

CARROT

INVESTMENT GUIDE FOR CENTRAL VISAYAS



Department of
AGRICULTURE

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Production and Marketing Assistance Division
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2007

The carrot is the second most popular vegetable in the world after the potato. Orange coloured carrots are the most popular but are also available in white, yellow and maroon. Crisp, sweet, and with a compelling richness of color and flavor, carrots are an essential in recipes from stews and soups to stir-dry dishes and raw salads.

Investment Guide for Central Visayas

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**MARKETING ASSISTANCE DIVISION
(AMAD)**

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subsp. *sativus*) has been cultivated for human consumption and is valued for its medicinal and health benefits, and versatility. Originating in Central Asia, carrot is a vegetable that is cultivated primarily in temperate regions. However, the availability of cultivars adapted for different regions gives this crop a worldwide distribution.

Carrots contain compounds which purify and revitalize the blood, strengthen the immune system and help in the maintenance of acid-base balance in the body. The carrot also has a reputation as a natural eye tonic to maintain good eyesight. Raw grated carrot can be used to soothe skin burns for a soothing effect. Its highly beneficial effect on the liver.

Carrots have many medicinal properties; they are said to be diuretic, remineralizing, antidiarrheal, and antihypertensive.

INDUSTRY

Carrot production for 2005 reached 24,940,985 MT

Major producers include China (34%), Russian Federation (12%), United States of America (6%), Poland (4%),

Philippines

- Carrot production in the 2nd semester of 2005 was estimated at 18.62 thousand MT, 1.03 % lower than the 18.82 thousand MT output in the 2nd semester of 2004.
- Benguet is the top producer of carrots. Its output accounted for 65 % of the national carrot production.

Central Visayas

- Cebu ranked second top producer of carrots, contributing 2.21 thousand MT or 12% to the national output.
- Negros Oriental, also a top producer, contributed 3 % to the national output.

TRADE

World

- According to the Food and Agriculture Organization of the United Nations (FAO) Statistics estimations, world total exports of carrots accounted for 1,471,360 MT valued at 501.23 M US\$ in 2004.

Philippines

- No exports were recorded during the first three months of 2005. In 2004, the country shipped out 51.0 MT of fresh/chilled carrots mainly to Malaysia.
- In the 2nd semester of 2005, total carrot imports were 34 MT valued at CIF US\$ 63 thousand

73 % of the total volume imported were in the dried carrots. Some 46.27 % were dried, whole, broken or in powder carrots.

Carrots came mainly from New Zealand (16 MT). Carrots, sliced, broken or in powder carrots were imported from the People's Republic of China (10 MT).

Carrots in the region come from Dalaguete and Alcoy in Negros Occidental and Zamboanga City for Oriental Negros.

Producers within the region sell directly their fresh carrots to retail markets.

MARKETING PROJECTIONS

Carrot consumption is 0.99 kg around 6,022 MT in the Central Visayas Region

Production for Central Visayas was only 3,867 MT

Shortage of about 2,155 MT for carrots has been filled up by imports from Zamboanga City.

MARKETING OPPORTUNITIES

Identify suitable plantation areas

Specifically on:

Storage facilities

Processing plants for vegetable dehydrator, etc.

COSTS AND RETURNS

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

I. VARIABLE COSTS				
A. Material Inputs	QTY	UNIT	COST/UNIT	TOTAL
1. Seeds	2000	g	410.00/400g	2,050.00
2. Fertilizer				
14-14-14	6	bags	740	4,440.00
Sub-Total				6,490.00
B. Contingency (10% of Material Inputs)				649
C. Labor Inputs				
1. Land preparation	20	MD	100	2,000.00
2. Sowing	2	MD	100	200
3. Fertilizing				
Basal	12	MD	100	1,200.00
4. Weeding	10	MD	100	1,000.00
5. Harvesting	1,400	kgs	40	56,000.00
Sub-Total				60,400.00
II. FIXED COST				-
TOTAL COST OF PRODUCTION				67,539.00
III. COST AND RETURN				
1. Yield (kgs/Ha)				7,000
2. Break-even Price per Kg				9.65

product

mostly goes to middle men and not to the

market roads in most vegetable areas

supply to meet the region's requirement

PORT

crop of the Department of Agriculture's

Anonang Ani – High Value Commercial Crops

farm.

PRODUCERS/SUPPLIERS

(Philippine Agribusiness 2005, DA-AMAD-7)

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ol

ella, Bohol

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aran City

Cruz
a, Bohol

5

5. Ms. Concordia Gallago
Anonang, Valencia, Bohol

6. Mr. Zosimo Israel
Pob. Corella, Bohol

7. JLG Farmers Foundation
Bohol
Mobile No.: 0917-537-4488

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.

7

and Farmers MPC (DUFAMCI)
on, Dalaguete, Cebu
hiberto I. Yesores

Edna Lucero

IPC (IUMFCO)
laguete, Cebu
euteria Mayot

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1-5028

inilla, Cebu
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Mr. Josefino Soronio

Toledo City, Cebu
Rosario Ext., Cebu City
4
Mr. Elmer C. Castor

pose Coop. Assn.
ebu
ejandro Adlao

Mag-uuma sa Patong (PAMAPA)
dian, Cebu
audencio 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

8. Mr. Antonio Baya
Lumapao, Canlaon City

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Purok Nangka, Canlaon City

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21. Mr. Guillermo Delubio
Gabok, Canlaon City
22. Mr. Leopoldo M. Dolla
Brgy. Pula, Canlaon City
23. Mr. Anderson Doremon
Brgy. Pula, Canlaon City
24. Mr. Antonio Dulia
Pula, Canlaon City
25. Mr. Ramon Dumabok
Gabok, Canlaon City
26. Mr. Clementino Flores
Gabok, Canlaon City
27. Mr. Godofredo Gador
Malaiba, Canlaon City
28. Mr. Basilio Geronda
Villa Iowa, Canlaon City
29. Mr. Jaime T. Guarin
Brgy. Pula, Canlaon City
30. Mr. Vicente Inyong
Lumapao, Canlaon City
31. Mr. Lucio Iyog
La Libertad, Baclayon, Oriental Negros
32. Mr. Jesus Jaculbe
Lumapao, Canlaon City
33. Mr. Regulo Lampaso
Brgy. Pula, Canlaon City

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Model Farm
City, Oriental Negros
t Mr. Danilo Guboy
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Canlaon City

48. Mr. Renante Sucia
Liberty Hills, Canlaon City
49. Mr. Toto Suico
Liberty Hills, Canlaon City
50. Valencia Livelihood Project
Jawa Valencia, Oriental Negros
Product: pechay
51. Ms. Lourdes Vergara
Canlaon City
52. Ms. Aning Villafuerte
Lumapao, Canlaon City
53. Mr. Carding Villafuerte
Upper Lumapao, Purok Nangka, Canlaon City

SIQUIJOR

1. Eduardo O. Jumauan
Tebjong, Siquijor

VEGETABLE PROCESSORS/TRADERS/RETAILERS (Source: Agrimate Vol. III, Philippine Agribusiness 2005, DA-AMAD-7)

BOHOL

1. Company: Gementiza Store
Address: Belderol St., Cogon, Tagbilaran City, Bohol
Contact Person: Engracio P. Gementiza
Line: trader, retailer

enia Graciana Enterprises
hatto Drive, New Capitol Site, Tagbilaran City,

Ms. Eugenia A. Tongco

Sari-Sari Store
of Terminal, Dao Dist., Tagbilaran City, Bohol
Mr. Madki M. Dimarondao

h Vegetable Store
nto St., Tagbilaran City, Bohol
Ms. Elsa T. Corpus

vegetable Supply
nto St., Tagbilaran City, Bohol
Ms. Loreta C. Bonilla

othong Manufacturing Corp.
ue Friendship Bldg., Subangdaku, Mandaue City
2; 346-1085; 345-8883; 345-8884
93

Mr. Albino Gothong

Fresh 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, Cebu City
76 Fax No.: 272-8870; 273-4747
Mr. Roque Richard Su

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

1. 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

2. Company: AT Fruits & Vegetables Stand
Address: SM City, Almendras St., Cebu City
Tel. No.: 340-9450
Contact Person: Mr. Allan Tan, Sr.
Line: trader

3. Company: Red Ribbon Bakeshop, Inc.
Address: Cebu City
Tel. No.: 234-2931
Cel No.: 0916-450-4877
Contact Person: Ms. Jik-Jik Buenconsejo

8. Company: MAVENCO
Address: Mandaue City
Tel. No.: 421-8318
Contact Person: Ms. Evelyn Rosal

9. Company: KAMANSI/CCUVA
Address: 2F Unit 3, Carbon Market, Cebu City
Tel. No.: 253-8530; 255-6072; 416-9649 Fax: 253-8530
Contact Person: Ms. Maria Pino Buanghug - Chairman
E-mail: ccuva2001@yahoo.com
Line: vegetable/fruits buyer

Trade Trading
City
06
Robert G. Chua – Manager

AMCO
Carbon Market, Cebu City
79
Mr. Jesus Lim
Buyer

UVEMCO
Carbon Market, Cebu City
Ms. Esther Tenchavez
Buyer

TUMPC
Carbon Market, Cebu City
Ms. Mary Velasquez
Buyer

Awapa Super Tinda
Ventino Bldg., Brgy. Buaya, Lapu-Lapu,
Cebu
04; 495-9006; 495-9008 office
78 warehouse Fax No.: 495-9009
Manny Rusiana

JO GAISSANO (Viscal Development Corporation)
Business Center, Cebu City
38 loc. 371
5-0477
Mr. Lido Mori – F & V Section, Manager
vegetables, meat, poultry, fish

NSON SUPERMARKET CORPORATION
a Blvd., Cebu City
6; 254-0044; 254-0019; 254-0502
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 Fax No.: 232-5242
Contact Person: Mr. Joseph Gaisano – Chairman, Board
Line: General Merchandise/Department Store

18. Amancio, Cresencio/Allan
2/F Unit II, Carbon Market, Cebu City
Tel. No.: 254-9022
Contact Person: Mr. Allan Amancio

19. Acasili, Ador
Addy & Ador Store
Unit II Carbon Market, Cebu City

20. Benavidez, Raymundo
Chef, Instructor
Phil. School of Culinary Arts
No.1 Good Shepherd Road, Banawa, Cebu City

34. Amasa, Bising
2/F Unit II, Carbon Market, Cebu City

22. Amrad, Boy
2/F Unit II, Carbon Market, Cebu City

23. Ardiente, Evelyn
Carbon Market, Cebu City
Tel. No.: 256-0914

24. Bunting Commercial
11 F Gonzales St., Cebu City
Tel. No.: 256-2580

25. Campoco, Romualdo
2/F Unit II, Carbon Market, Cebu City

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St., Cebu City

38. Tarona, Emon
Pearl & Emon Fresh Vegetables
Unit II, Carbon Market
39. Uy, Sonia
Sonia Store
Unit II, Carbon Market, Cebu City
40. Villacorta, Benny
2/F Unit II, Carbon Market, Cebu City
41. Young, Jeremy G.
Dean/Lecturer
International Culinary Arts Academy
96 P. del Rosario Extension, Cebu City
42. Zamora, Catalina
2/F Unit II, Carbon Market, Cebu City
43. Guerrero, Cathy
Banilad Town Center, Banilad, Cebu City
Cell No.: 0919-586-9991
Tel. No.: (034) 431-7659; 433-0579
44. Mrs. Geraldizo
Cebu City
Tel. No. 255-2552; 256-1339
45. 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

RESTAURANTS

CEBU GRAND HOTEL
Cebu City
1088; 254-6362; 254-6331 loc. 120
6363; 255-1088
: Mr. Benjamin Borromeo – General Manager
: Mr. Ronaldo V. Puzon – Operations Manager
[@skyinet.net](mailto:skyinet.net)
cebugrand.virtualve.net

RECREATION BAY
Yacht Club, Mepz, LLC
900 Fax No: 340- 5988
: Mr. Efren Belarmino- General Manager
: Ms. Nida Gabuya – PM
Beach Resort

WATERFRONT HOTEL & CASINO
Mas Drive, Lahug, Cebu City
6888; 232-8212
6880; 232-4545
waterfronthotel.com
: Mr. Erbert Guimot – PM
Restaurant & Casino

LAGUNA
Cebu City
488
553
: Ms. Rose Fausto

STEERING COMMITTEE

DIR. EDUARDO B. LECCIONES, JR., CESO III
Regional Executive Director

DIR. RICARDO D. OBLENA
Regional Technical Director

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

AMAD-7

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Chief, AMAD

CHRISTOPHER V. LUCERO
AIIED Section Chief

GERRY S. AVILA
MPD Section Chief

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Investment Officer

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Marketing Officer

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Investment Research Asst.

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Marketing Officer

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Secretary/Technical Asst.

ANTONIO P. GIDUQUIO
Liaison Officer

