

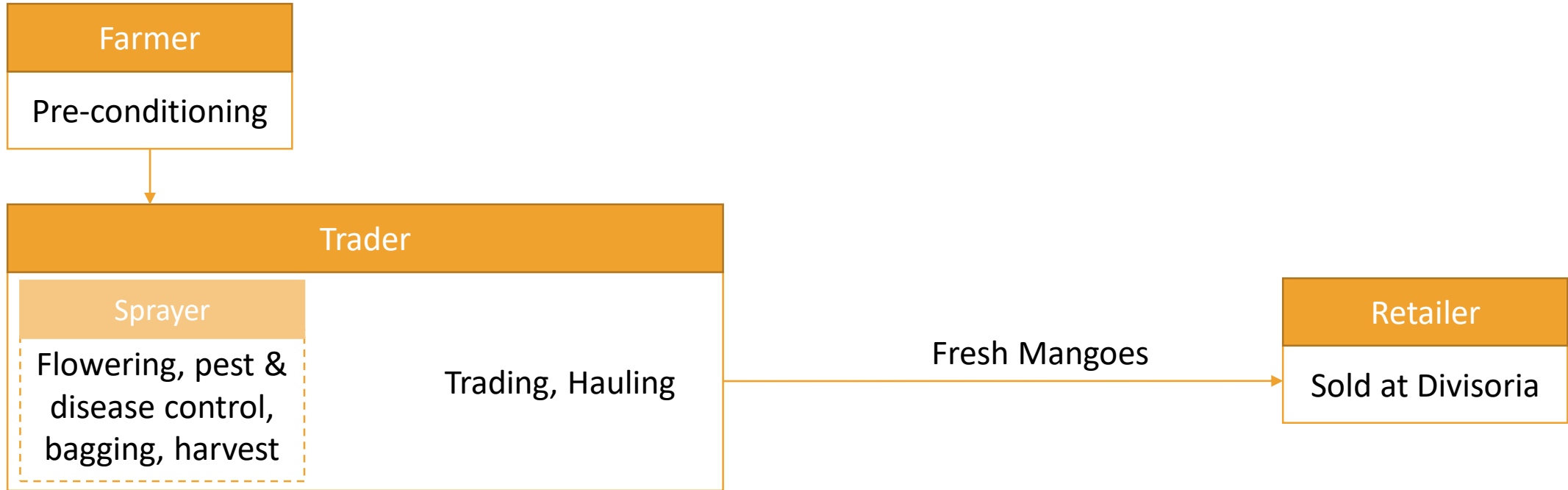
Rapid Assessment of the Feasibility of Rejuvenating the Mango Industry in Tala, Orani

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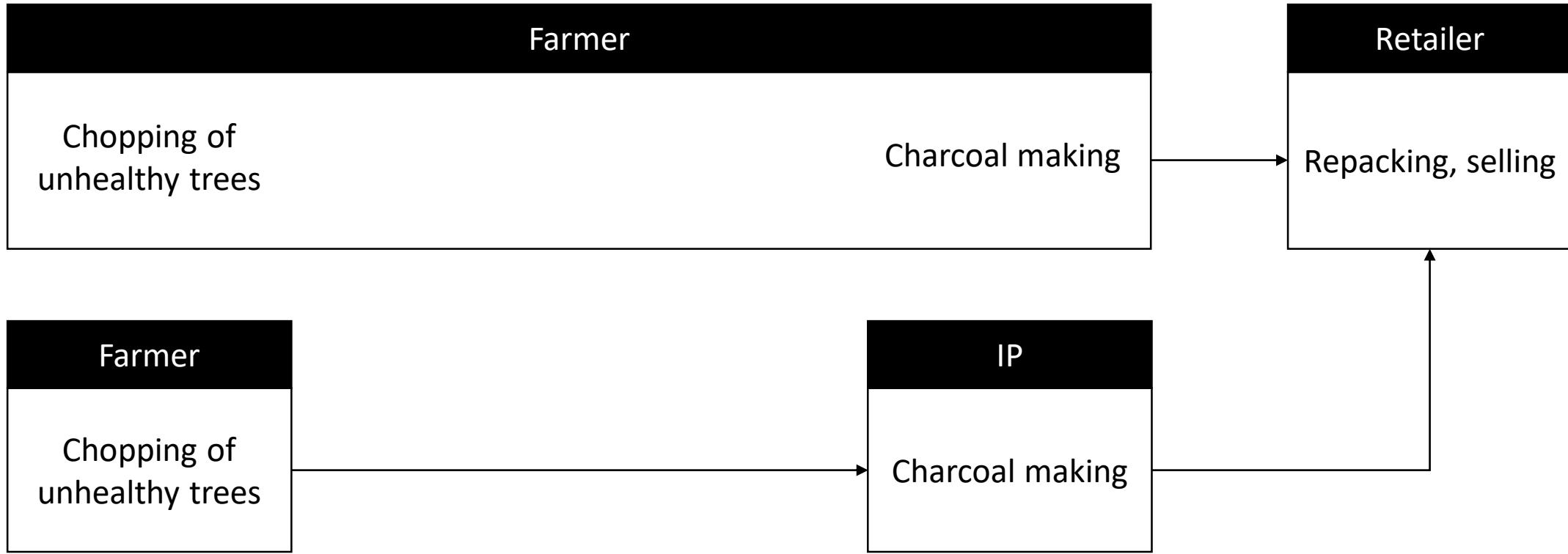
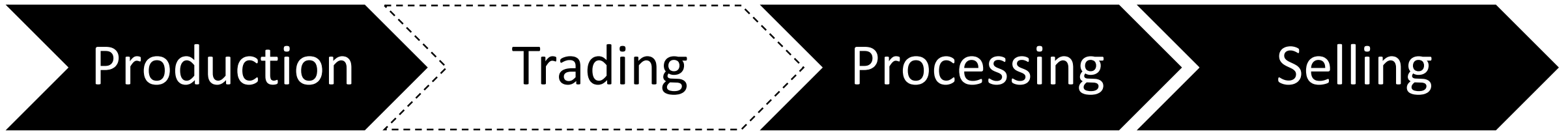
Background

- Prior to 1990, mango production was good
- Bataan was known for its good scions
- After Mt. Pinatubo eruption, the production was severely affected
- They were able to recover but not as much as their previous production
 - There have been instances of over-supply leading to unfavorable selling prices
- For the past decades, the farmers have struggled to reliably produce high yield and good quality fresh mangoes because of pests & diseases



Function: Provides income to farmers (but it is not the sole source of income)

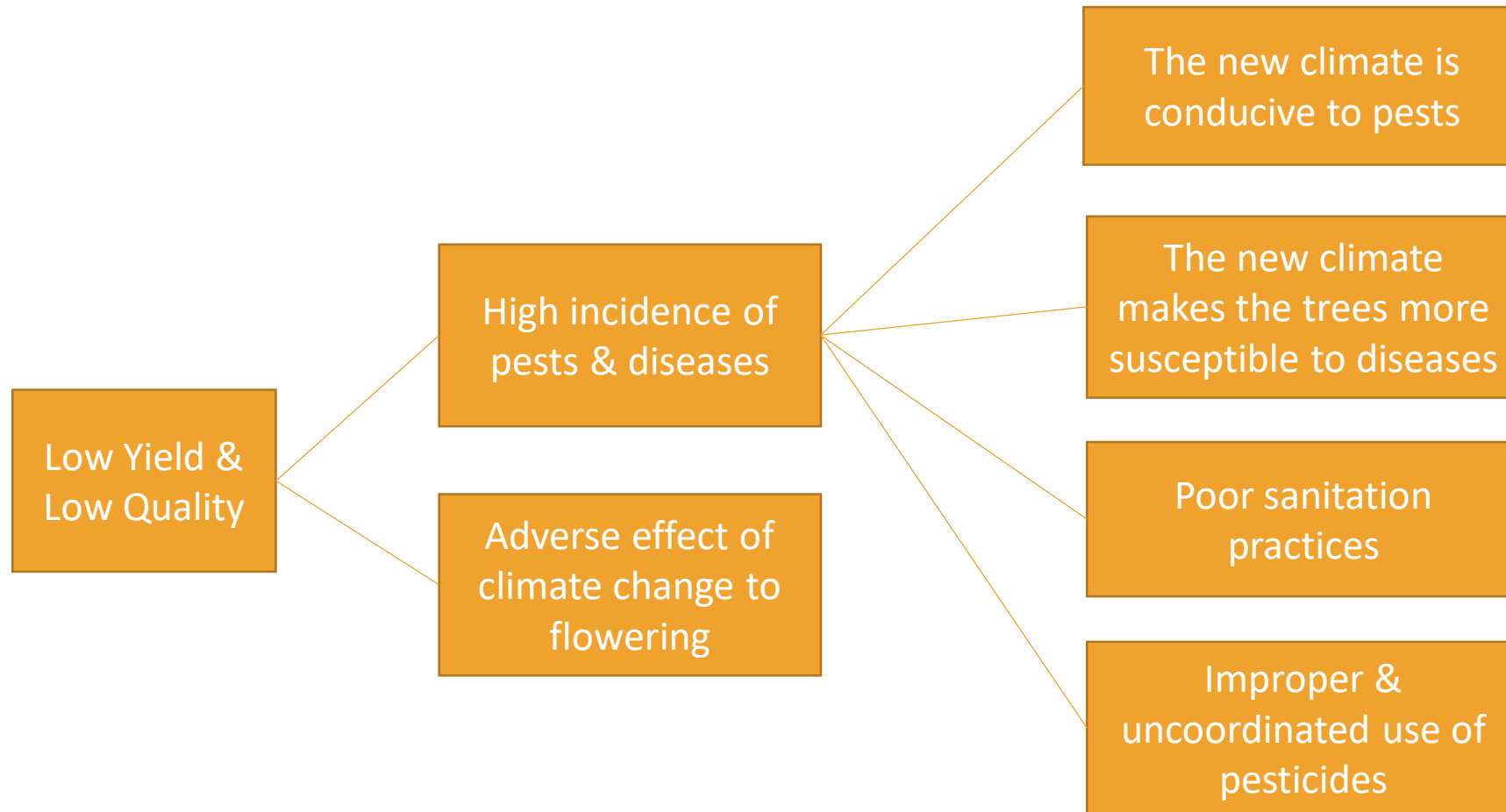




Function: To make space for new crops



Problems



Adaptive Capacity

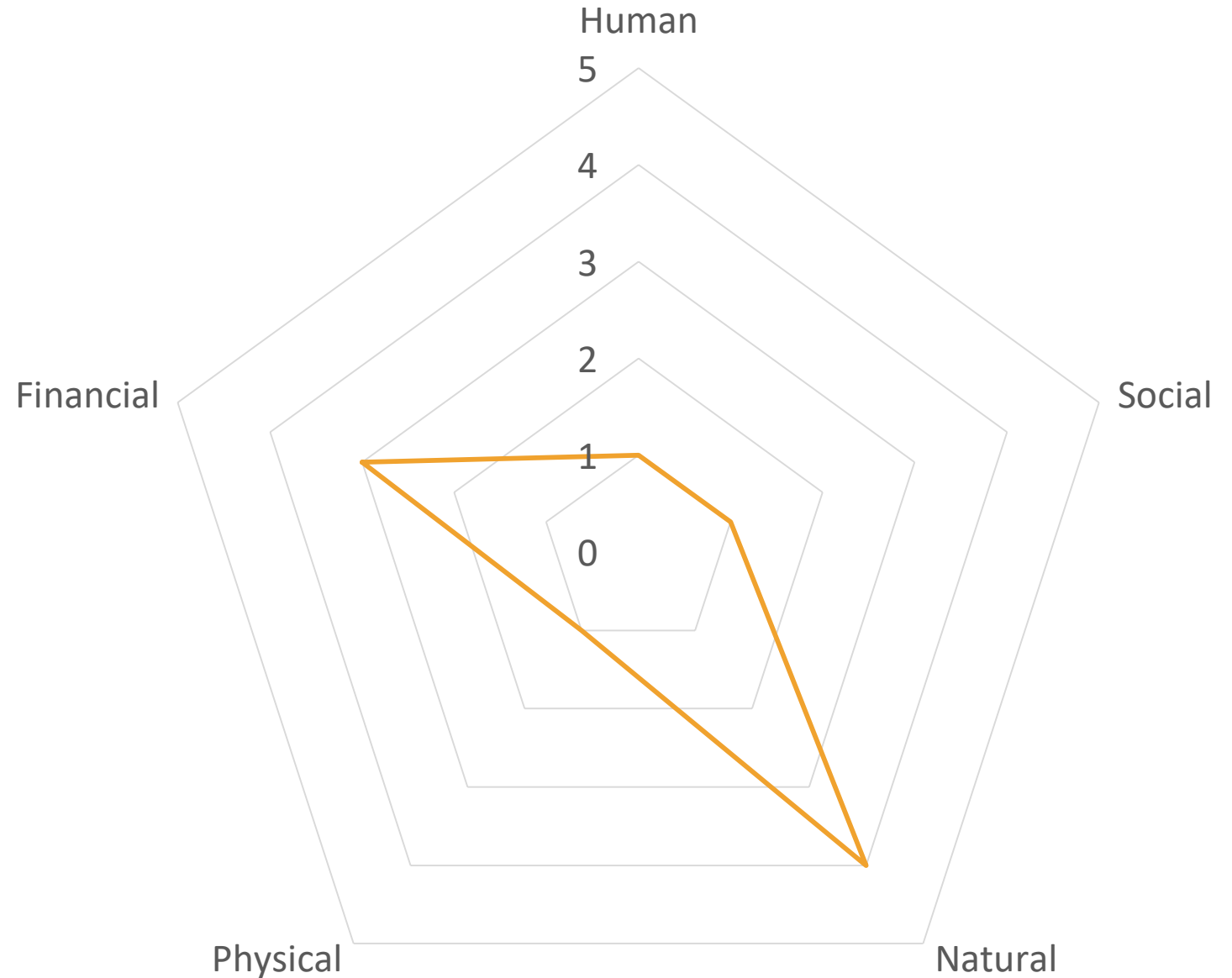
Farmers lack the knowledge & skills to effectively deal with P&D

Transactional relationship. Farmers act on their own. Cooperative has no role.

Fruits mature quickly. Bunga-ng-panahon.

Fresh mangoes are the only products

Financial support is available but not accessed effectively



Recommendations & Challenges

Build the capacity of the farmers to practice integrated pest management, proper sanitation, and effective cultural management

- The passive attitude of farmers: “bahala na”
- Ineffective dissemination & institutionalization of information/knowledge
- Availability of technologies to combat the Cecid Fly infestation

Enhance the organizational capacity of the cooperative: strong governance, enterprise management, extensive linkages, risk management

- Conflict may arise between cooperative members because of shifting priorities
- Attitude of members towards collaboration

Recommendations & Challenges

Introduction of value-added products such as dried mangoes, puree, etc.

- Existing puree processors have limited capacity
- There is a lack of existing processors who can readily participate in the chain
- The farmers/cooperative may not be able to sustain the operations processing & marketing these products

Conclusion

- There is hope in rejuvenating the industry but there are plenty of challenges
- Is it better to just accelerate its demise and shift the focus to other value chains?



Thank you

Questions?

