development of new techniques of crop protection and production, such as synthetic fertilizers, herbicides and pesticides.

From the late 1960's, however and specially in the 1970's and 1980's organic gained momentum as consumers started showing concern about the determined environmental impacts of intensive agriculture. During that period the number of organic progressively rose, but remained small until the launch in 1992 of schemes specially introduced to support organic farmers. These schemes were part of the agri-environment measures that accompanied the 1992 MacSharry CAP reforms.

Organic Production and its Benefits

Adonis (2005) organic farming refers to agricultural production system that take in to account the following factors: minimum reliance on artificial inputs; feeding the soil and not the plant; food safety practices; certification of the entire production or distribution chain and not the end product; non-use of artificial growth enhancers (in livestock), and non-use of genetically modified organisms.

Organic farming promotes a better environment and biodiversity. This is so because in organic farming the use of pesticides and chemical fertilizers is minimized if not avoided. Wildlife friendly mgt. strategies and harmonious integration of agricultural crops and livestock is also adapted.

Adonis states also that organic farming in the Philippines started to gain acceptance in the late 1980's by a few farmers that were dissatisfied with the conventional chemical-based farming. There are now more than a thousand farmers in



the country who are producing pesticide and chemical-free rice, vegetables, fruits and other food crops through organic farming methods.

One of the provinces in the Philippines that organic farming has gained acceptance is Benguet. There are already existing organic farms and growing demand for organically grown vegetables in Benguet. According to the owner of Master's Garden in La Trinidad Benguet, the demand for organically grown vegetables is much higher than the existing volume of production.



METHODOLOGY

Locale of Time and Study

This study was conducted in La Trinidad Benguet particularly at the public market because it is where organic vegetables are being bought by the consumers. This was conducted on January-February, 2004.

Figure 1 shows the area of the study.

Respondents of the Study

There were 100 respondents of the study. Respondents were the household vegetable consumers in La Trinidad Benguet.

A questionnaire was used to gather data needed in this study. Aside from the questionnaire, a personal interview was done added to augment and validate data.

Data Gathered

The data gathered included average income per household, average volume purchased per time by the respondents, frequency of purchasing organic vegetables by households, the most quality attributes preferred by the consumers in purchasing organic vegetables, the reasons in purchasing and suggestions or recommendations in effective marketing of organic vegetables.

Data Analysis

The data gathered were tabulated and analyzed using simple tools such as description analysis, frequency counts and percentages.



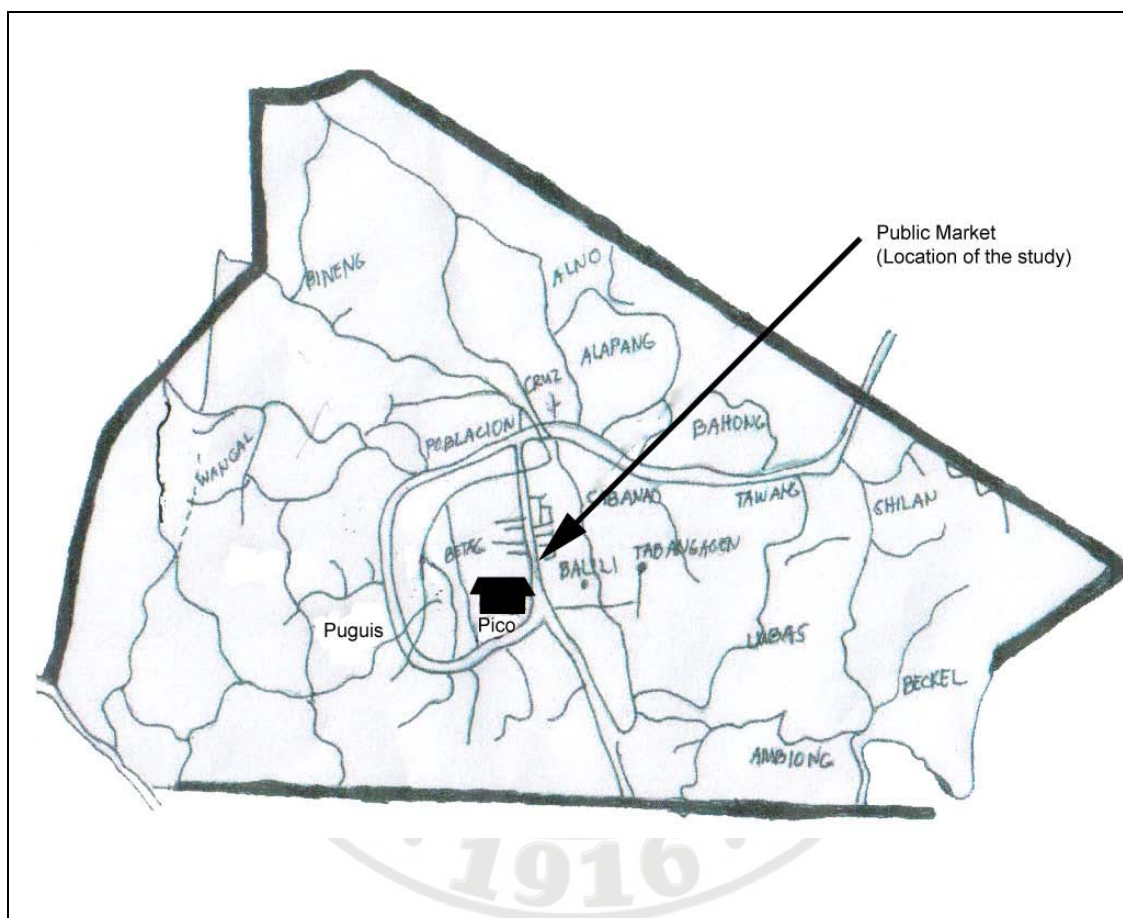


Figure 1. Map of La Trinidad showing the location of the area studied

RESULTS AND DISCUSSION

Profile of the Respondents

Table 1 shows the data on sex, age, educational attainment, civil status, occupation and household average monthly income of respondents.

Sex. Forty-four (44 %) out of the one hundred respondents are male and fifty-six (56 %) are female.

Age. Three (3 %) out of one hundred respondents are within the age bracket of 20 and below, twenty-two (22 %) are within the age bracket of 21-30, twenty-seven are within the age bracket of 31-40, twenty-six are within the age bracket of 41-50 and seventeen are within the age bracket of 51-60. Five respondents are within the age bracket of 61 and above.

Educational attainment. The table shows that there are five (5 %) respondents out of one hundred that are degree holders, forty-seven (47 %) are college graduates, twenty-six are college level, thirteen are high school graduates and nine (9 %) are elementary graduates.

Civil status. Table 1 shows that out of one hundred respondents, sixteen (16 %) single, seventeen are widow, and sixty-seven (67 %) are married.

Occupation. Twenty-three (23 %) are employed fulltime, eighteen (18 %) are self-employed and also eighteen (18 %) are farmers. There are fourteen (14 %) respondents that are business-person, nine (9 %) are housewives and five (5 %) are retired.

Household average monthly income. Table 1 likewise shows that thirty-eight (38 %) has an income level of less than then thousand pesos (10,000), thirty-seven (37 %) has



an income level of eleven thousand pesos to fifteen thousand pesos (11,000 – 15,000), fourteen (14 %) respondent has an income level of sixteen thousand pesos to twenty thousand pesos (16,000 – 20,000), nine (9 %) has an income level of twenty-one thousand pesos to twenty-five thousand pesos (21,000 – 25,000) and two (2 %) respondents has an income level of twenty-six thousand pesos to thirty thousand pesos (26,000 – 30,000).

Common Organic Vegetables

Table 2 shows the common organic vegetables that consumer consumed/purchased. Majority (97 %) of the respondents/organic consumers purchase/consume pechay followed by chayote tops (88 %), carrots (78 %), Bell pepper (76 %) and lettuce (68 %).

Organic Vegetable Eaters in the Household

Table 3 shows the vegetable eaters in the household. It shows that (91 %) of all household members are eaters/consumers of organic vegetable, 5 % consumers eaters organic vegetables alone in the family. The others, 3 % and 1 % were partners and children respectively



Table 1. Profile of the respondents

ITEM	FREQUENCY	PERCENT (%)
Sex		
Male	44	44
Female	56	56
TOTAL	100	100
Age		
20 and below	3	3
21-30	22	22
31-40	27	27
41-50	26	26
51-60	17	17
61 and above	5	5
TOTAL	100	100
Educational attainment		
Elementary	9	9
High School	13	13
College Level	26	26
College Graduate	47	47
Degree Holder	5	5
TOTAL	100	100



Table 1. Continuation...

ITEM	FREQUENCY	PERCENT (%)
Civil status		
Single	16	16
Married	67	67
Widow	17	17
TOTAL	100	100
Occupation		
Housewife	9	9
Farmers	18	18
Self-employed	18	18
Employed part-time	13	23
Employed fulltime	23	13
Business person	14	14
Retired	5	5
TOTAL	100	100
Household Average Monthly Income		
Less than PhP 10,000	38	38
10,000 – 15,000	37	37
15,001 – 20,000	14	14
20,001 – 25,000	9	9
25,001 – 30,000	2	2
TOTAL	100	100



Table 2. Common organic vegetables purchased by the respondents

VEGETABLES	FREQUENCY	PERCENTAGE (%)
Pechay	97	97
Lettuce	68	68
Carrots	78	78
Bell Pepper	76	76
Chayote Tops	88	88

Table 3. Vegetable eaters in the household

PARTICULAR	FREQUENCY	PERCENTAGE (%)
Only mother	5	5
Father	3	3
Children	1	1
All household members	91	91

Place of Purchasing Organic Vegetables

Table 4 shows the place of purchasing organic vegetables. Majority (90 %) of the respondents buy organic vegetables at the LaTOPMPC, 3 % of the respondents buy at the branch of LaTOPMPC and 7 % hot their organic vegetables to the organic producers.



Table 4. Place of purchasing organic vegetables

PARTICULAR	FREQUENCY	PERCENTAGE (%)
LaTOPMPC	90	90
Branch of LaTOPMPC	3	3
Organic Farmers	7	7

Average Volume Purchase

The Table 5 shows the average volume purchased per time by the respondents. It shows that respondents/organic consumer purchase 1.2 kg once a week, 1.06 kg twice a week, 1.07 kg thrice a week and 5kg everyday. Lettuce has an average volume of 1 kg once a week, carrots (0.8 kg), bell pepper (0.88 kg) and chayote (1.5 kg).

Frequency of Purchase

Table 6 shows the frequency of purchase on organic vegetables. Purchase frequency is categorized as: once a week, twice a week, thrice a week, and everyday. Majority of the respondents purchase vegetables once a week and twice a week and only few purchase thrice a week and only pechay and chayote tops are purchased everyday by the respondents.



Table 5. Frequency of purchasing organic vegetables

VEGETABLES	ONCE A WEEK	TWICE A WEEK	THRICE A WEEK	EVERYDAY
Pechay	55	29	13	3
Lettuce	47	16	5	0
Carrots	49	19	10	0
Bell Pepper	50	18	8	0
Chayote Tops	52	21	11	4

Table 6. Average volume purchase per time by the respondents (kg)

VEGETABLES	ONCE A WEEK	TWICE A WEEK	THRICE A WEEK	EVERYDAY
Pechay	1.50	1.06	1.07	1.00
Lettuce	1.00	0.66	0.56	0
Carrots	0.80	0.62	0.45	0
Bell Pepper	0.88	0.56	0.50	0
Chayote Tops	1.50	1.00	0.82	0.75

Importance of Price

Table 7 shows the importance of price to the respondents. There are twenty-two (22) out of one hundred respondents said that price is much important. Eight out of one hundred respondents said that price is very much important. They said that organic



vegetables are very expensive and they don't have enough money to buy for it. Seventy respondents said that price is not important because they much care for their health but they said also that the organic vegetable is expensive, and they also said that the seller should see to it that the price is affordable.

Comments on Price

Table 8 shows the comments of respondents on the price of organic vegetables. Since one-fourth (1/4) kilogram of vegetables cost 25 pesos, the table shows that majority of the respondents said that the pechay, lettuce, carrots, bell pepper and chayote tops are expensive and only few said that the price is average.

Table 7. Importance of price to the respondents

ITEM	FREQUENCY	PERCENT
Very much	8	8
Much	22	22
Not important	70	70



Table 8. Comments on price of organic vegetables

VEGETABLES	AVERAGE		EXPENSIVE	
	F	%	F	%
Pechay	33	33	67	67
Lettuce	21	21	79	79
Carrots	16	16	84	84
Bell Pepper	29	29	71	71
Chayote Tops	9	9	91	91

Reasons in Purchasing

Table 9 shows the reason in purchasing organic vegetables. The table shows that there are seventy-eight respondents agree in the reason that vegetables are most important of daily dish and there are twenty-two answers in neutral.

Seventy-eight of the respondents agrees that organic vegetables are good sources of essential vitamins and minerals as well as dietary fiber and twenty-three are neutral.

Five respondents disagree that organic vegetables contains various medical and therapeutic agent. Sixty-nine of the respondents agree and twenty-six are neutral.

There are seven respondents disagree that organically grown vegetable are healthier, twenty-five neutral and there are sixty-eight respondents agree for this reason.

Eight of the respondents don't care for vegetables wit imperfections even with insect indicating that they were not sprayed, thirty are neutral and sixty-two of the respondents look for vegetables with imperfections.



Sixty-seven respondents agree that conventional vegetables are less nutritious than organic vegetables and thirty-three answers neutral.

There are thirty respondents disagree that organic vegetable are readily available at the market, twenty-five neutral and forty-five agree.

Table 9. Reasons in purchasing organic vegetables

REASONS	DISAGREE	NEUTRAL	AGREE
Vegetables are most important part of daily dish.	0	22	78
Organic vegetables are good sources of essential vitamins and minerals as well as dietary fiber.	0	23	77
Organic vegetables contain various medical and therapeutic agents.	5	26	69
I believe that organically grown vegetables are healthier.	7	25	68
I look for vegetables with imperfections even with insects indicating that they were not sprayed.	8	30	62
Conventional vegetables are less nutritious than organic vegetables.	0	33	67
It is readily available at the market.	30	25	45



Most Important Quality Attributes

Table 10a shows the top three most important quality attributes considered by the respondents in purchasing for each kind of vegetables such as pechay, lettuce, carrots, bell pepper and chayote tops.

Among the ten quality attributes of vegetables, the three most important quality attributes commonly considered by the respondents in purchasing pechay and lettuce are pesticide free, appearance and shelf life. For carrots, respondents considered pesticide free, appearance and origin as most important attributes in purchasing this kind of vegetables. Pesticide free, appearance and firmness were considered most important attributes by respondents for chayote tops.

Table 10a. Top 3 most important attributes considered by respondents for each kind of vegetables

QUALITY ATTRIBUTES	PECHAY	LETTUCE	CARROTS	BELL PEPPER	CHAYOTE TOPS
Pesticide free	x	x	x	x	x
Appearance	x	x	x	x	x
Shelflife	x	x		x	
Origin			x		
Firmness					x

(Please see Appendix Table A for the frequency table of the above)



Least Important Attributes

Table 10b. The table 8.b shows the three least important attributes commonly considered by respondents are shape, variety and size for pechay, carrots and bell pepper. For lettuce, shape, variety and price were considered least important. The attributes considered least important for chayote tops were shape, price and color.

Table 10b. Least important attributes considered by respondents for each kind of vegetables

QUALITY ATTRIBUTES	PECHAY	LETTUCE	CARROTS	BELL PEPPER	CHAYOTE TOPS
Shape	x	x	x	x	x
Variety	x	x	x	x	
Size	x		x	x	x
Price					x
Color					

(Please see Appendix Table A for the frequency table of the above)

Problems Encountered in Purchasing Organic Vegetables

The problems encountered by the respondents in purchasing organic vegetables are lack of supply, the product is too expensive, they don't have enough money to buy for the product, some of the vegetables were rotten and the market of organic vegetables is far from their house.

Suggestions/Recommendations from Consumer for the Effective Marketing of Organic Vegetables

The respondents suggested that the organic vegetables producers should have more market outlet and more products or supply. Respondents suggested also that organic vegetables producers should do some seminars or advertisements to let the people know their place in the market. Nice packaging was also suggested by the consumers. Organic vegetables producers should do something to preserve the freshness of vegetable until it was disposed and lessen the price. The respondents also said that organic practitioners should have certification telling that the organic vegetables they are selling are really an organic one. Organic vegetables producers should let the consumer visit their farm to see that they are not really using any chemicals on their farms.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study mainly describes the nature of household consumption of organic vegetables in La Trinidad. Specifically to find out the organic vegetables consumed by the consumers, reasons why consumer consume organic vegetable, perceptions of consumer in purchasing organic vegetables, volume of organic vegetable purchased per time by the respondents/consumer, problems encountered by consumers on purchasing organic vegetable, suggestions/recommendation of consumers for the effective marketing strategy.

There are one hundred (100) respondents of the study. All of the respondents are organic consumers from La Trinidad, Benguet.

A survey questionnaire was used in gathering the data. Aside from the questionnaire, a personal interview was added. The data was collected, tabulated and analyzed using simple tools such as description analysis, frequency counts and percentages.

Most of the respondents were female since mostly are housewives who are going to the market. The respondents mostly at the age range of thirty-one to forty and most college graduate. Most respondents have a household average monthly income level of less than ten thousand.

The data shows that most of the respondents said that price is not important in purchasing organic vegetables because they much care about their health, but then they said organic vegetables producers should lessen the price so that they could purchase more of the products.



Results also shows the top three most important and least important quality attributes considered by the respondents in purchasing vegetables such as pechay, lettuce, carrots, bell pepper and chayote tops. It shows that among the ten quality attributes of vegetables, the three most important quality attributes commonly considered by the respondents are pesticide free, appearance, origin and firmness. The three least important attributes were shape, variety, size, price and color.

The results also show the problems encountered by the respondents in purchasing organic vegetables. The problems are lack of supply, the product is too expensive, they don't have enough money to buy for the product some of the vegetables were ratter, and the market of organic vegetables is far from their home.

Conclusions

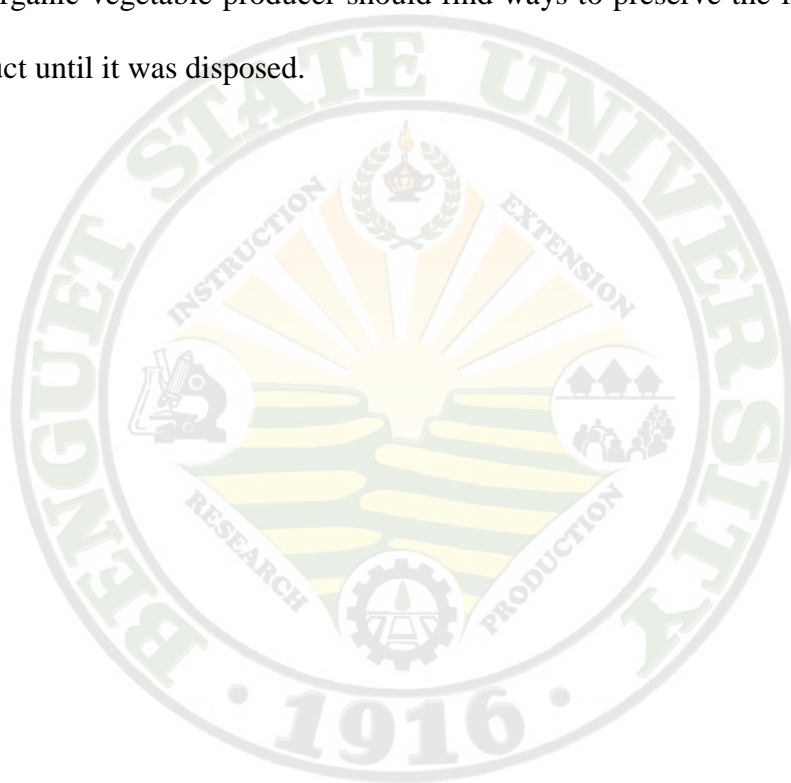
Based on the results of the study, the following conclusions were made:

1. Price is not that important to the consumer in purchasing organic vegetables, but then organic vegetable producers should lessen the price for the consumer to purchase more of the product.
2. Most quality attributes considered by the consumer in purchasing organic vegetables are pesticide free, appearance, shelf life, origin and firmness and the least important are shape, size, variety, color and price.
3. Suggestion from the respondents/consumer includes the good packaging for the product. Organic practitioners should have more outlets for market and more supply of the product.



Recommendations

1. Organic producers should have more outlet market and supply of the product.
2. Organic vegetables market should have a certificatory/assurance that the vegetable they are selling is really an organic one.
3. Organic vegetable producer should lessen the price so that the volume of purchase was increased.
4. Organic vegetable producer should find ways to preserve the freshness of the product until it was disposed.



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