

# MANGO



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**AGRICULTURE**

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2007

**MANGO INVESTMENT GUIDE FOR CENTRAL VISAYAS**

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**AGRIBUSINESS AND MARKETING ASSISTANCE DIVISION  
(AMAD)**

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Commercial Crops Program, through:

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GMA- HVCC National Coordinator

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

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Liaison Officer

popular tropical fruits and considered as one based on export volume and value, it is the top of the country next to banana and the largest export market and poses bright future in the international market whether in fresh or processed. The mango industry has provided livelihood for those involved in its marketing channel.

Export potential fruits in Central Visayas. A cold storage facility in Cebu will revolutionize the marketing as well as boost export potentials.

Central Visayas are mostly backyard scale. Processors ranged from micro, small to medium (see list provided herein)

From 1995 to 2004 slightly increased by 2.88% per ha. It was 2,872,527 hectares and considerably increased to 2,950,000 hectares in 2004 or an average of 2.88% per ha.

From 7.82 mt per ha to 7.11 mt per ha.

Top 12 major producers are India, China, Thailand, Philippines, Pakistan, Nigeria, Guinea, Indonesia, Mexico, Peru, and the United States (fresh).

Philippines (BAS, 2007)

Philippines ranked seventh in the world mango production. Mango ranks third important fruit in the country in terms of volume of production and area after banana and pineapple.

Total mango production has been fluctuating for the last three years, from 967,500 MT in 2004 to 984,342 MT in 2005 and 919,030 MT last year.

Major mango producing regions in 2006 include Ilocos Region (46%), Central Luzon Region (9.4%), Western Visayas (6%), Central Visayas (5.9%), and Zamboanga (5.8%).

Central Visayas (BAS, 2007)

In 2005, total production of Central Visayas was estimated at 64,794 MT which is about 6.6% of the total national production.

However, it decreased to 54,209 MT in 2006. Contribution came from Cebu (24,298 MT), Negros Oriental (16,668 MT), Bohol (12,513 MT), and Siquijor (730 MT).

In terms of area, Central Visayas contributed around 12,448 hectares in 2006. Cebu (5,605 has), Negros Oriental (3,944 has), Bohol (2,735 has) and Siquijor (164 has) contributed to the total area.

## TRADE

World

In 2004, the top exporter of mango is Mexico. This is followed by India, Brazil, Netherlands, Peru and Philippines (FAO, 2007)

In 2005, Europe consumed about 183,000 tons of mangoes, 43% (79,222 tons) of which came from Brazil, and 14% (25,396 tons) from Peru ([www.freshplaza.com](http://www.freshplaza.com), 2006)

Some mango products showed an increasing trend. Data showed that mango juice concentrates increased by 1647% per year. Other bullish growth rates: dried mango (25%), while on the other hand, growth of fresh mango declined. In terms of export value, fresh mangoes showed a decline in earnings while processed mangoes showed an increase of 10% ([www.da.gov.ph](http://www.da.gov.ph), 2005)

It is also among the country's top agricultural products.

Markets like HongKong and Singapore have been the country's fresh mangoes. Major mangoes from the Philippines are Japan, and lately Australia (which allow only those mangoes from Guimaras Island).

Dr. Yap recently reported that the country's mango production would increase to 250 metric tons this year from 150 metric tons last year where most mangoes are from Guimaras Island ([www.sunstar.com.ph](http://www.sunstar.com.ph), 2007)

The mango is a priority crop under the High Value Commercial Crops Program of the Department of Agriculture (DA), thus ensuring the development of the mango industry.

It is the 4<sup>th</sup> in terms of mango production in the country.

It is headed by the Visayas Chamber of Mango Producers.

Industry revealed that there were 113 major mango traders in Central Visayas and 9,615 hectares of land planted to mango with 468,795 mango bearing trees. (PIA, 2005)

» Mango processing is concentrated in Cebu. Approximately thirty (30) companies in Cebu are engaged in the manufacture and export of processed food. More than half of these export tropical fruits products.

» Mango can be processed into various product forms such as mango puree, mango juice, dried mangoes, mango concentrates, frozen mangoes, mango glaze, edible parts, mango in brine and mango preserves.

» The Philippine government has provided financial assistance through credit facilities and windows available through government financial institutions and implementing agencies such as the DA-Quedancor, the Development Bank of the Philippines (DBP) – High Value Commercial Crops, the Land Bank of the Philippines (LBP) – Todo Unland Program and its Cooperative Lending Program, the ACPC-IFS Special Agricultural Financing Window and the Export Credit and Guarantee Facility for exporters.

#### PROBLEMS OF THE MANGO INDUSTRY

- » Occurrence of pests and diseases
- » High production cost
- » Inefficient and high cost of transport by the local shipping industry
- » Fragmented farms/mostly backyard
- » Disorganized mango growers and exporters
- » Lack of capital for mango processing
- » Lack of supply due to seasonality of production
- » Lack of forward and backward linkages
- » Lack of proper technology to assure consistent quality and supply
- » Lack of commercially available technology in the packaging of the product and preserving its freshness
- » The biggest setback of the country's mango industry is the stringent restrictions imposed by Japan and the United States specifically on the minimum residual levels of hazardous chemicals and the presence of the mango seed weevil that has the ability to survive vapor heat treatment (PIA data, 2005)

PHMENT

t facility, a treatment required for China

best method of eliminating the threat of fruit fly was approved by USDA. It is the best method of ripening of the treated fresh fruits and is shipped or transported to U.S. or Japan and free from flies and bugs.

irradiation Facility is expected to make an investment of P26M in the Visayas area. Net income of P26M is expected in the 1st year, increasing it to P195M in the 5th year. It will raise a total asset of P204.4M and it will have a net income of P47M in the 1st year (PIA, 2005). This facility is a bit expensive.

## PHILIPPINE MANGO IN CENTRAL

Mango industry has been characterized by conflict between growers and sprayers-pesticides. Markets for growers and traders are wet retail markets and supermarkets. The market in Luzon differs from Visayas area since the processors are located in Cebu. The bulk of mango supply for fresh mangoes comes from Luzon while the bulk of requirements of Cebu-based processors. Some processors get part of their fresh mango supplies from Mindanao done only during the off-season months of the year. The Mindanao climate allows for off-season supply of fresh mango of Cebu: 73% to the processors and supermarkets, 3% to exporters, and 24% to end-consumers. (PIA, 2005)

## PRODUCT GRADES AND STANDARDS FOR MANGO

Size Classification of "Carabao" Mango Set by the Bureau of Product Standards

SIZE CLASSIFICATION	WEIGHT (GM) PER FRUITS	PIECES PER CARTON			
		2.5 kg	5 kg	10 kg	12 kg
Extra large (XL)	357 or more	6-7	12-14	24-28	30-32
Large (L)	290-356	8	16	32	41-43
Medium (M)	241-289	10	20	40	44-50
Small (S)	190-240	12	24	48	51-63
Super small (SS)	160-189	14-16	28-32	46-64	64-75
"Bioco"	maximum of 85gm/pc				

CODEX Standards for Canned mangoes:

REQUIREMENTS	CODEX ALIMENTARIUS
Sugar	<ul style="list-style-type: none"> <li>Lightly sweetened fruit juices – not less than 11 Brix</li> <li>Heavily sweetened – not less than 15 Brix</li> </ul>
Uniformity of Size	<ul style="list-style-type: none"> <li>Halves – 90% by count shall be uniform in size</li> </ul>
Contaminants	<ul style="list-style-type: none"> <li>Lead (Pb) – 1 mg/kg</li> <li>Tin (Sn) – 250 mg/kg calculated as Sn</li> </ul>
Labeling	The name of the food to be declared on the label shall be "Mangoes". The style as appropriate – "halves", "slices", "diced", "pieces", "mixed pieces", or "irregular pieces".

Product Standards in the Philippines and  
Mango:

BPS	INDUSTRY
Grade	• Buyer specified
Grade	• 58-62° Brix
Form	• Germany & Netherlands allow Sulfur dioxide residue < 500 ppm • Japan allows Sulfur dioxide residue < 5 ppm
Additives except may be added in accordance with the limits of BFAD	• US market preference for no sugar, no preservatives and artificial colors
Net mass	• Buyer specified
Moisture-proof covers of different depending on the the product	• Buyer specified
Standard grade of	• Nutritional labeling included
Standard address of manufacturer ingredients as "Product of the Philippines" or "Made in the Philippines"	

Comparison of BPS and Industry Standards for Mango Puree:

REQUIREMENTS	BPS	INDUSTRY
Grading	Grade A, B & C	Grade A but size is super small
Soluble solids	> 15° Brix	14-15° Brix
Titrateable acidity (% citric acid)	< 1.5	same
Microbiological	Coliform/Salmonella = 0 Yeast and Molds =<50/100g	same
Sampling	per batch of production	per batch of production
Labeling	• name and grade of product • name and address of manufacturer • list of ingredients • net mass • words "Product of the Philippines" • "best before"	• includes nutrition facts

## COST AND RETURN

Mango Production  
(Cost and Return Analysis)

### A. Cost of 1 Hectare Mango Orchard Establishment

<u>Supplies and Materials</u>	<u>Quantity</u>	<u>Cost (P)</u>
Grafted Mango Seedlings	100 pcs	7,500
Complete Fertilizer	1 bag	600
Urea	1 bag	700
Chicken Dung	20 bags	1,000
Insecticides (Pare/Sevin)	2 lit/2kg	2,000
Fungicides (Dithane/Redomil)	4 kg	3,000
Miscellaneous		1,000
<b>Sub-Total</b>		<b>15,800</b>

0 md	3,000
md	450
5 md	1,500
6 md	600
8 md	4,800
6 md	600
	5,000
	<b>15,950</b>
	<b>31,750</b>

**n-bearing Trees**

<u>Quantity</u>	<u>Cost (P)</u>
bag	700
bag	600
2 lit	600
2 kg	1,400
4 kg	1,600
	1,000
	<b>5,900</b>

md (4x)	4,000
md (4x)	800
md (10x)	1,000
	<b>5,800</b>
	<b>11,700</b>

**n-bearing Trees**

<u>Quantity</u>	<u>Cost (P)</u>
bags	1,600
bags	1,400
lit	2,800
kg	1,400
kg	1,200
	2,000
	<b>10,400</b>

md (4x)	4,800
md (4x)	800
md	600
	<b>6,200</b>
	<b>16,600</b>

**C. Care and Management of Bearing Trees**

**Operational Cost (6-8 year old)**

<u>Supplies and Materials</u>	<u>Quantity</u>	<u>Cost (P)</u>
Fertilizer	4 bags	2,800
Calcium nitrate	2 bags	2,000
Chess	32 sachet	3,040
Confidor	2 bot	3,000
Xtreme	3 kg	1,500
Pare	10 lit	3,000
Antracol	6 kg	2,400
Benlate	16 sachet	2,240
Mega booster	3 kg	3,150
Bagging Materials	4 bundles	3,200
Miscellaneous		2,000
	<b>Sub-Total</b>	<b>28,330</b>

Labor		
Spraying	(8x3mdxP150)	3,600
Fruit bagging	(P15/100 at 30,000)	4,500
Bagging preparation	4 bundles	1,200
Harvesting	10 md	2,000
	<b>Sub-Total</b>	<b>11,300</b>

**Grand Total 39,630**

**Production Output:**

Average yield per tree = 45 kgs  
 100 tress = 4,500 kgs  
 P20/kg = P90, 000

**D. Care and Maintenance of Bearing Trees**

**Operational Cost (10-12 year old)**

<u>Supplies and Materials</u>	<u>Quantity</u>	<u>Cost (P)</u>
Fertilizer	6 kg	4,200
Calcium nitrate	3 bags	3,000
Chess	50 sachet	4,750
Confidor	3 bot	4,500
Xtreme	5 kg	3,000
Pare	15 lit	4,500
Antracol	10 kg	5,000
Benlate	25 sachet	3,750
Megabooster	5 kg	5,500
Gasoline	30 lit	900
Bagging materials	10 bundles	8,000
Miscellaneous		2,500
	<b>Sub-Total</b>	<b>49,600</b>

(4 md x P150)	4,800
5/100 at 90,000)	3,500
0 md	6,000
0 bundles	3,000
5 md	2,250
0 md	1,500
	<b>21,050</b>
	<b>70,650</b>

30 kgs  
8,000 kgs  
360,000  
**aring Trees**

<b>Quantity</b>	<b>Cost (P)</b>
0 bags	7,000
4 bags	4,000
0 sachet	7,600
4 bottles	6,000
8 kg	4,800
0 lit	6,000
5 kg	7,500
0 sachet	4,400
6 kg	6,600
0 bundles	27,000
5 lit	1,015
	3,000
	<b>84,915</b>

(4 md x 200)	6,400
5/100 at 300,000)	45,000
bundles	9,000
md	10,000
md	2,000
md	2,000
	<b>74,400</b>
	<b>159,315</b>

50 kg  
5,000  
900,000

Mango Growers/Producers\*

BOHOL

1. Virgilio Bas  
Bulilis, Ubay, Bohol
2. Bohol Manga  
c/o OPA Bohol, New Capitol Site, Tagbilaran City, Bohol  
411-3328  
Contact Person: Ms. Liza Quirog – OPA
3. Alexander Bon  
Tangnan, Panglao, Bohol
4. Toribio Bon  
Bohol
5. Dominador Bungabong  
Biabas, Ubay, Bohol
6. Santos Butlay  
Bulilis, Ubay, Bohol
7. Iladio Butlig  
Bulilis, Ubay, Bohol
8. Melencio Butlig  
Bulilis, Ubay, Bohol
9. Joel Gilbert Cahatol  
Cagawasan, San Miguel, Bohol
10. Gumersindo Ceniza  
Booy & Dao, Tagbiran City
11. Rufino Curay, Jr.  
Bulilis, Ubay, Bohol

25. Pedro Lagura  
Caluasan, Dagohoy, Bohol
26. Vicente Lagura  
Cagawasan, San Miguel, Bohol
27. Raymundo Lanoy  
Lajog, Clarin, Bohol
28. Sofronio Lapac  
Lila, Dagohoy, Bohol
29. Marcial Lim  
Tagbilaran City
30. Fructouso Lucip  
San Isidro, Trinidad, Bohol
31. Lucky Agri-Ventures, Inc.  
Gabi, Ubay, Bohol
32. Abundio Melencion  
Campao Oriental, Getafe, Bohol
33. Ireneo Omolon  
Poor Oriental, Tubigon, Bohol
34. Romeo Petalcorin  
Bulilis, Ubay, Bohol
34. Tiburcio Petalcorin  
Bulilis, Ubay, Bohol
35. Eleuterio Racines  
Poblacion Maribojoc, Bohol
36. Grace Reformina  
Poblacion Catigbi-an, Bohol

Bohol  
s, Bohol  
Group  
I Hall, Pob. Trinidad, Bohol  
elo Mapeso Garcia  
lo Ave., Lahug, Cebu City

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cua

3. Almace Family  
Cagay, Barili, Cebu
4. Josefino Almendras  
Colonia/Apalan  
232-8617
5. Gerard Amor  
Triumfo, Carmen
6. GALANCAJAS  
Taytayan, Bogo
7. Roque Ancajas  
Gen. Echavez, Cebu City
8. Fidelfo Anila  
Sandayong Sur, Danao
9. Raymundo Anodan  
Lintowang, Cebu City
10. Matias Arcayan  
Tawagan, Sirao, Cebu City
11. Mr. Pedro Archival  
Tak-an, Talamban, Cebu City  
Variety: carabao, pico
12. Cesar Arcillo  
Masaba, Danao, Cebu
13. Maria Arcillo  
Graje, Busay, Cebu City
14. Moises Arda  
Kalunasan, Guadalupe, Cebu City

27. Amedal Bontuyan  
Talamban, Cebu City
28. Mr. Jose Bontuyan  
Talamban, Cebu City  
Variety: carabao, pico
29. Guirico Borres  
Graje, Busay, Cebu City
30. Mr. Juan Borres  
Cambios, Sirao, Cebu City
31. Mr. Victoriano Borres  
Malubog, Cebu City  
Variety: carabao, pico
32. Norberto Cababan  
Lawis, San Remegio, Cebu
33. Mr. Roberto Caballero  
Panas, Sudlon, Cebu City  
Variety: carabao, pico
34. Mr. Juan Cabiles  
Napayran, Sudlon, Cebu  
Variety: carabao, pico
35. Esteban Cadampog  
Talamban, Cebu City
36. Mr. Nazario Cadutdut  
Babag, Cebu City
37. Tomas Cadutdut  
Langub, Cebu City

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lemez St., Cebu City

Nacua – President  
Toledo City  
o S. Senining, Jr. – V-Pres.

rabao & others)

ers Association  
n, Catmon, Sogod, Cebu

enancio Gatdula – President

48. Diosdado Cordoy  
Cebu Fire Department, Cebu City

49. Milagros Cuanco  
Gorordo Ave., Cebu City

50. Mr. Gregorio Cuezon  
Panas, Sudlon, Cebu City  
Variety: carabao, pico

51. Mr. Severino Cugay  
Langub, Sirao, Cebu City

52. Ignacio Cugtas  
Tigbao, Cebu City

53. Islot Cusido  
Guba, Cebu City

54. Mamerto Derecho  
Sta. Rosa, Danao, Cebu

55. Angelina Diano  
Binaliw, Cebu City

56. Atty. Dionson  
Fortaliza, Tuburan, Cebu

57. Pablo Dosdos  
Manangase, Borbon

58. Mr. Andot Econas  
Panas, Sudlon, Cebu City  
Variety: carabao, pico

59. Selvino Figue  
Nueva Caseres, Oslob

72. Placido Lanorias  
Lamitak Norte, Medellin, Cebu
73. Anselmo Laurente  
Sta. Rosa, Danao City
74. Trinidad Lawas  
Togonan, Danao, Cebu
75. Enrique Lenes  
Mandaue City
76. Ildefonso Leyson  
Bacayan, Cebu City
77. Parsing Ligaray  
Marmol/Cogon, Tuburan, Cebu
78. Luciano Mabini  
Tawagan Sirao, Cebu City
79. Patricio Mabini  
Babag, Cebu City
80. Rufino Del Mar  
Busay, Cebu City
81. Pedro Del Mar  
Jakosalem, Cebu City
82. Vicenta Megabon  
Polambato, Bogu
83. Jose Marie Miranda  
Lamitak Norte, Medellin
84. Gaudioso Molina  
Baliang, Danao

98. Cosme Reynes  
Guadalupe, Cebu City
99. Casimiro Del Rosario  
Banilad, Cebu City  
346-9679
100. Juana Sacamay  
Babag, Cebu City
101. Martin Salimbangon  
Curba, Medellin, Cebu
102. Segundina Sagaral  
Poblacion San Remegio, Cebu
103. Eleuterio Saramay  
Babag, Cebu City
104. Mr. Ardiano Senining  
Looc, San Remegio, Cebu  
Variety: carabao, pico
105. Romulo Senining, Jr.  
Poblacion San Remegio, Cebu
106. Plaridel Seno  
Mabolo, Cebu City
107. Hilaria Sibonghanoy  
Camandagan Sirao, Cebu City
108. Victoriano Solon  
T. Padilla St., Cebu City
109. Cornado Soten  
Gaang, Cebu City

232-8432

123. Nicolas Villamor  
Cantipay, Carmen, Cebu
124. Mayor Virginio Villamor  
Office of the Mayor, Carmen, Cebu
125. Rosario Villanueva  
4-Gil Tudtud St., Mabolo, Cebu City
126. Epher L. Soledad  
617 Banilad, Cebu City  
346-2091  
E-mail: [EPHER56@lycos.com](mailto:EPHER56@lycos.com)
127. Antonio Yap  
La Paz, Bogó

NEGROS ORIENTAL

1. Negros Oriental Mango Growers Association  
c/o Office of the Provincial Agriculturist  
Dumaguete City, Negros Oriental  
255-2855  
Contact Person: Ernesto Quiambao
2. Benjamin Anlap  
Daro Nagbo-alao, Basay
3. Artemio Aprieto  
Siapo, San Jose
4. Quinciana Arzaga  
Bandera Basak, San Jose
5. Estela Articulo  
Napac-an, Nangka, Bayawan

19. Dumaguete Golf & Country Club  
Pancil Looc, Sibulan
20. Bernardino S. Enerio  
16 Osmeña St., Amigo Subd., Piapi, Dumaguete City
21. ESTAURON  
Bulibulihan, Negros Oriental
22. Filden Facultad  
Proper Pinucawan, Vallehermoso
23. Ferigrino Flores  
Bulado, Guihulngan
24. Eduardo E. Gualizon  
Punsel Looc, Sibulan
25. Solana Hermanos  
Bulado, Guihulngan
26. Valmayor Hermanos  
Vallehermoso, Negros Oriental
27. Dr. Ernesto Hilario  
Bamiyo, Nangka, Bayawan
28. Solanna Hinos  
Calupan, Guihulngan
29. Teleforo Labang  
Tagbino So. Macopa, Vallehermoso, Negros Oriental
30. Eucisimo Larena  
Janay-janay, San Jose
31. Cesar Ledesma  
So. Macopa, Vallehermoso

Association (MANGA)  
c/o Mayor's Office  
A. Lim – President

Industry, Inc. (NCMII)  
y, Negros Oriental  
: 225-1528  
Quiamco – President

tal

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uete City

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44. Patrick Patero  
Calo, San Jose
45. Antonio Remoto  
Siapo, San Jose
46. Samuel Rizon  
Basak, Guihulngan
47. Ansing Santos  
Malusay, Guihulngan, Negros Oriental
48. Epifanio Sidigo, Jr.  
Bios, Amlan
49. Rowena Stiener  
Dol-dol, Bacong
50. Moises Sycip  
Butong, Manjuyod
51. Cresenciano Tayko  
Bahongpandan, Dumaguete City
52. Rodolfo Tenebroso  
Awa-an, Ayungon
53. Sergio Tolcidas  
Bairan, Vallehermoso
54. Nelson Torres  
Vallehermoso, Negros Oriental
55. Antonio Ramas Uypitching  
Calindagan, Dumaguete City
56. Francisco Valencia  
Lumang-e, Zamboanguita

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Fax No.: (032) 346-6314  
Contact Person: Mr. Perry Ong – Gen. Manager  
Line: processor
4. Company: Beegy Men Trade Center  
Address: 24 B. Doña Rosario Village, Tabok, Mandaue City, 6014  
Tel/Fax No.: (032) 346-7443  
E-mail: [miyan@mozcom.com](mailto:miyan@mozcom.com)  
Website: [www.freshcocebu.com](http://www.freshcocebu.com)  
Contact Person: Mr. Jordan S. Tanco – Manager  
Line: processor
5. Company: Bunting Commercial  
Address: 11 F. Gonzales St., Cebu City  
Tel. No.: 256-1343  
Line: fruit trader
6. Company: Camiluz Enterprises, Incorporated  
Address: 787 Happy Valley Rd., V. Rama Ave., Cebu City  
Tel. No.: (032) 254-1572 to 73; 253-6664  
Fax No.: (032) 255-4253  
Contact Person: Mr. Camilo Go Siong - Gen. Manager  
Line: processor
7. Company: Cebu Grace Food Products  
Address: 38 Jose Abad Santos, Villa Aurora, Mabolo, Cebu City  
Tel. No.: (032) 231-3950; 232-2635  
Fax No.: (032) 346-2612  
E-mail: [celegacy@epic.net](mailto:celegacy@epic.net)  
Contact Person: Ms. Catherine Lopez – Manager/Proprietor  
Line: processor

Agency Marketing Corporation  
Cabancalan, Mandaue City  
965 to 69; 346-0236  
767 to 68

Bess Chua/Mr. Raymund Chua

[celegacy@epic.net](mailto:celegacy@epic.net) ; [celegacy@epic.net](mailto:celegacy@epic.net)

304, Moraga Mansion, Plaza Moraga,

Agricultural Corporation  
Avenue Boulevard, Cebu City  
836

831

Rori Eddie Ong Yiu

Fruit Trader

Unit 111, S. Osmeña Blvd., Cebu City

Dried Mangoes

on St., Cabancalan, Mandaue City

202; 346-4625; 346-9065

020

Vicente Tan – Manager

gs Company, Inc.

tuna St., Bakilid, Mandaue City

6-1272; 805-1124

Fresh Fruit Traders

sh Mangoes International

Cebu City

on Market, Cebu City

416-9855

25

Contact Person: Ms. Lily Malazarte-Ejares – Prop./Manager  
Line: processor/trader

14. Company: Jojo's Food Products

Address: 72 Plaridel St., Cebu City & Hernan Cortes, Mandaue City

Tel. No.: (032) 255-7658 (Cebu); 346-4054; 346-3286; 346-9572 (Mde)

Fax No.: (032) 346-2207

Contact Person: Mr. Eugene K. Co – Export Manager  
Mr. Roman Tan – Manager

E-mail: [jfp@philwebinc.com](mailto:jfp@philwebinc.com)

Line: processor

15. Company: Southern Partners & Fair Trade Center

Address: Door 1, YMCA Complex Osmeña Blvd., Cebu City

Tel. No.: 412-5893

Fax No.: 412-5892

E-mail: [spftc\\_fairtrade2004@yahoo.com](mailto:spftc_fairtrade2004@yahoo.com)

[pfts\\_trufood2004@yahoo.com](mailto:pfts_trufood2004@yahoo.com)

Contact Person: Geraldine Labradores

16. Company: Profood International Corporation

Address: Highway Maguikay, Mandaue City, Cebu

Tel. No.: (032) 346-1228; 346-7732 to 36; 346-0775

Fax No.: (032) 346-7737 to 38

Contact Person: Mr. Justin S. Uy – Manager

Line: processor

17. Company: R & M Preserves

Address: 441-B V. Rama Ave., Guadalupe, Cebu City

Tel. No.: (032) 254-5767; 254-5777; 254-5738

Fax No.: (032) 255-3405

Contact Person: Mr. Erwin Tan Siaco – Gen. Manager

E-mail: [rm mango@gsilink.com](mailto:rm mango@gsilink.com)

Line: processor of dried mangoes, kalamansi, pineapple, papaya, jackfruit

18. Company: Shinmen Philippines, Inc.

Address: P.C. Suico St., Tabok, Mandaue City

Tel. No.: 346-3259 Fax No.: 345-0894

Contact Person: Mr. Oliver Tan

st Asia Food, Inc.  
daue City, Cebu  
574; 346-4072 Fax No.: (032) 346-

Allan Sitjar – Plant Operation Manager  
anana & other fruits

International Trader  
an St., Mabolo, Cebu City  
580; 232-7108 Fax No.: (032) 231-

John G. Ho – Mktg./Gen. Manager

RS\*

tral Public Market Dao, Tagbilaran City,

ran City Central Public Market Dao,  
bl  
ina Bayot

tral Public Market Dao, Tagbilaran City,

hlyn Nisnea

agbilaran City, Bohol

5. Josephine Maleza  
M.H. Del Pilar St., Tagbilaran City
6. Irene Fucolan  
F.R. Ingles St., Tagbilaran City, Bohol
7. Plaza Marcela  
Pamaong St., Tagbilaran City, Bohol  
Contact Person: Inday Dumadag
8. Alturas Supermarket Corp.  
B. Inting St., Tagbilaran City, Bohol  
Contact Person: Nelita U. Fuentes – Store Manager
9. Bohol Quality Corp.  
CPG Ave., Tagbilaran City, Bohol  
Contact Person: Rose Loren – Purchasing Officer
10. Shoppers Mart  
J.S. Torralba St., Tagbilaran City, Bohol

#### CEBU

1. Aida's Mango Buyer  
Stall #21 Unit III, Carbon Market, Cebu City  
(032) 256-3602  
Contact person: Ms. Aida Añasco/Ms. Norma Gualeza
2. Ardiente, Evelyn  
Carbon Market, Cebu City  
256-0914
3. AT Fruits & Vegetable Stand  
SM City Almendras St., Cebu City/Stall #12 Unit 3, Carbon Market, MC  
Briones St., Cebu City  
792-21  
Contact Person: Ms. Sarah Aglipa – Prop.

Cebu City

Irmita, Cebu City

Nolasco C. Ardiente  
her fruits

u City

t, MC Briones St., Cebu City

u City

Mangoes  
arket, Cebu City  
416-0525

& Marketing  
, Lilo-an, Cebu  
Arlindo Cabahug

yer  
nit Carbon Market, Cebu City  
(res.)

Mary Velasquez

er, Cebu City

Contact Person: Mr. Lido Mori

13. Ms. Mariness Gonzales  
Stall #27 Unit 3 Carbon Market, MC Briones St., Cebu City
14. Hanga International Inc.  
Sacris Rd., Bakilid, Mandaue City  
Tel. No.: 346-1142  
Fax No.: 346-1146  
Contact Person: Mr. Vicente P. Lim
15. Ms. Henrequita Lim  
Stall #1 Unit 3 Carbon Market, MC Briones St., Cebu City  
785-23
16. Ms. Florita Padigos  
Stall # 70 Unit 3 Carbon Market
17. Perodes Store  
J. Rizal St., Lapu-Lapu City, Mactan, Cebu  
340-0554  
Contact Person: Ms. Magdalena Perodes
18. RCV Fruits  
Stall #47 Unit 3 Carbon Market, Cebu City  
253-3950  
Contact Person: Mr. Rene/Elizabeth Velasquez
19. Mr. Rosalio Velasquez  
G/F Unit III Carbon Market, MC Briones St., Cebu City  
Tel. No.: 963-54  
Fax No.: 925-76  
Line: exporter
20. Mr. Alain Tan  
Lapu-Lapu City  
340-9450  
Line: buyer of mango, lakatan & other fruits

on  
guete City

guete City

guete City

Public Market

guete City

ete City

r. Noblefranca, Dumaguete City  
e); 225-8780 (residence)

ete City

guete City

guete City

l  
guete City

12. Estrella Paira  
Public Market, Dumaguete City

13. Orient Foods Industries  
Boloc-boloc, Sibulan, Negros Oriental

14. Esterlita Tinio  
Public Market, Dumaguete City

15. Ms. Eliza Zanoria  
Public Market, Dumaguete City

SIQUIJOR

1. Francis Store  
South Poblacion, Larena, Siquijor

FOREIGN BUYERS OF VARIOUS FRUITS & OTHER PRODUCTS\*

FRUITS

1. Company: FIVE CONTINENTS INVESTMENT (HK) LTD.  
Address: Unit 3407 B Wharf Cable Tower, 9 Iloi Shing Road, Tsuen Wan,  
HK 545  
Tel. No.: 2413 9896  
Fax No.: 2416 3351  
Commodity: mixed fruits

2. Company: KA VO MAO LEC CONG SI  
Address: Istmo Ferreira Do Amaral, No. 12 R/C B 12, Edif Jardim Mar Do  
Sui, Macau  
Telefax No.: 8534 35888  
Commodity: dried fruits

3. Company: PARK'N SHOP OBAS WATSON GROUP (HK) LTD.  
Address: Watson House 9/F 1-5 Wo Liu Hang Road, Sha Tin, New  
Territories, HK

3506  
2914  
Chris Walker  
(fresh/frozen)

FAME INDUSTRIAL LTD.  
08-2310, Wellbrone Comm'l. Center,

Simpson Lo  
(its)

E COMM'L ENTERPRISES (HK) LTD.  
Plaza 7/F Rm 705, 18 Harbour Road,  
2236-8  
1955  
[star.com](http://star.com)  
(its)

INTERNATIONAL LTD.  
ter 4/F Unit B 3 Mok Cheong St., To Kwa  
3632  
0209  
Eddy Lee  
(fresh/frozen)

OCEAN RESOURCES ENTERPRISES  
nt Bldg. Block 3 3/F Flat U 60 Hoi Yen Rd.  
, HK  
3321  
1649  
Chan Sze Wan – Manager  
(fresh/frozen)

8. Company: TUNG WOO CO (FAR EAST)  
Address: Lee Kiu Bldg. Rm 601, 51 Jordan Rd., Yau Ma Tei, Kowloon, HK  
Contact Person: Mr. W L Chan – Prop.  
Commodity: fruits (fresh/frozen)
9. Company: UNITED FRUIT CO. LTD.  
Address: Hollywood Centre 19/F 233 Hollywood Rd. Central, HK  
Tel. No.: (852) 25417200  
Fax No.: (852) 25414304  
E-mail: [pthm@asiaonline.net](mailto:pthm@asiaonline.net)  
Contact person: Miss Chiemi Law – Exec.  
Commodity: fresh fruits
10. Company: WIDER TRADING CO.  
Address: KLN Fruit Wholesale Market Unit 6 Waterloo Rd. Yau Ma Tei, Kowloon, HK  
Tel. No.: (852) 27713103  
Fax No.: (852) 27702540  
Contact Person: Mr. Au Fuk Man – Prop.  
Commodity: fruits (fresh/frozen)
11. Company: WING KEE PRODUCE LTD.  
Address: Hong Leong Industrial Complex, Ground Floor, 4 Wang Kwong Rd., Kowloon Bay, Kowloon, Hongkong  
Tel. No.: (852) 27963111  
Fax No.: (852) 27963666  
Contact Person: Ms. Reddy Cheung – Administrator  
Commodity: fruits (fresh/frozen)
12. Company: YANG HO INTERNATIONAL  
Address: B1 Hansol B/D 1621-3, Seocho-Dong, Seocho-Ku, Seoul, Korea  
Tel. No.: 82-2-525-1707  
Fax No.: 82-2-525-1708  
Commodity: fruit juices

EXCELLENT LTD.  
Phase 2, Superluck Industrial Centre, 57  
Wan,  
ango

INTERNATIONAL LIMITED  
Clear Water Bay Road, Tai Po Tsui, Sai  
ango

GNA LTD.  
Road Tel Aviv, Israel  
-2323  
-2525  
l. Gattegno  
pineapple concentrate

TRADING IMPORT-EXPORT CO.  
9/F Foon Shing Bldg. 732 Nathan Rd.,

ango

IC. (VICSAL DEVT. CORP.)  
er, Cebu City  
510 loc. 21  
888 loc. 371  
790  
Lido Mori  
477

2. SM SUPERMARKET, INC.  
4<sup>th</sup> St., Reclamation Area, Cebu City  
Tel. No. (032) 422-3500; 343-6561; 232-0291; 232-4890  
Fax No.: (032) 232-6928; 231-2079  
Contact Person: Ms. Eva R. Du – Store Manager  
E-mail: [mql128@mozcom.com](mailto:mql128@mozcom.com)

3. MAKRO (PILIPINAS MAKRO INC.)  
M. Logarta Ave., Brgy. Subangdaku, Mandaue City  
Tel. No.: (032) 345-9540 to 49  
Fax No.: (032) 345-9534  
E-mail: [store6@makro.com.ph](mailto:store6@makro.com.ph)  
Contact Person: Mr. Richard Lu – Purchaser  
Cell. No.: 0919-606-8308

3. GAISANO COUNTRY MALL  
Banilad, Cebu City  
Tel. No.: (032) 231-1481 loc. 508; 231-1493 & 96  
Fax no. : (032) 232-5040  
Contact Person: Ms. Anna Marie Dy

5. PLAZA MARCELA DEPT. STORE & SUPERMKT. / ALTURAS DEPT.  
STORE & SUPERMARKET  
CP Garcia Ave., Tagbilaran City, Bohol  
Tel. No.: (032) 411-3066; 411-3800; 411-3253  
Contact Person: Ms. Fely Fernandez – Purchaser

6. JY SUPERMARKET  
Lahug, Cebu City  
Tel. No.: (032) 232-7247  
Fax No.: (032) 231-4597  
Contact Person: Mr. Ruben Yu – Purchasing Manager

7. ROBINSONS SUPERMARKET  
Fuente Osmena St., Cebu City  
T/F: 254-0016, 254-0502  
Monaliza T. Sacmar

-8760

et, Cebu City  
55-6072

Maria Pino - Chairman  
[yahoo.com](mailto:maria.pino@yahoo.com)

TINDA  
rgy. Buaya, Lapu-lapu City, Mactan

004 to 08 – Office; 495-9009 – warehouse  
Manny Rusiana - Purchasing Manager

S CO., INC.  
amputhaw, Cebu City  
310 Fax: (032) 232-8315  
Hector Ching – Proprietor

PRODUCTS  
sak, Mandaue City  
05 Fax: 420-5280  
Rem Sagarino

RATION  
lad, Mandaue City  
39; 346-0795  
41  
ble Paredes / Charito Bucol  
[ozcom.com](http://ozcom.com)

#### 6. ROBBIE TRADING

Cebu City  
Tel. No.: (032) 253-4596  
Contact Person: Mr. Robert G. Chua - Manager

#### 7. MS. CATHY GUERRERO

C/O Banilad Town Center  
Tel. Nos.: (032) 433-0579; 431-7659  
Cell No.: 0919-447-8211

#### 8. TROPICA FOOD PRODUCT

Tres de Abril cor. Country Drive  
Punta Princesa, Cebu City  
Tel. No.: (032) 417-8889; 491-8111 Fax No.: (032) 414-4999  
Contact Person: Mr. Dino C. Olandia  
E-mail: [dco\\_holdings@yahoo.com](mailto:dco_holdings@yahoo.com)

#### 9. ISLAND MARKET SQUARE

Tel. No.: 234-0545  
Ms. Josephine Luym - Proprietor

#### RESTAURANTS

##### 1. CAFÉ LAGUNA

Lahug, Cebu City  
Tel/Fax: (032) 231-3553 Tel. No.: (032) 232-7488  
Contact Person: Ms. Rose Fausto

##### 2. LIGHTHOUSE RESTAURANT

Gen. Maxilom Ave., Cebu City  
T: 233-2383 F: 255-2036  
Ms. Elvisa Ricaplaza

##### 3. JOVEN'S GRILL

Banilad, Mandaue City  
T: 344-5376 F: 345-1641  
Mr. John Uy

SERVICES

77

ANT  
City  
6303  
proprietor  
retary

Island, Cebu

Nida Gabuya - PM  
plantationbay.com

HOTEL

4455  
Purchasing Officer

EL

60 F: 232-6660

WATERS

-0134

-5988

6. MARRIOTT HOTEL

Ayala, Cebu  
T: 232-6100 F: 232-7070  
Ms. Eleanor Prendol / Irene  
E-mail: [ccmhotel@mozcom.com](mailto:ccmhotel@mozcom.com)

7. CEBU GRAND HOTEL

Escario St., Cebu City  
T: 254-6331 F: 254-6363  
Mr. Ronald Puzon – Operations Manager  
Mr. Lucas Alarde

HOSPITALS

1. PERPETUAL SOCCOUR HOSPITAL

Lahug, Cebu City  
T: 233-8620 F: 232-2425  
Ms. Ritchie Acaylar - Chief Dietician

2. CHONG HUA HOSPITAL

T: 254-1461 to 1520 F: 253-5639  
Ms. Socorro Lambating

3. VICENTE SOTTO HOSPITAL

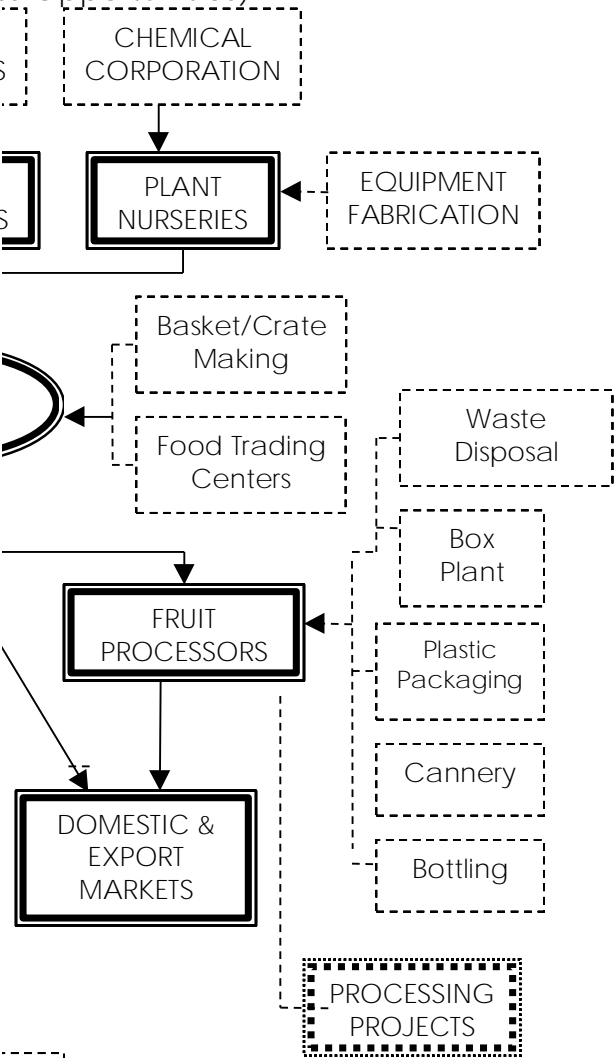
T: 253-9891 F: 253-9882  
Ms. Cecilia C. Ruiz / Nida Codena

4. CEBU DOCTORS HOSPITAL

T: 255-5555 Loc. 319 F: 253-6021  
Ms. Minerva Santillan

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

Industry In Focus  
Business Opportunities)



### MANGO MARKETING CHANNEL

