

ECONOMIC STATUS OF THE MANGO INDUSTRY IN THE PROVINCE OF GUIMARAS

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ABSTRACT In the Philippines, mango ranks the third most important fruit crop based on export volume and value next to pineapple and banana. Majority of the mango traders were 38 years old to 47 years old, with 53.3%. Most of the mango traders were also female with, 56.7%. As to their civil status, most of them are married, with 80%. As to their educational attainment, most of them have undergone college, with 70%. As to their average monthly income, most of them have Php 20,001 to Php 45,000 monthly income, with 30%. As to their business capital, most of them have put up more than Php 30,000 for their business. Results revealed that (12 or 40%) of the respondents said that the supply of the mango industry in Guimaras is low and the demand is high, the supply is high and demand is low (8 or 26.7%), and both the demand and supply are low (7 or 23.3%). The factors that mostly affect the low supply and demand of the mango industry are bad weather/continuous rainfall (25 or 83.3%), higher price of pesticides (21 or 70.0%), and off-season (20 or 66.7%). It is shown that (22 or 73.3%) believed that conducting lectures/seminars about mangoes, sponsoring mango plantations (18 or 60.0%), and exporting mango products (17 or 56.7%) are the best strategic options or interventions to improve the mango industry in Guimaras.

Keywords: *economic, mango, status*

INTRODUCTION

Mango fruit, "the king of fruits," is one of the most popular, nutritionally rich fruits with unique flavor, fragrance, taste, and health-promoting qualities, making it numero-uno among new functional foods, often labeled as "super fruits" (Nutrition-and-you.com, 2015).

As one of the sweetest mangoes in the world, known as Manila Super-Mango, the mangoes of Guimaras Island are considered as one of the best mango varieties in the world. In fact, in 1995 the Guimaras Book of World Records dubbed the Manila Super Mango as the sweetest of its kind. When we say the world's sweetest, these are the golden yellow mangoes with the enticing smell, sugary but somewhat tangy, succulent, meaty, and deliciously tempting mangoes specifically harvested from Guimaras Island (ARMMRBOI, retrieved on October 24, 2015).

Guimaras is an island province in the Philippines located in the Western Visayas region. Among the smallest province, its capital is Jordan. The province is situated in the Panay Gulf, between the island of Panay and Negros. To the northwest is the Negros Occidental. The Island is part of the Metro Iloilo-Guimaras, one of the twelve metropolitan areas of the Philippines (www.agropolis.org, 2015). Guimaras mangoes are touted as the sweetest in the world, thus the demand for it in local and international markets is high and it has become a centerpiece of the province of Guimaras' tourism (Iloilo Today, 2015).

With this, the researchers were interested in determining the status of the supply and demand of the mango industry in Guimaras and any underlying factors affecting the drop or the increase of the demand and supply.

Statement of the Problem

This study was conducted to analyze the status of the mango industry in the province of Guimaras. Specifically, this study sought answers to the following questions: (1) What is the business profile of the respondents in terms of age, sex, civil status, educational attainment, business capital, and average business monthly income; (2) What is the status of mango industry in Guimaras in terms of demand and supply (3) What are the factors affecting the supply and demand of mango industry in Guimaras, and (4) What are the strategic options or interventions to improve the mango industry?

METHODOLOGY

This study aims to analyze the economic status of the mango industry in the province of Guimaras. This quantitative study was employed descriptive content analysis to describe the nature of the situation as it exists at the time of the study and to explore the uses of a particular phenomenon. According to the Research Guides at the University of Southern California (2001), quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data to be collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. This study covered the whole province of Guimaras composed of five municipalities namely: Buenavista, Jordan, San Lorenzo, and Sibunag. The researchers choose to cover the whole province so that they would know the status of the mango industry in each municipality. The respondents of the study were mango farmers and traders based on the current list of registered mango traders taken from the Department of Trade and Industry, province of Guimaras. The data needed in the study were gathered using the researchers-made questionnaire. The questionnaire was composed of two (2) parts. Part 1 is dealing with the personal profile of the respondents. Part 2 was focused on the mango traders determining the status of the mango industry in terms of demand and supply. It is a list of questions which are intended to elicit answers to problems of the study. After validating the questionnaires, the same was revised, reproduced and distributed with an approved letter addressed to the respondents. The researchers themselves personally administer the survey questionnaires to the mango traders. Each respondent was given sufficient time to answer the question as honest as possible. Then, the researchers consolidated all the data gathered for analysis and interpretation. The researchers understood that people's consciousness might also affect their honesty and effectiveness in answering the survey, so the researchers gave people the option of being anonymous. The data tabulated were computed using excel, analyzed using the SPSS and treated using statistical tool. The data gathered were analyzed using the frequency count and percentage for descriptive analysis.

RESULTS AND DISCUSSIONS

Table 1 presents the profile of respondents when categorized as to age, sex, civil status, educational attainment, business capital, and average monthly income. As to age group of the business owners engaged in the mango business industry, only 3.3% or 1 respondent is 27 years old and below, 10% or 3 respondents are 28 to 37 years old, 53.3% or 16 respondents are 38 to 47 years old, and 33.3% or 10 respondents are 48 years old and above. This shows that the majority of the mango traders are 38 years old and above. Majority of the mango traders were 38 years old and above, married, and more businesswomen were involved into mango industry due to their competency in trading than men. College level was recorded as the highest education attained by the mango traders in Guimaras. Also, it indicated that almost half of the mango traders in Guimaras had a business capital of more than Php 30,000. However, statistics showed more mango traders had generated low monthly income than others.

Table 1. Profile of the Respondents

Particulars	Frequency	Percent	Rank
Age	1	3.3	
27 Years Old and Below	3	10.0	4
28 to 37 Years Old	16	53.3	3
38 to 47 Years Old	10	33.3	1
47 Years Old and Above	30	100.0	2
Total			

Sex	12	40.0	2
Male	17	56.7	1
Female	1	3.3	3
No Response	30	100.0	
Total			
Civil Status:	4	13.3	2
Single	1	3.3	3
Widow/Widower	24	80.0	1
Married	1	3.3	3
Separated	30	100.0	
Total			
Educational Attainment	21	70.0	1
College Level	7	23.3	2
High School Level	2	6.7	3
Elementary Level	0	100.0	
Total			
Business Capital			
Below Php 5,000.00	3	10.0	5
Php 5,001.00-Php 10,000.00	4	13.3	3
Php 10,001.00-Php 15,000.00	5	16.7	2
Php 15,001.00- Php 20,000.00	4	13.3	3
Php 20,001.00- Php 30,000.00	1	3.3	6
More than Php 30,000.00	13	43.3	1
Total	30	100.0	
Average Monthly Business Income:			
Below Php 5,000.00	7	23.3	3
Php 5,001.00- Php 10,000.00	8	26.7	2
Php 10,001.00- Php 20,000.00	4	13.3	4
Php 20,001.00- Php 45,000.00	9	30.0	1
Php 45,001.00- Php 75,000.00	1	3.3	5
More than Php 75,000.00	1	3.3	5
Total	30	100.0	

Factors affecting the Mango Industry and Strategic Options

Table 2 shows the factors affecting the mango industry and strategic options. In terms of the status of the supply and demand of the mango industry in Guimaras, almost half of the respondents, which is equivalent to 40% or 12 respondents, said that the current supply of the mango is low affecting the high demand of mangoes. While 8 (26%) respondents are experiencing high supply of mangoes because of its low demand. On the other hand, 7 (23.3%) respondents said that both the demand and the supply of mangoes are low and the remaining 7 (23.3%) respondents said that both the supply and demand of mangoes are high. This result indicated that the demand for Guimaras mangoes locally and internationally is high, causing the supply of the mangoes in the province to become low.

The relationship between the prices and the supply and demand, when the supply is high and the demand is low, the prices are most likely to decrease according to 23 (76.7%) respondents. When the supply is low and the demand is high, that the price of mango is likely to increase based on 21 (70%) respondents. When both the demand and supply are low, it is most likely that prices of mangoes would remain the same, according to 18 (60%) respondents. When both the demand and supply are high, 21 (70%) said the prices would remain the same.

The factors affecting the low supply of mango industry in Guimaras. Based on the multiple responses of the mango traders, the factor that mostly affects the low supply of mango industry in Guimaras is the Bad/Weather or the continuous rainfall with 25 respondents or an equivalent of (83.3%) followed by the higher price of pesticides with 21 responses or an equivalent of (70%), Off-season with 20 responses or an equivalent of (66.7%), fewer financiers with 13 (43.3%) respondents, and oil price hike and mango plantation to subdivision/commercial land with each have 8 (26.7%) responses.

The factors that mostly affects the high supply of mango industry in Guimaras are the appropriate season and the good weather which has gotten 24 responses or 80%, respectively. In addition, 21 (70%) respondents said that the high supply of mango is also due to the mangoes being grown in the appropriate season. While 20 (66.7%) respondents said that the supply of mangoes would be high if less pests are consuming the mango plantation. Meanwhile, 12 (40%) respondents said that the high supply of mango is also due to more financiers investing in this kind of business. Moreover, 9 (30%) respondents said the high supply of mango industry in Guimaras is due to the lower price of oil. The factors affecting the high demand of mango industry in Guimaras. All the respondents (30 or 100%) believed that the factor that affect the high demand of mango industry in Guimaras mostly is the good quality of mangoes. While (70% or 21) respondents said that the high demand of mango industry in Guimaras is because of the high number of tourists. Moreover, 66.7% or 20 respondents said that the high demand of mangoes is based on the good season. The other 43.3% or 13 respondents said that the high demand of mangoes is because of more markets or promotions and the other (30% or 9) respondents said that the high demand of mango industry in Guimaras is due to its high product exports.

Based on the responses of the mango traders, 22 (37.3%) of them said that the off-season for mangoes is the primary reason why there is a low demand for the mango industry in Guimaras. Meanwhile, 20 (66.7%) respondents said that the low quality of mangoes is affecting the low demand of mango industry in Guimaras, followed by low numbers of tourists with 17 (56.7%) responses, fewer markets/promotions with 12 (40%) responses and low product exports with 11 (36.7%) respondents.

As to the strategic options or interventions to improve the mango industry in Guimaras, 22 (73.3%) respondents believe that conducting lectures/seminars about mangoes is the best strategic option or intervention to improve the mango industry in Guimaras. Moreover, 18 (60%) respondents also believe that sponsoring mango plantations is also one strategic option or intervention to improve the mango industry in Guimaras, followed by exporting mango products with 17 (56.7%) responses, innovating mango products with 15 (50%) responses, online marketing/promotions with 10 (33.3%) responses and media broadcast with 6 (20%) respondents.

Table 2. Factors Affecting the Mango Industry and Strategic Options

Items	Frequency	Percent	Rank
Status of the Supply and Demand of the Mango Industry in Guimaras	8	26.7	2
The Supply is High and the Demand is Low	12	40.0	1
The Supply is Low and the Demand is High	7	23.3	3
Both the Demand and the Supply are Low	3	10.0	4
Both the Demand and the Supply are High			
Factors Affecting the Low Supply of Mango Industry	21	70.0	2
Higher Price of Pesticide	13	43.3	4
Less Financers	8	26.7	5
Oil Price Hike	25	83.3	1
Bad Weather/Continuous Rainfall	20	66.7	3
Off-Season	8	26.7	5
Mango Plantation to Subdivision/Commercial Land			
Factors Affecting the High Supply of Mango Industry in Guimaras			
More Financers	12	40.0	1
On-Season	24	80.0	1
Good Weather	24	80.0	6
Lower Price of Oil	9	30.0	3
Mangoes in Appropriate Weather	21	70.0	4
Less Pests	20	66.7	

Factors Affecting the High Demand of Mango Industry in Guimaras	21	70.0	2
Number of Tourist	30	100.0	1
Good Quality of Mango	9	30.0	5
High Product Exports	20	66.7	3
Good Season	13	43.3	4
More Market/Promotions			
Factors Affecting the Low Demand of Mango Industry in Guimaras			
Low Number of Tourist	17	56.7	3
Low Quality of Mango	20	66.7	2
Low Product Exportsw	11	36.7	5
Off-Season	22	73.3	1
Less Markets/Promotions	12	40.0	4
Strategic Options or Interventions to Improve the Mango Industry			
Exporting Mango Products	17	17	3
Sponsoring Mango Plantation	18	18	2
Processing New Mango Products	15	15	4
Conducting Lectures/Seminars about Mangoes	22	22	1
Online Marketing/Promotions	10	10	5
Media Broadcast	6	6	6

Status of the Supply and Demand

When the supply of mangoes is high and demand is low, majority of the respondents answered that the price decreased (23 or 76.7%), increased (3 or 10.0%), maintained (3 or 10.0%), and (1 or 3.3%) did not respond. When the supply is low and the demand is high, majority of the respondents answered that the price increased (21 or 70.0%), maintain (7 or 23.3%), decreased (1 or 3.3%), and overprices (1 or 3.3%). When both the demand and the supply are low, majority of the respondents answered that the price was maintained (18 or 60.0%), decreased (7 or 23.3%), and increased (5 or 16.7%). When both the demand and supply are high, majority of the respondents said that the price was maintained (21 or 70.0%), increased (5 or 16.7%), decreased (3 or 10.0%), and overpriced (1 or 3.3%).

Majority of the mango traders answered that the price decrease (23 or 76.7%) when the supply is high, and the demand is low. Majority of the mango traders answered that the price increased (21 or 70.0%) when the supply is low and the demand is high. Majority of the mango traders answered that the price was maintained (18 or 60.0%) when both demand and supply are low. Majority of the respondents answered that the price is maintained (21 or 70.0%) when the demand and supply are high.

Table 3. Status of Supply and Demand

Particulars	Frequency	Percentage	Rank
The Supply is High and the Demand is Low	3	10.0	2
Increase	23	76.7	1
Decrease	3	10.0	2
Maintain			
Overpricing		3.3	4
No Response	1	100.0	
Total	30		

The Supply is Low and the Demand is High		70.0	1
Increase		3.3	3
Decrease	21	23.3	2
Maintain	1	3.3	3
Overpricing	7		
No Response	1		
Both the Demand and the Supply are Low			
Increase			
Decrease	5	16.7	3
Maintain	7	23.3	2
Overpricing	18	60.0	1
No Response			
Total	30	100.0	
Both the Demand and the Supply are High			
Increase			
Decrease	5	16.7	2
Maintain	3	10.0	3
Overpricing	21	70.0	1
No Response	11	3.3	4
Total	30	100.0	

CONCLUSION

Majority of the mango traders are 38 to 47 years old and female dominantly mango traders. Most traders are married and have undergone college with an average monthly income of Php 20,001 to Php 45,000 and business capital of more than Php 30,000. The supply of mango industry in Guimaras is low and the demand is high. The factor that mostly affects the supply and demand of the mango industry is the season. Conducting lectures/seminars about mangoes is the best strategic option or intervention to improve the mango industry in Guimaras.

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