

POULTRY (BROILER)

INVESTMENT GUIDE FOR CENTRAL VISAYAS



Source: www.brianzapopolare.it

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Poultry (Broiler) Investment Guide for Central Visayas

nding support of the GMA – Livestock

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... is a significant contributor to the country's
... and hog in terms of value of output. The demand

for chicken is increasing significantly, as observed elsewhere in the world, because of its many advantages, such as lower price, lower fat contents and more convenient, over other meats.

Introduction

Philippines is one of the world's major and fastest producers of meat of which chicken (broiler), is the second most popular meat in the Philippines next to pork.

For the recent past, the broiler industry considerably contributed to the growth of the livestock and poultry sector.

PRODUCTION

WORLD

- World poultry output was around 55.6M tons in 2004. World's top producers are the United States of America, 27%; China, 17%; Brazil, 15%; and European Union, 13% (AAFC, 2005).
- Nonetheless, top net exporter producers in Asia are China and Thailand while Japan is a net importer (AAFC, 2005).

PHILIPPINES

- As of January 1, 2005, broiler inventory in the Philippines was 40.38 million birds, 28% higher than 2004's 31.5 million birds. Two-thirds of Philippine broiler stocks are concentrated in Central Luzon (42.9%) and Cavite-Laguna-Batangas areas (23.4%) (USDA-FAS, 2005).

CENTRAL VISAYAS

- Backyard broiler inventory in Central Visayas was estimated at 662,224 birds: Bohol (70,205 birds), Cebu (572,437birds), Negros Oriental (15,100 birds), and Siquijor (4,482 birds) (www.da.gov.ph/cebu_livestockpoultry, 2006).

Visayas were 4,480,071; 425,972 farms were 957 in Cebu; 287,122 in Negros Oriental and da.gov.ph/cebu_livestockpoultry, 2006).

Trade is dominated by broiler (chicken) and turkey. Turkey import volume was 12 times greater than broiler. Turkey export volume was 11 times larger than that of turkey. (Morgan, N.CAST Commentary, 2006)

China replaced second largest, Brazil is the world's largest in 2004 exporting approximately 30% of its poultry. (Morgan, N.CAST Commentary, 2006)

Broiler and chicken leg quarters represent about 76% of total poultry imports. Main sources of imported poultry are from United States (64%) and Canada (20%), mostly used by the fastfood industry (USDA-

USDA-FAS, 2005). In 2005, several foreign food manufacturing companies began exporting poultry products to Japan, particularly skewered chicken (USDA-FAS, 2005).

The Philippines exported approximately 3,000 metric tons of poultry products to Japan, the country's largest overseas market, as well as Hongkong, USA, Dubai, Korea, Iran and Saudi Arabia (USDA-FAS, 2005).

- The Philippines exported breeder day-old chicks to Indonesia, Brunei, Vietnam, Malaysia and Nepal. In addition, fresh frozen chicken is exported to the United Arab Emirates and Japan. (www.pia.gov.ph, 2007)

- It is envisioned that the country will not only be supplying Japan but other Asian countries in the next few years as well as the Middle Eastern market with the production of Halal chicken.

CENTRAL VISAYAS

- The poultry market is mainly composed of the food service and the household sector.

- Meat importation increased almost 100 percent, with over 12,400 metric tons of meat in 2005 from over 6,300 metric tons in 2004 (NMIS, DA-7, 2004).

DEMAND AND SUPPLY PROJECTIONS

- Based on 1999-2000 survey of the Bureau of Agricultural Statistics, the estimated annual per capita consumption is 5.36 kilogram of chicken meat in Central Visayas.

- A projected household consumer demand of chicken meat for 2010 in Central Visayas is estimated at 40,207 metric tons.

- The demand for poultry meat and meat products remain high due to the sprouting of barbecue grills and restaurants.

INVESTMENT OPPORTUNITIES

- While the emerging Philippine retail sector is increasing its role in supplying fresh and frozen poultry meats to consumers, it is estimated that currently only about 10 percent is being sold at the supermarket level.

- Large potential expansion for value-added chicken products such as nuggets, hotdogs, Vienna sausages, marinated chicken, etc.

agriculture is keen on expanding export markets, processed poultry meat while the European Indonesia, Malaysia and Singapore for halal

ponents (mainly corn and soybean)

s one of the few countries in Asia that has not influenza (AI). Due to the AI-free status of the e large food manufacturing companies are cessed poultry products, particularly to Japan, st.

OF THE LOCAL BROILER

d other feed materials

(legitimate or otherwise) of low-priced leg

Bird Flu virus into the country

ocal market via smuggled chicken

PPORT

ne Department of Agriculture's Ginintuang estock Program (GMA – LP)

major conduit of small loans for livestock and fic loan packages for pigs, goats, and poultry pond to requirement of farmer-cooperators.

ne Agribusiness 2005, DA-AMAD-7)

1. Mr. Nilo Ahat
Sikatuna, Bohol
2. Mr. Fortunato Lima
Tagbilaran City, Bohol
3. Mr. Antonio Manding, Jr.
Poblacion Baclayon, Bohol
4. Ms. Zenaida Motorgo
Dao District, Tagbilaran City, Bohol
5. Mr. Elias Reforma
Canhangdon, Loon, Bohol
6. Mr. David Tirol
Poblacion Baclayon, Bohol
7. Alegado Poultry Farms
Pob. Occidental Consolacion, Cebu
Tel. No.: 344-1340; 344-1349
Contact Person: Ms. Teresa P. Alegado
8. Arcuino Poultry Farms
Bahak Rd., Poblacion Lilo-an, Cebu
Tel. No.: 564-3253
Contact Person: Mr. Felicisimo "Boy" Arcuino
9. Capuras Poultry Farm
Gutwanon, Bantayan, Cebu
Tel. No.: 272-0622
Contact Person: Mr. Eulemio Capuras
10. Cebu Hybrid Farm
Tupas St., Cebu City
Tel. No.: 261-1504
Contact Person: Mr. Paterno Luym, Jr.
11. DAC Farms Enterprises

ban, Cebu
Mr. Dorotheo A. Colis, Jr.

ltry Farms
, Poblacion Sibonga, Cebu
Mr. Fabian Jose C. Carilao

Quiros Poultry Farm
stela, Cebu
451
Mr. Emmanuel V. Quiros

s
, Toledo City
) 467-9250
03 Chong Hua Medical Arts Center, Julio

Site, Cebu City 6000
546
770
[@pacific.net.ph](mailto: @pacific.net.ph)

Mr. James Yared Gaité, M.D. – Managing

rms
Cebu City

05
Mr. Alexander Pampios

ltry Farms
r
Mr. Julio Aparis

ers Cooperative
Ave., Cebu City
991; 256-2163

Fax No.: 254-7020
Contact Person: Mr. David F. Chan – President/Gen. Manager

18. Gerry Gonzales
Lilo-an, Cebu
Cell No.: 0919-394-2162
Tel. No.: 420-2210 c/o Erben Abucay

POULTRY PROCESSORS

(Source: **Agrimate Vol. III, Philippine Agribusiness 2005, DA-AMAD-7**)

1. Company: Anrose Food Industries
Address: L. Cana St., Pob. Minglanilla, Cebu
Tel. No.: 272-5564
Contact Person: Mr. Antonio Calderon

2. Company: Gold Ribbon Food, Inc.
Address: 948-B Mambaling, Cebu City
Tel. No.: 261-2365; 231-2366 to 67
Fax No.: 346-6295
Contact Person: Ms. Shirley Chua – Area Manager

3. Company: Jesus F. Escaño Development Corp.
Address: A.S. Fortuna St., Mandaue City
Tel. No.: 345-1830; 345-1841
Contact Person: Jaime Jose Escaño

4. Company: King's Quality Foods
Outlet: 96 Leon Kilat St., Cebu City
Tel. No.: 255-7179
Outlet: Fuente Osmeña, Cebu City
Tel. No.: 255-0041
Contact Person: Mr. Mario King
Factory: F. Pacaña St., Tisa, Cebu City
Tel. No.: 261-1072 connecting all dep'ts.
Fax No.: 344-3908
Contact Person: Ms. Enicia V. Tejano – Quality Control Officer
Ms. Myrna Prieto – Purchaser/Production

...kingsfoods.com

...Dressing Plant
...say, Cebu

Joycelyn Arcuino

...Meat Processing
...rena, Siquijor
...s. Monte

...s Corporation
...linglanilla, Cebu
...272-6103; 272-6304

Roderick A. Sebastian – Gen. Manager
...m Ave., Cebu City

...uel Corporation
...nes, Highway, Mandaue City
...345-7454

...r. Arturo D. Cariaga – AVP, Corp. Com.

...Jervel N. Roa – Corp. Manager
...ge, Poultry

...essing Plant
...ve A. Lerio

...343-7702

...el Foods, Inc.
...riano Ave., Looc, Mandaue City
...344-0579

Emeverto Zalavarria

– CEV Reg'l Operation Manager
Mr. Jose Martinez, Jr. – VISMIN Chicken Manager

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11. Company: Sunpride Foods, Inc.
Address: S.E. Jayme St., Pacna-an, Mandaue City
Tel. No.: 346-7811-12; 346-7805-07
Fax No.: 346-0663
Contact Person: Dr. Sergio S. Wong, M.D. – President/Gen. Manager
Mr. John Wong – Asst. Gen. Manager
Line: canned goods, sotanghon, tocino, frozen products, barbecue mix
12. Company: Swift Foods, Inc.
Address: Tabok, Mandaue City
Tel. No.: 346-0564; 421-9881 to 5
Fax No.: 346-5271
Contact Person: Dr. Armando Benabaye – Branch Manager
13. Company: Universal Robina Corp.
Admin. Office: Lapu-Lapu City
Tel. No.: 255-6586; 255-0699
Dairy Products Division Tel. No.: 255-0130
Auditing Department Tel. No.: 255-6584
14. Company: Virginia Farms, Inc.
Office: Gov. Cuenco Ave., Banilad, Cebu City/Mango Ave., Cebu City
Tel. No.: 231-1170; 231-5806; 253-6947
Fax No.: 231-5966; 253-6131
Factory: Tugbongan, Consolacion, Cebu
Tel. No.: 231-4086
Contact Person: Mr. Felix O. Tiukinhoy – EVP
15. Company: Virginia Food, Inc.
Address: Compostela, Cebu
Tel. No.: 425-8710; 425-8561
Fax No.: 425-8709
Contact Person: Ms. Shirley M. Seno – FPM Manager
16. Company: Vitarich Corporation
Address: Estancia, Mandaue City

945

9

Line: trader

10

Guillermo Meralles – Manager

Food, Inc.
n, Mandaue City

TRADERS

Philippine Agribusiness 2005, DA-AMAD-7)

at Trading
ebu

Achilles Abella
ader

cken Store
n Market, Cebu City

Angela S. Fabian

n, Cebu City
Clyde Sasti

at Store
u City

Luz Cabatingan

er Meat
mation Area, Mandaue City

Edgar M. Gardones

6. Eufe’s Fresh Meat
Public Market, Toledo City
Contact Person: Mr. Guadalupe T. Sanchez
Line: meat trader

7. Empuerto Susana Meat Store
Carbon Market, Cebu City
Contact Person: Ms. Susana Empuerto

8. Gahinhin Fresh Meat & Livestock Supply
Siquijor, Siquijor
Contact Person: Mr. Fabio J. Gahinhin
Line: supplier

9. GSNR Meat Store
Tabunok Public Market, Talisay, Cebu
296-0055
Line: meat trader

10. JJ Hog Trading
G. Ouano St., Opao, Mandaue City
828-27
Contact Person: Ms. Joy Sepra

11. La Fems Mancao Trading
Gorordo Ave., Lahug, Cebu City
231-6076
Contact Person: Mr. Alexander Mancao
Line: meat trader

12. Laura’s Meat Trading
Address: Public Market, Danao City
Contact Person: Ms. Laura Colorado
Line: meat trader

13. Company: Malingin, Laurena O. Meat Store
Address: Public Market, Lapu-Lapu City

288
ena O. Malingin 11

Taosas & Co.
do, Cebu
Mario Taosa
& dressed chicken)
resh Meat
ket, Toledo City, Cebu
ing

Meat Vendor
ket, Dumaguete City, Negros Oriental
Rogelio Nacion

Prime Meat Marketing Corp.
cade, Mandaue City

onga
Rama Ave., Cebu City

Romulo Villalonga

anita Meat Store
s St., Cebu City

Anita Rosito

Severina Store
ones St., Cebu City

- Tel. No.: 253-5788
Contact Person: MS. Severina Saberon
Line: meat trader 12
21. Company: Stall Livestock Trading
Address: Public Market, Sibula, Negros Or.
Contact Person: Ms. Susan Nombrado
Line: meat trader
 22. Company: Triple Meat Trading
Address: Public Market, Toledo City, Cebu
Contact Person: Mr. Salvador Rosalita
Line: meat trader
 23. Company: Vicra Marketing
Address: Nillas St., Poblacion Sibulan, Neg. Or.
Contact Person: Ms. Ma. Jojie Artera
 24. Company: Villoria, Rene T. Mat Broker
Address: 76 Carbon Market, Cebu City
Tel. No.: 256-1549
Contact Person: Mr. Rene T. Villoria
Line: meat trader
 25. Company: REM JR Trading
Address: Phase 3 Burol 1, Stall # 15 DBB Public Market, Dasmariñas,
Cavite 4114
Contact Person: Mr. Remigio Leonardo Mateo
Tel/Fax No.: (046) 416-2103
Cell No.: 0917-502-6904
E-mail: remjr_trading@yahoo.com

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