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主 論 文 の 要 旨

論文題目 Economic Improvement of Queen Pineapple Farmers Through Production
Innovations and Marketing Strategies
(栽培技術改良と販売戦略革新によるクイーンパイナップル農家の経営改善)

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論 文 内 容 の 要 旨

This dissertation examines ways to improve the economic condition of Queen pineapple through production innovations and marketing strategies. Pineapple cultivation provides sustainable livelihood to many smallholder farmers in developing countries like the Philippines. The number of farmers engaged in the Queen pineapple industry is small compared to other pineapple varieties thriving in the country due to limiting factors such as insufficiency in capital, technical know-how, post-harvest handling, and marketing skills coupled with a poor network, infrastructure, and access to credit programs which result to overall low productivity.

This dissertation aims to fill the gap by focusing on the production and marketing segment of the pineapple value chain. The first is to assess the traditional production practices of the farmers, identify productivity levels in terms of land labor and capital, and compare this to production innovations to provide baseline information on added value and encourage adoption to increase productivity. The second is to identify existing marketing practices and channels and the profit share among the marketing players to determine which channel is more productive for farmers and what factors affect channel selection.

This dissertation presented data from a survey conducted from January to March 2022. It used a one-stage cluster random sampling method to select the farmer respondents from a total population of 2,265 farmers in Camarines Norte. The total number of samples was derived by ratio and proportion to the number of farmers per municipality. Then farmers were randomly selected based on the available list per cluster municipality. Buyer respondents (32) were purposively

selected due to their small populations.

Descriptive statistics were used to present relevant data in terms of frequency, percentage, and average. Productivity was measured based on the cost and revenue analysis of traditional and production innovations and the input and output ratio in land labor and capital. Profitability was measured by calculating the marketing costs, net profit, and margin per channel. The Chi-square statistics were used to test the influence of socioeconomic variables on the farming systems and marketing channels.

Results revealed that production innovation increased land, labor, and capital productivity and could potentially bail farmers out of poverty. Tenurial status and land size are key factors in adopting production innovations. While in marketing, financial pressures hinder most pineapple farmers from choosing the most profitable channel. Quick cash was identified as the major factor in the selection of marketing channels. A significant relationship relative to marketing channels was traced to the interplay of the following key elements: gender, civil status, location, and sources of income. Profitability analysis dictates that the optimum channel for farmers is the direct channel, but it requires higher capital for added marketing costs. Income analysis showed that most of the farmer respondents were living below the poverty threshold.

This dissertation proposes five measures to enhance productivity in the production and marketing of pineapple, such as the expansion of production areas through multi or integrated cropping or adopting production innovations for single-cropping; Adopt direct marketing channel to eliminate marketing layers; Seek/maintaining off farm jobs to augment income and hire farm labor but invest in direct marketing; Regularly seek government assistance/support/in terms of new technologies, capacity training and seminar; Encourage the participation and support of private investors for the pineapple industry's value chain and Adopt extension strategies such as: Establish demo/model farms to encourage farmers adopt new innovations; Conduct Season long training to improve skills of farmers; Provision of techno guide in local language; and Provide credit programs with low interest/staggered release of loan based on farm activities.

Through the whole process, this dissertation makes two original contributions to literature the cost and estimates of production innovations and its productivity level and the profitability of marketing channels and factors affecting selection.