

# AMPALAYA

## INVESTMENT GUIDE FOR CENTRAL VISAYAS



Department of  
**AGRICULTURE**

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Marketing Assistance Division  
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Tel. (032) 255-7559  
Email: rfu7@yahoo.com.ph



**2007**

Bitter Gourd is one of the most popular vegetables in China, Taiwan, Vietnam, Thailand, India and the Philippines. Bitter Gourd, also called Bitter Melon, has an acquired taste. It has been recommended by the Department of Health of the Philippines, as one of the best herbal medicines for its ability to help with liver problems, Diabetes and HIV.

**Investment Guide for Central Visayas**

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GMA- HVCC National Coordinator

**NENITA S. SENO**  
GMA- HVCC Regional Coordinator

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ry/Technical Asst.

**MIO P. GIDUQUIO**

aison Officer

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ampalaya (*Momordica Charantia* Linn) is one of the most popular and backyard fruit vegetables in the Philippines. It is dubbed as the "champion herb" of the country due to its medicinal use. The fruit and leaves of ampalaya and the latter are further used as a laxative and the roots as antidotes for fever. They contain iron, carbohydrates and vitamin B.

:

gout  
kidney and liver  
high blood sugar levels  
high blood pressure  
wounds & burns  
fever remedy  
diarrhea, stomach  
aches, cancer  
to fight infection  
antibacterial & antipyretic

Production of pumpkins, squash and gourds for 2005 reached 6 MT

Major export destinations in 2005 include China, India, Ukraine, United States and Japan.

Production for 2005 reached 79,794 MT

Central Visayas was the largest producing region for

ampalaya with a total production of 25,415 MT for 2005 contributing 32% of the country's total production

- Other major producing regions were CALABARZON, Ilocos, and Cagayan Valley regions.

## CENTRAL VISAYAS

- Central Visayas was the 5<sup>th</sup> largest producing region with a total production of 4,381 MT contributing 5.5% of the country's total production
- 2005 Production:
  - Cebu - 2,044 MT (46.7%)
  - Bohol - 1,738 MT (39.7%)
  - Oriental Negros - 562 MT (12.8%)
  - Siquijor - 37 MT (0.8%)

## TRADE

### WORLD

- According to the Food and Agriculture Organization of the United States (FAO) Statistics estimations, total combined exports for pumpkins, squash, and gourds reached 815,550 MT valued at 351.34 M US\$.

### PHILIPPINES

- On the export scene, ampalaya has become the banner herbal product of the country. It is paving the way for other herbal products to the export market and establishing the Philippines as a reliable source for herbal products.
- Ampalaya herbal capsules and tea were exported to the United States, Canada, Europe, Mexico, Japan, Korea and parts of the Middle East since 2003.

City is the center of vegetable trading in

role in linking producers of vegetables and

old in sidewalks or makeshift stalls during  
farmers themselves who go down from the  
as to do direct selling.

### ATION

consumption is 0.73 kg around 4,440 MT is  
yas  
s only 4,381 MT

### S

plantation areas

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ts for vegetable dehydrator, etc.

oes to middle men and not to the farmers

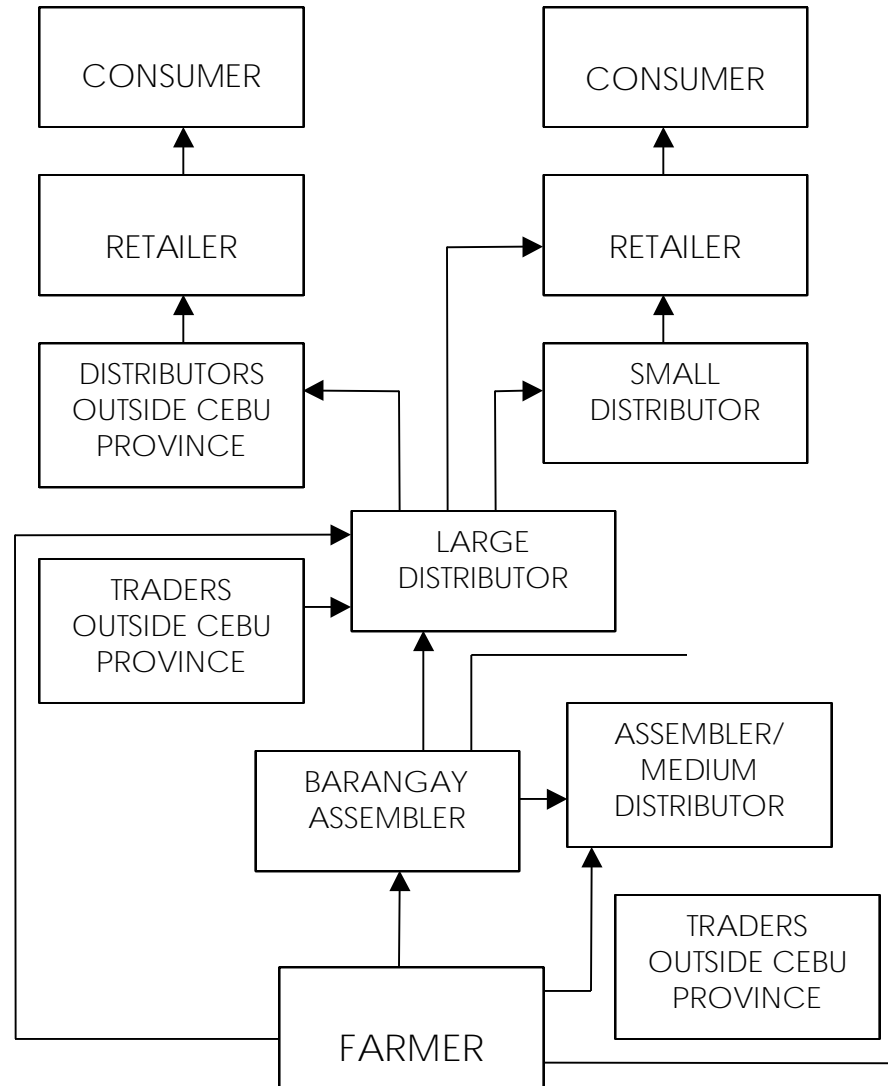
s in most vegetable areas

o meet the region's requirement

p of the Department of Agriculture's

g Ani -High Value Commercial Crops

## MARKETING CHANNELS OF AMPALAYA



## PLIERS

ine Agribusiness 2005, DA-AMAD-7)

14. Mr. Dionesio Siez  
Concepcion, Loay, Bohol
15. Ms. Salome Tajan-Tajan  
Canapnapan, Corella, Bohol
16. Mr. Diego Talisic  
Canapnapan, Corella, Bohol

## CEBU

1. Mr. Teofilo V. Adlao  
Nug-as, Alcoy, Cebu
2. Daanlungsod Farmers MPC  
Daanlungsod, Alcoy, Cebu  
Mr. Joel S. Montañez, Sr.
3. Dalaguete Upland Farmers MPC (DUFAMCI)  
Brgy. Mantalongon, Dalaguete, Cebu  
Mr. Emiberto I. Yesores – Manager
4. Farmers. Inc.  
Argao, Cebu  
Mrs. Edna Lucero – President
5. Mr. Venancio Gatdula  
Farm: Guinsay, Danao City, Cebu c/o MAO – Mr. Mario Gorre  
Res.: Compostela, Cebu c/o MAO  
Tel. No.: (109) 200-4107  
Product: ampalaya, eggplant
6. Inghoy Upland MPC (IUMFCO)  
Brgy. Inghoy, Dalaguete, Cebu  
Ms. Eleuteria Mayot – Manager
7. Mediono Farm  
Tungkop, Minglanilla, Cebu  
Tel. No.: 272-8515  
Mr. Josefino Soronio
8. Mijono Farm, Inc.  
Farm: Landahan, Toledo City, Cebu  
Office: 96 P. del Rosario Ext., Cebu City Tel. No.: 254-8044
9. Nug-as Multi-Purpose Coop. Assn.  
Nug-as, Alcoy, Cebu  
Mr. Alejandro Adlao – Manager

Mag-uuma sa Patong (PAMAPA)  
n, Cebu  
tol – President

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1-5028

Canlaon City

Guete City  
tista

Negros Oriental

St., Bacolod City

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acusos  
y  
(FI)

City

City

10. Ms. Eufrosina C. Blando  
Upper Lumapao, Canlaon City
11. Ms. Victoria De Blando  
Upper Lumapao, Purok, Nangka, Canlaon City
12. Calabnugan Farmers Association  
Calabnugan Sibulan, Negros Oriental  
Product: ampalaya, eggplant
13. Mr. Rogelio Calago  
Lumapao, Canlaon City
14. Ms. Lelanie N. Calumba  
Libery Hills, Canlaon City
15. Ms. Esperanza Cambang  
Villa Iowa, Canlaon City
16. Ms. Lanie L. Cambang  
Villa Iowa, Canlaon City
17. Ms. Dolores Campones  
Lumapao, Canlaon City
18. Mr. Narding Campones  
Lumapao, Canlaon City
19. Ms. Primitiva B. Campones  
Upper Lumapao, Canlaon City
20. Ms. Nolita Casipong  
Villa Iowa, Canlaon City
21. Mr. Antonio Catacutan  
Lumapao, Canlaon City
22. Mr. Dante Delubio  
Gabok, Canlaon City
23. Mr. Guillermo Delubio  
Gabok, Canlaon City
24. Mr. Leopoldo M. Dolla  
Brgy. Pula, Canlaon City
25. Mr. Anderson Doremon  
Brgy. Pula, Canlaon City
26. Mr. Antonio Dulia  
Pula, Canlaon City
27. Mr. Ramon Dumabok  
Gabok, Canlaon City
28. Mr. Clementino Flores  
Gabok, Canlaon City

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Model Farm, OISCA Canlaon City  
y – Farm Supervisor

48. Mr. Winefredo Quilanan  
Uptown Canlaon City
49. Mr. Venancia Sigurado  
Gabok, Malaiba, Canlaon City
50. Mr. Renante Sucia  
Liberty Hills, Canlaon City
51. Mr. Toto Suico  
Liberty Hills, Canlaon City
52. Ms. Lourdes Vergara  
Canlaon City
53. Ms. Aning Villafuerte  
Lumapao, Canlaon City
54. Mr. Carding Villafuerte  
Upper Lumapao, Purok Nangka, Canlaon City

#### **SIQUIJOR**

1. Eduardo O. Jumauan  
Tebjong, Siquijor

#### **VEGETABLE PROCESSORS/TRADERS/RETAILERS**

##### **BOHOL**

1. Company: Gementiza Store  
Address: Belderol St., Cogon, Tagbilaran City, Bohol  
Contact Person: Engracio P. Gementiza  
Line: trader, retailer
2. Company: Gardenia Graciana Enterprises  
Address: 193 Chatto Drive, New Capitol Site, Tagbilaran City  
Contact Person: Ms. Eugenia A. Tongco  
Line: retailer
3. Company: Halal Sari-Sari Store  
Address: 9 Back of Terminal, Dao Dist., Tagbilaran City  
Contact Person: Mr. Madki M. Dimarondao  
Line: trader

able Store  
 into St., Tagbilaran City  
 Ms. Elsa T. Corpus

Supply  
 into St., Tagbilaran City  
 Ms. Loreta C. Bonilla

Manufacturing Corp.  
 dship Bldg., Subangdaku,  
 1085; 345-8883; 345-8884

para Gothong Tan

Foods Co. Inc.  
 th Pond Ext., Kamputhaw, Cebu City  
 0 Fax: 232-8315  
 Mr. Hector Ching – Proprietor  
 Ms. Bebs Ching – Operations Manager  
 od Processors  
 Lipata, Minglanilla  
 6  
 0; 273-4747  
 Mr. Roque Richard Su

Corporation  
 edios St., Banilad, Mandaue City  
 9; 346-0795 Fax No.: 346-1641  
 Ms. Dimple Paredes/Jovelyn Magdadaro  
 u@mozcom.com

sh Food Products, Inc.  
 King Bldg., Basak, Mandaue City  
 5 Fax: 420-5280  
 Mr. Rem Sagarino

6. Company: AT Fruits & Vegetables Stand  
 Address: SM City, Almendras St., Cebu City  
 Tel. No.: 340-9450  
 Contact Person: Mr. Alain Tan, Sr.  
 Line: trader
7. Company: KAMANSI/CCUVA  
 Address: 2F Unit 3, Carbon Market, Cebu City  
 Tel. No.: 253-8530; 255-6072; 416-9649  
 Fax: 253-8530  
 Contact Person: Maria Pino Buanghug - Chairman  
 E-mail: [ccuva2001@yahoo.com](mailto:ccuva2001@yahoo.com)  
 Line: vegetable/fruits buyer
8. Company: Robbie Trading  
 Address: Cebu City  
 Tel. No.: 253-4596; 253-9512 Fax: 253-4596; 253-4004  
 Contact Person: Robert T. Chua – Manager
9. Company: UNICAMCO  
 Address: Unit I, Carbon Market, Cebu City  
 Tel. No.: 416-9279  
 Contact Person: Mr. Jesus Lim  
 Line: vegetable buyer
10. Company: CAMUVEMCO  
 Address: Unit I, Carbon Market, Cebu City  
 Contact Person: Ms. Esther Tenchavez  
 Line: vegetable buyer
11. Company: ATU-TUMPC  
 Address: Unit 2 Carbon Market, Cebu City  
 Contact Person: Ms. Mary Velasquez  
 Line: vegetable buyer
12. Company: Tita Gwapa Super Tinda  
 Address: c/o Florentino Bldg., Brgy. Buaya, Lapu-Lapu,  
 Mactan, Cebu  
 Tel. No.: 495-9004; 495-9006; 495-9008 office  
 343-9978 warehouse Fax No.: 495-9009  
 Contact Person: Manny Rusiana
13. Amancio, Cresencio/Alan  
 2/F Unit II, Carbon Market, Cebu City  
 Tel. No.: 254-9022  
 Contact Person: Mr. Allan Amancio

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30. Requina, Victoriano  
Unit III, Carbon Market, Cebu City
31. Ramos, Lino  
2/F Unit II, Carbon Market, Cebu City
32. Tan, Rey  
Morestar Sales Marketing  
398-B Sikatuna St., Cebu City
33. Tarona, Emon  
Pearl & Emon Fresh Vegetables  
Unit II Carbon Market, Cebu City
34. Uy, Sonia  
Sonia Store  
Unit II, Carbon Market, Cebu City
35. Villacorta, Benny  
2/F Unit II, Carbon Market, Cebu City
36. Young, Jeremy G.  
Dean/Lecturer  
International Culinary Arts Academy  
96 P. del Rosario Extension, Cebu City
37. Zamora, Catalina  
2/F Unit II, Carbon Market, Cebu City
38. Guerrero, Cathy  
Banilad Town Center, Banilad, Cebu City  
Cell No.: 0919-586-9991  
Tel. No.: (034) 431-7659; 433-0579
39. Mrs. Geraldizo  
Cebu City  
Tel. No.: 255-2552; 256-1339
40. Mr. Dino C. Olandia  
Tropica Food Product  
Tres de Abril cor. Country Drive, Punta Prinsesa, Cebu City  
Tel. No.: 417-8889; 491-8111  
Fax No.: 414-4999  
Cell No.: 0918-991-0021  
E-mail: [dco\\_holdings@yahoo.com](mailto:dco_holdings@yahoo.com)

## **SPORTS, RESTAURANTS**

### **GRAND HOTEL**

St., Cebu City

254-6362; 254-6331 loc. 120

255-1088

Benjamin Borrromeo – General Manager

Mr. Ronaldo V. Puzon – Operations

[info@grandvirtualve.net](mailto:info@grandvirtualve.net)

[www.grand.virtualve.net](http://www.grand.virtualve.net)

### **RESORT BAY**

Resort Club, Mepz, LLC

Fax No: 340- 5988

Efren Belarmino- General Manager

Nida Gabuya – PM

Resort

### **FRONT HOTEL & CASINO**

Drive, Lahug, Cebu City

232-8212

232-4545

[fronthotel.com](http://www.fronthotel.com)

Herbert Guimot – PM

Hotel & Casino

### **ALBUQUERQUE**

Cebu City

Rose Fausto