

CABBAGE

INVESTMENT GUIDE FOR CENTRAL VISAYAS



For more information, call, write or visit:

Department of Agriculture, Regional Field Unit-7
Extension and Marketing Assistance Division
M. Velez St., Cebu City 6000
Tel. (032) 255-7559
Email: amad_rfu7@yahoo.com.ph



2006

Cabbage is a heat tolerant vegetable with a maturity period of 58 to 90 days after transplanting. The most popular varieties are: Chinese cabbage or pechay baguio (wong bok) and the head cabbage or repolyo. There is a year-round demand for cabbage, as it is an important ingredient in food recipes such as soups, salads and noodles.

PUBLISHED: 2007

**MARKETING ASSISTANCE DIVISION
(AMAD)**

Department of Agriculture, RFU-7

Marine Drive, Velez St., Cebu City

Telephone (6332) 255-7559

amamad_rf7@yahoo.com.ph

STATUS OF THE INDUSTRY	
PRODUCTION	
World	1
Philippines	1
Central Visayas	1
TRADE	
World	2
Philippines	2
Central Visayas	2
DEMAND AND SUPPLY PROJECTIONS	3
INVESTMENT OPPORTUNITIES	3
PROBLEMS	3
INSTITUTIONAL SUPPORT	3
COSTS AND RETURNS	4
MARKETING CHANNELS OF CABBAGE	8
VEGETABLE GROWERS/SUPPLIERS	
Bohol	5
Cebu	6
Oriental Negros	9
Siquijor	16
SUPPLY/VALUE CHAIN OF CABBAGE	12
VEGETABLE PROCESSORS/TRADERS/RETAILERS	
Bohol	16
Cebu	18
HOTELS, RESORTS, RESTAURANTS	24

STEERING COMMITTEE

GUARDO B. LECCIONES, JR., CESO III
Regional Executive Director

DIR. RICARDO D. OBLENA
Regional Technical Director

JARDO Z. ALAMA, Ph.D./DPA/Ed.D
Regional Technical Director

We acknowledge the invaluable funding support of the High Value
Commercial Crops Program, through:

AMAD-7

DR. RODEL G. MAGHIRANG
GMA-HVCC National Coordinator

A. A. GERALDINE M. FRANZA
Chief, AMAD

NENITA S. SENO
GMA-HVCC Regional Coordinator

LUCERO
Chief

GERRY S. AVILA
MPD Section Chief

OS
r

JOCELYN T. PILAPIL
Marketing Officer

R
ch Asst.

SUISA V. CUESTA
Marketing Officer

LBINO
cal Asst.

ANTONIO P. GIDUQUIO
Liaison Officer

green, is one of the least expensive of the and is one of the most healthful vegetables. It contains vitamin C. It is also a very good source of fiber, vitamin B6, potassium, and omega-3 fatty acids. It is also a good source of thiamin (vitamin B1), riboflavin, calcium, potassium, magnesium, vitamin A, and protein.

INDUSTRY

Cabbage production for 2005 reached 68,133,011

Major producers include China (48%), India (9%), South Korea (4%), Japan (3%), and United States

In 2001, volume of production increased to 91,439 MT but declined in 2005 with 91,439 MT

Administrative Region was the top producer of cabbage and it accounted for about 75% of total cabbage production in the country.

Western Visayas was the second largest producing region of the country's total production as of 2005.

- From 2001-2005 period, Central Visayas production comprises Cebu (84.04%), Oriental Negros (15.52%), and Bohol (0.42%).

TRADE

World

- According to the Food and Agriculture Organization of the United Nations (FAO) Statistics estimations, world total exports of cabbage accounted for 1,127,230 MT valued at 538.4 M US\$ in 2004.

Philippines

- The Philippines' total volume of cabbage imports rose sharply from 20.2 MT in 2000 to 123.50 in 2003. However, volume of imports reduced abruptly to 32.9 MT in 2004.
- Imported cabbages were in the form of fresh/chilled and dried, whole, cut, sliced, broken/in powder, and not further prepared.
- The main source of imported cabbage was the People's Republic of China. Other sources of imports were Australia, New Zealand and Western Samoa, Hong Kong, Singapore, and USA.

Central Visayas

- Fresh produce within the region comes from Dalaguete, Argao, Balamban, and some parts of Cebu City for Cebu and Canlaon City for Oriental Negros.
- Growers and traders within the region sell directly their fresh produce to wet and retail markets.

LY PROJECTIONS

Central Visayas has an estimated household of about 6,190 MT
 5 for Central Visayas was only 5,713 MT
 but 477 MT for cabbage has been filled up by
 Pan de Oro City and Davao City.

RTUNITIES

vegetable plantation areas
 specifically on:
 main facilities
 ing plants for vegetable dehydrator, etc.

product
 mostly goes to middle men and not to the

market roads in most vegetable areas
 supply to meet the region's requirement

PORT

priority crop of the Department of Agriculture's
 Panang Ani – High Value Commercial Crops
 Program

COSTS AND RETURNS

COST AND RETURN ANALYSIS PER HA OF CABBAGE DALAGUETE, CEBU (2006)

I. VARIABLE COSTS				
A. Material Inputs	QTY	UNIT	COST PER UNIT	TOTAL COST
1. Seeds	400	g	1,200.00/100g	4,800.00
2. Fertilizer				
14-14-14	8	bags	740	5,920.00
16-20-0	8	bags	1,000.00	8,000.00
3. Chemical Sprays				
Insecticide:				
Nurelle	2.5	li	600	1,500.00
Fungicide:				
Captan	2	kg	450	900
4. Utility				
Water	180	containers	5	900
Sub-Total				22,020.00
B. Contingency (10% of Material Inputs)				2,202.00
C. Labor Inputs				
1. Seedbed preparation	4	MD	100	400
2. Pricking	4	MD	100	400
3. Transplanting	20	MD	100	2,000.00
4. Fertilizing				
Basal	8	MD	100	800
Sidedress	16	MD	100	1,600.00
5. Weeding	30	MD	100	3,000.00
6. Spraying	40	MD	100	4,000.00

2,000	kgs	7	14,000.00
			26,200.00
			-
			50,422.00
			10,000
			5.04

PRODUCERS/SUPPLIERS

(Philippine Agribusiness 2005, DA-AMAD-7)

ab
hol

e
orella, Bohol

lamba
ilaran City

a Cruz
cia, Bohol

gallago
cia, Bohol

el
hol

undation

7-537-4488

5

8. Mr. Charito Macalam
Mayana, Jagna, Bohol
9. Ms. Manolita Madronero
Anonang, Valencia, Bohol
10. Mr. Melchor Namucatcat
Anonang, Valencia, Bohol
11. Mr. Zotico Salisid
La Libertad, Baclayon, Bohol
12. Mr. Dionesio Siez
Concepcion, Loay, Bohol
13. Ms. Salome Tajan-Tajan
Canapnapan, Corella, Bohol
14. Mr. Diego Talisic
Canapnapan, Corella, Bohol

CEBU

1. Mr. Teofilo V. Adlao
Nug-as, Alcoy, Cebu
2. Daanlungsod Farmers MPC
Daanlungsod, Alcoy, Cebu
Contact Person: Mr. Joel S. Montañez, Sr.
3. Dalaguete Upland Farmers MPC (DUFAMCI)
Brgy. Mantalongon, Dalaguete, Cebu
Manager: Mr. Emiberto I. Yesores

6

Edna Lucero

MPC (IUMFCO)
Dalaguete, Cebu
Eleuteria Mayot

374
371-5028

anilla, Cebu
515
: Mr. Josefino Soronio

nc.
n, Toledo City, Cebu
l Rosario Ext., Cebu City
044
Mr. Elmer C. Castor

urpose Coop. Assn.
Cebu
Alejandro Adlao

g sa Mag-uuma sa Patong (PAMAPA)
adian, Cebu
Gaudencio Apostol

: Mr. Policarpio Pantalita

12. Mrs. Florida Ybañez
Dalaguete, Cebu
Tel. No.: 261-3697

13. Mr. Lee
Dalaguete, Cebu
Tel. No.: 259-2359

ORIENTAL NEGROS

1. Mr. Benjamin Abendan
Upper Lumapao, Canlaon City
2. ALFANTA
Public Market, Dumaguete City
3. Mr. Victoriano Assentista
Gabok, Canlaon City
4. Amalia Farms
Farm: Canlaon City, Oriental Negros
Contact Person: Ms. Cathy Guerrero
Office: # 20 Lacson St., Bacolod City
Tel. No.: 28-688
Fax No: (034) 21-676
5. Ms. Ludie Baracoso
Gabok, Canlaon City
6. Mr. Valeriano C. Baracuso
Malaiba, Canlaon City
7. Mr. Benito Bautista (HADFI)
Canlaon City

a
on City

ynos
nlaon City

C. Blando
o, Canlaon City

Blando
o, Purok Nangka, Canlaon City

lago
laon City

Calumba
anlaon City

Cambang
laon City

ambang
laon City

ampomanes
laon City

mpomanes
laon City

B. Campomanes
o, Canlaon City

ipong
laon City

20. Mr. Antonio Catacutan
Lumapao, Canlaon City
21. Mr. Dante Delubio
Gabok, Canlaon City
22. Mr. Guillermo Delubio
Gabok, Canlaon City
23. Mr. Leopoldo M. Dolla
Brgy. Pula, Canlaon City
24. Mr. Anderson Doremon
Brgy. Pula, Canlaon City
25. Mr. Antonio Dulia
Pula, Canlaon City
26. Mr. Ramon Dumabok
Gabok, Canlaon City
27. Mr. Clementino Flores
Gabok, Canlaon City
28. Mr. Godofredo Gador
Malaiba, Canlaon City
29. Mr. Basilio Geronda
Villa Iowa, Canlaon City
30. Mr. Jaime T. Guarin
Brgy. Pula, Canlaon City
31. Mr. Vicente Inyong
Lumapao, Canlaon City

clayon, Oriental Negros

albe
laon City

mpaso
laon City

ra
n City

Lapera
Oriental Negros
ge

o
on City

nton
on City

Llamos
o, Purok Nangka, Canlaon City

o Llanes

na
y. Pula, Canlaon, Oriental Negros

R. Maribao
aon City

Miñosa
n City

44. Mr. Henry Neri
Panubigan, Canlaon City

45. Mr. Tartillano A. Neri
Malaiba, Canlaon City

46. OISCA Canlaon Model Farm
OISCA Canlaon City, Oriental Negros
Farm Supervisor: Mr. Danilo Guboy

47. Mr. Winefredo Quilanan
Uptown Canlaon City

48. Mr. Venancio Sigurado
Gabok, Malaiba, Canlaon City

49. Mr. Renante Sucia
Liberty Hills, Canlaon City

50. Mr. Toto Suico
Liberty Hills, Canlaon City

51. Valencia Livelihood Project
Jawa Valencia, Oriental Negros
Product: pechay

52. Ms. Lourdes Vergara
Canlaon City

53. Ms. Aning Villafuerte
Lumapao, Canlaon City

54. Mr. Carding Villafuerte
Upper Lumapao, Purok Nangka, Canlaon City

nauan
or

SSORS/TRADERS/RETAILERS
(Philippine Agribusiness 2005, DA-AMAD-7)

mentiza Store
rol St., Cogon, Tagbilaran City, Bohol
: Engracio P. Gementiza
ailer

denia Graciana Enterprises
Chatto Drive, New Capitol Site, Tagbilaran
: Ms. Eugenia A. Tongco

l Sari-Sari Store
ck of Terminal, Dao Dist., Tagbilaran City,
: Mr. Madki M. Dimarondao

un Vegetable Store
cinto St., Tagbilaran City, Bohol
: Ms. Elsa T. Corpus

Vegetable Supply
cinto St., Tagbilaran City, Bohol
: Ms. Loreta C. Bonilla

CEBU

1. Company: AD Gothong Manufacturing Corp.
Address: Mandaue Friendship Bldg., Subangdaku,
Mandaue City
Tel.No.: 346-5212; 346-1085; 345-8883; 345-8884
Fax No.: 346-0493
Contact Person: Mr. Albino Gothong
Line: processor
2. Company: Asian Fresh Foods Co. Inc.
Address: Elizabeth Pond Ext., Kamputhaw, Cebu City
Tel. No.: 231-0310; Fax: 232-8315
Contact Person: Mr. Hector Ching – Proprietor
Ms. Bebs Ching – Operations Manager
3. Company: SZ Food Processors
Address: Tungkil, Lipata, Minglanilla, Cebu City
Tel. No.: 272-2676
Fax No.: 272-8870; 273-4747
Contact Person: Mr. Roque Richard Su
Line: processor
4. Company: Eden Corporation
Address: P. Remedios St., Banilad, Mandaue City
Tel. No.: 346-8939; 346-0795
Fax No.: 346-1641
Contact Person: Ms. Dimple Paredes/ Ms. Jovelyn Magdadaro
E-mail: edencebu@mozcom.com
Line: trader
5. Company: All Fresh Food Products, Inc.
Address: Cotiao King Bldg., Basak, Mandaue City
Tel. No.: 420-5205; Fax: 420-5280
Contact Person: Mr. Rem Sagarino

Fruits & Vegetables Stand
City, Almendras St., Cebu City
450
: Mr. Allan Tan, Sr.

Ribbon Bakeshop, Inc.
City
931
450-4877
: Ms. Jik-Jik Buenconsejo

VENCO
uae City
318
: Ms. Evelyn Rosal

MANSI/CCUVA
Unit 3, Carbon Market, Cebu City
530; 255-6072; 416-9649 Fax: 253-8530
: Ms. Maria Pino Buanghug - Chairman
001@yahoo.com
/fruits buyer

bie Trading
City
596
: Robert G. Chua – Manager

CAMCO
, Carbon Market, Cebu City
279
: Mr. Jesus Lim
buyer

12. Company: CAMUVEMCO
Address: Unit 1. Carbon Market, Cebu City
Contact Person: Ms. Esther Tenchavez
Line: vegetable buyer

13. Company: ATU-TUMPC
Address: Unit 2, Carbon Market, Cebu City
Contact Person: Ms. Mary Velasquez
Line: vegetable buyer

14. 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

15. Company: METRO GAISANO
(Viscal Development Corporation)
Address: Ayala Business Center, Cebu City
Tel. No.: 415-7888 loc. 371
Cel. No.: 0917-325-0477
Contact Person: Mr. Lido Mori – F & V Section, Manager
Products: fruits, vegetables, meat, poultry, fish

16. Company: ROBINSON SUPERMARKET CORPORATION
Address: Osmeña Blvd., Cebu City
Tel. Nos.: 254-0016; 254-0044; 254-0019; 254-0502
Tel/Fax: 254-0016
Contact Person: Ms. Merucel E. Vergabera
Products: fruits, vegetables, meat, poultry, fish

17. Company: WHITE GOLD SUPERSTORE
Address: A. Soriano St., North Reclamation Area, Cebu City
Tel. No.: 232-5315

242
: Mr. Joseph Gaisano – Chairman, Board
Merchandise/Department Store

encio/Allan
oon Market, Cebu City
022
: Mr. Allan Amancio

ore
Market, Cebu City

ymundo
Culinary Arts
pherd Road, Banawa, Cebu City

oon Market, Cebu City

oon Market, Cebu City

yn
Cebu City
914

ercial
St., Cebu City
580

ualdo
oon Market, Cebu City

26. Carillo, Capistrano
G/F Unit II, Carbon Market, Cebu City

27. Diamante, Teresita
G/F Unit II, Carbon Market, Cebu City

28. Dicdican, Apen
G/F Unit II, Carbon Market, Cebu City

29. Dicdican, Cathy
George & Cathy Store
No. 211 Carbon Market, Cebu City

30. Dicdican, Teldy
Unit III, Carbon Market, Cebu City

31. Duhaylungsod, Archie
Angelland Gen. Mdse.
Unit II, Carbon Market, Cebu City

32. Fernandez, Romulo
G/F Unit II, Carbon Market, Cebu City

33. Gutierrez, Isabela
2/F Unit II, Carbon Market, Cebu City

34. Perez, Paul
2/F Unit II, Carbon Market, Cebu City

35. Requina, Victoriano
Unit III, Carbon Market, Cebu City

36. Ramos, Lino
2/F Unit II, Carbon Market, Cebu City

Marketing
na St., Cebu City

Fresh Vegetables
Market

Market, Cebu City

ny
oon Market, Cebu City

y G.

culinary Arts Academy
rio Extension, Cebu City

ina
oon Market, Cebu City
y
Center, Banilad, Cebu City
586-9991
431-7659; 433-0579

52; 256-1339
andia
product
r. Country Drive, Punta Prinsesa, Cebu City
889; 491-8111
999
991-0021
dings@yahoo.com

HOTELS, RESORTS, RESTAURANTS

1. Company: CEBU GRAND HOTEL
Address: N. Escario St., Cebu City
Tel. Nos.: 255-1088; 254-6362; 254-6331 loc. 120
Fax Nos.: 254-6363; 255-1088
Contact Person: Mr. Benjamin Borromeo – General Manager
Mr. Ronaldo V. Puzon – Operations Manager
E-mail: cghotel@skynet.net
Website: www.cebugrand.virtualve.net
Line: hotel
2. Company: PLANTATION BAY
Address: Cebu Yacht Club, Mepz, LLC
Tel. No.: 340-5900 Fax No: 340- 5988
Contact Person: Mr. Efren Belarmino- General Manager
Ms. Nida Gabuya – PM
Line: Hotel & Beach Resort
3. Company: WATERFRONT HOTEL & CASINO
Address: 1 Salinas Drive, Lahug, Cebu City
Tel. Nos.: 232-6888; 232-8212
Fax Nos.: 232-6880; 232-4545
E-mail: wcch@waterfronthotel.com
Contact Person: Mr. Erbert Guimot – PM
Line: Hotel, Restaurant & Casino
4. Company: CAFÉ LAGUNA
Address: Lahug, Cebu City
Tel. No.: 232-7488
Tel/Fax: 231-3553
Contact Person: Ms. Rose Fausto

