

SPOT THE DIFFERENCE:

A COMPARATIVE EXPLORATORY ANALYSIS OF THE CHICHARON VALUE CHAIN IN CEBU

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INDUSTRY BACKGROUND:

Origin of chicharon in the Philippines (“fried pork skin”)

- From Andalucia, an agricultural region in Spain
- From the Igorots in Cordillera – *Etag*, smoked pork belly marinated with salt

Beginnings in Carcar City

- Introduced by Paras during World War II
- Chicharon business expanded by Paras’ daughters – Carmen and Irnea

OBJECTIVES:

1. Identify key stakeholders in the chicharon value chain
2. Compare Carcar & Cebu City chicharon channels
3. Provide necessary recommendations to industry players

METHODOLOGY:

- Key Informant Interviews
- Observation
- Desk Review

SCOPE AND LIMITATIONS:

- Focused on Cebu City and Carcar City only
- Time Constraints
- Logistical Constraints

CEBU CHICHARON VALUE CHAIN MAP

FUNCTIONS



ACTORS

Outside Cebu

Input Suppliers

Consumers

Cebu

Packaging materials

Carcar Producers:
Wena's
Jason Ruby
Ernie and Silda
Desa and Ariel's
Mat-Mat

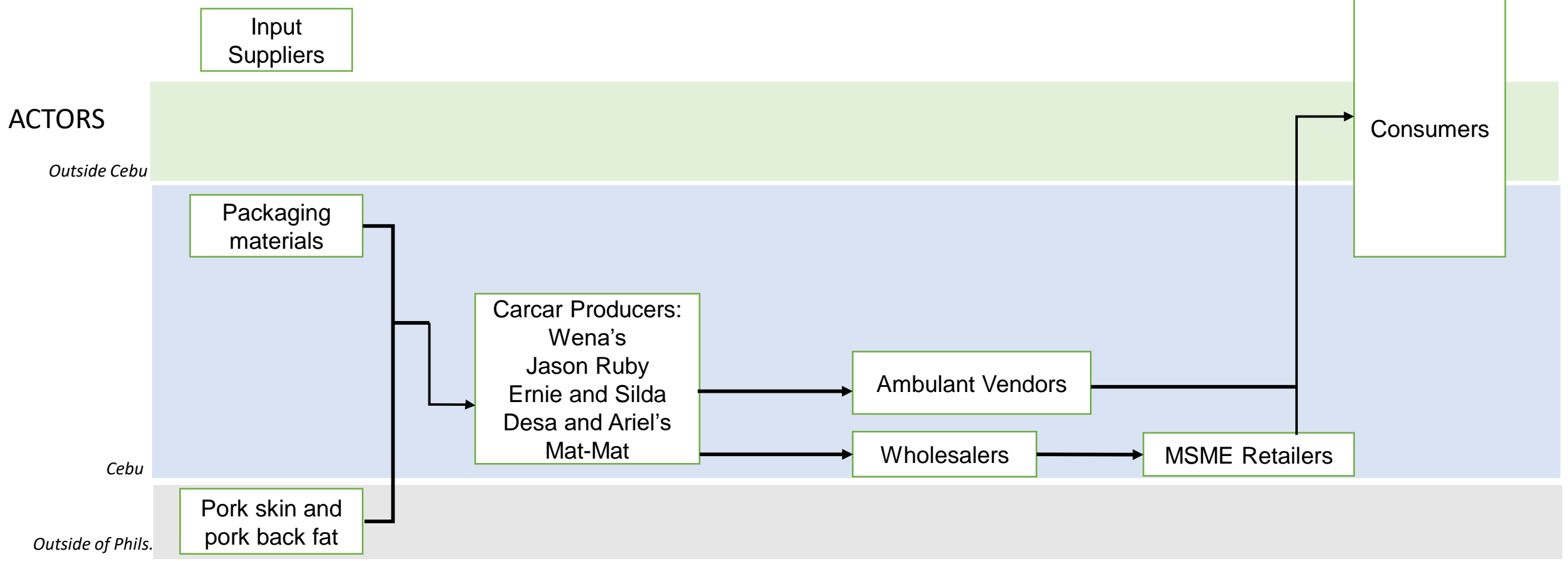
Ambulant Vendors

Wholesalers

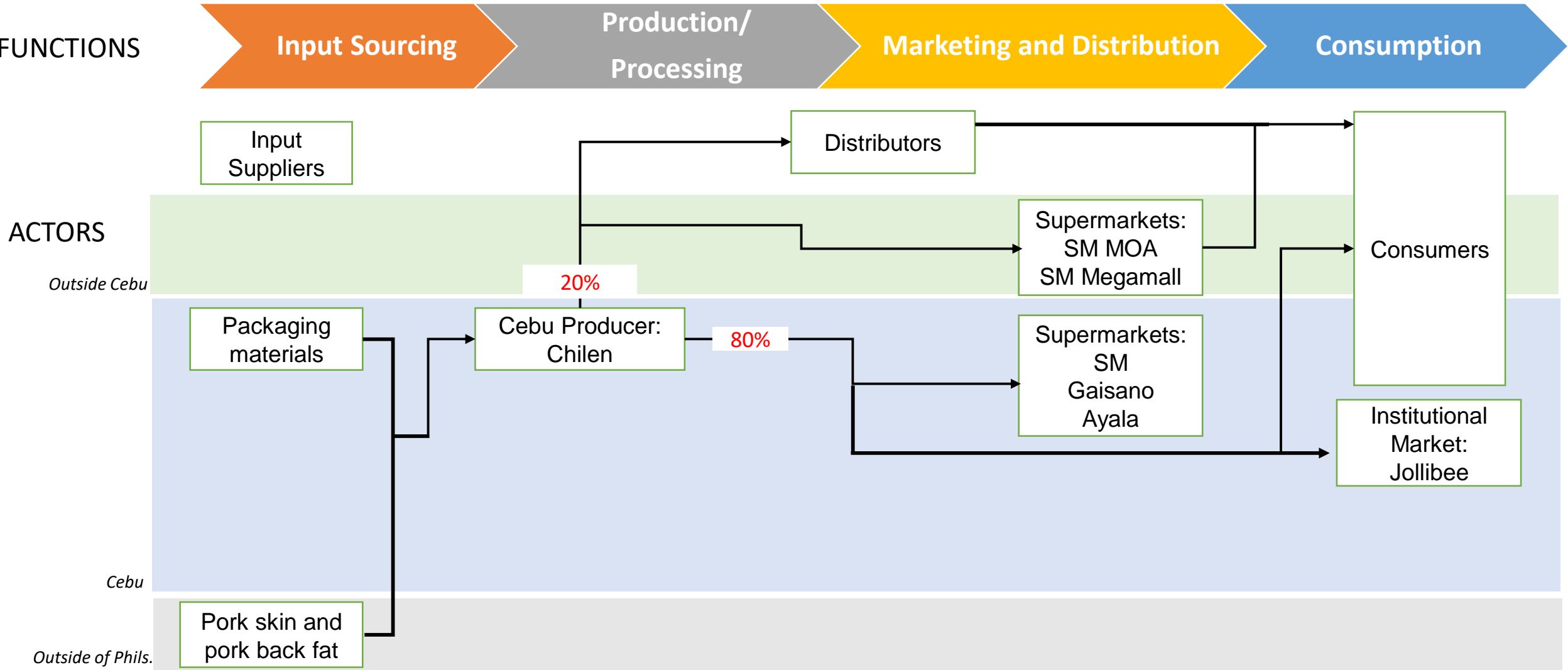
MSME Retailers

Outside of Phils.

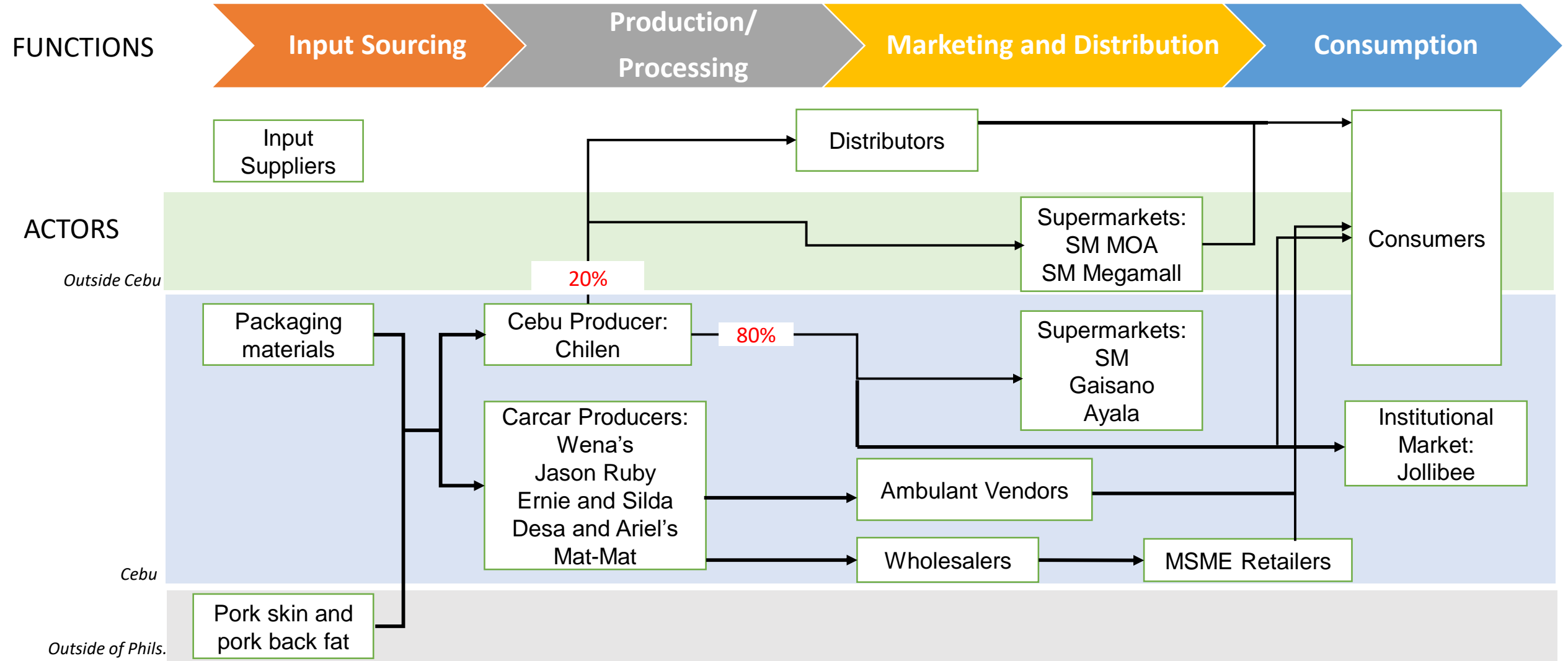
Pork skin and pork back fat



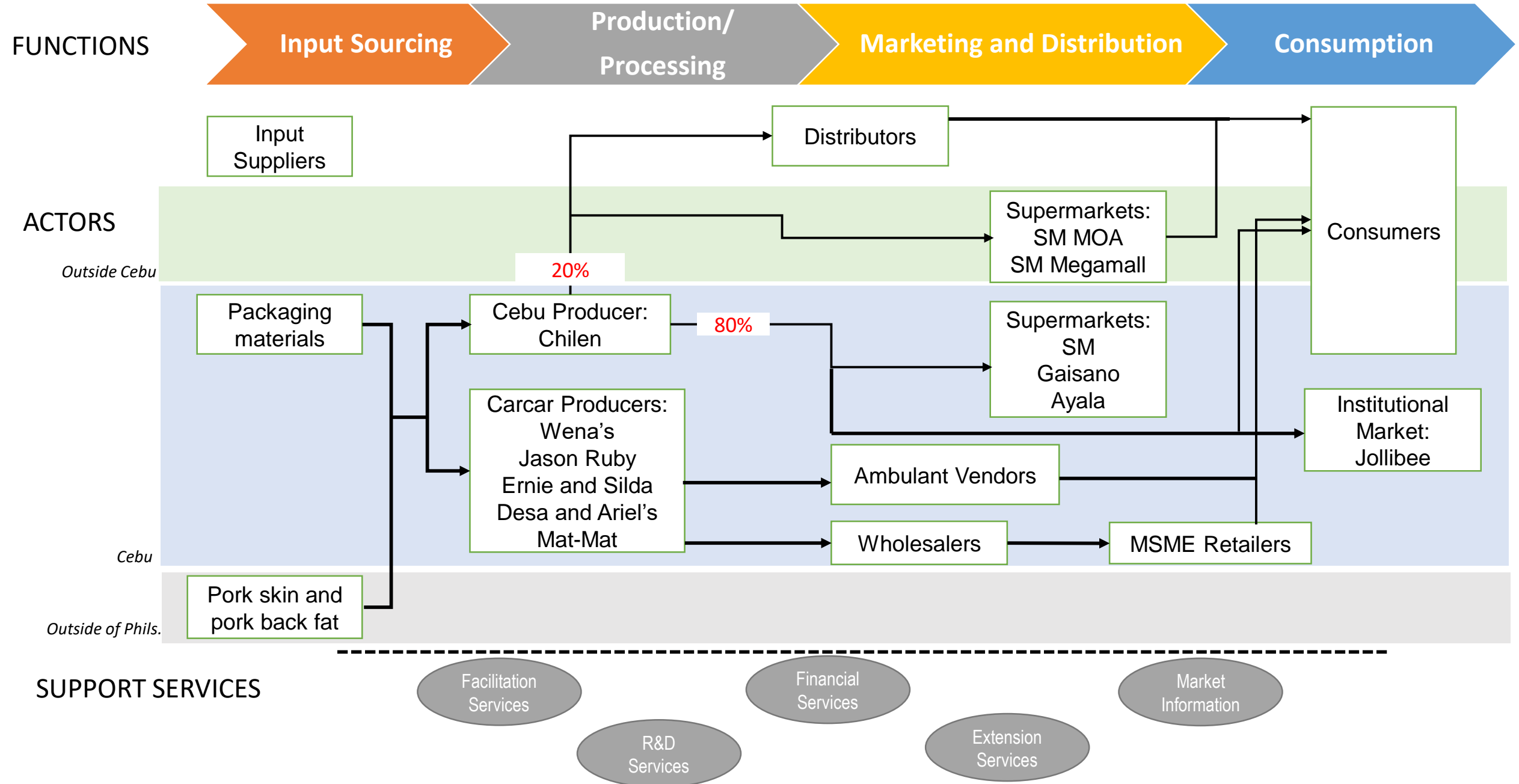
CEBU CHICHARON VALUE CHAIN MAP



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CEBU CHICHARON VALUE CHAIN MAP



CONCLUSIONS AND RECOMMENDATIONS:

- Contribution of the chicharon industry to Cebu's economy, particularly to the MSME sector
- Adoption of new technologies to make product competitive to local and global markets
- Studies and interventions to scale-up the chicharon business
 - Improved sanitation
 - Financial assistance
 - Trainings and machinery







THANK YOU!