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PROJECT TECHNICAL REPORT

Assessment of marketing of non-timber forest products

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Forest Products Research and Development Institute
Department of Science and Technology
College, Los Baños, Laguna 4031 Philippines
Phone: +63(049) 536-2360; +63(049)536-2377
+63(049)536-2586
Fax: +63(049)536-3630
E-mail; fprdi@dost.gov.ph
Website: http://www.fprdi.dost.gov.ph

International Tropical Timber Organization
International Organization Center
Nishi-Ku, Yokohama 220-0012 Japan
Phone: ++81-45-2231110
Fax:++81-45-223511
E-mail: itto@mail.itto-unet.ocn.ne.jp
Website: http://www.itto.int.

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ACRONYMS

AMWAI	**Abasig-Malapat Watershed Association Inc.**
CENRO	**Community Environment and Natural Resources Offices**
DENR	**Department of Environment and Natural Resources**
DTI	**Department of Trade and Industry**
LGU	**Local Government Unit**
NWFP	**Non-Wood Forest Products**
MCDAI	**Mt. Cadig Development Association, Inc.**
FPRDI	**Forest Products Research and Development Institute**
ITTO	**International Tropical Timber Organization**
SAFRUDI	**Social Action Foundation for Rural and Urban Development**
PENRO	**Provincial Environment and Natural Resources Offices**
SPCBRM	**San Pascual Community-Based Resource Management, Inc.**

INTRODUCTION

The Project is one of the component studies of the Project entitled, **Sustainable Utilization and Marketing of Selected Non-Timber Forest Products to Support the Handicraft Industry and the Development of Rural Communities " PD 448/07 Rev. 2(I).** The Project focused on research gaps and conduct of activities recommended by the Ex-Post Evaluation of PD 15/96 Rev. 2(M,I) a research and development project on the Utilization, Collection and Trade of Non-Wood forest Products (NWFP) in the Philippines which was supported by the International Tropical Timber Organization (ITTO) and implemented by the Forest Products Research and Development Institute (FPRDI). Research gaps include the following: (a) The need to establish adequate information on the supply and volume of economically important NTFP; the sustainable harvest level for specific NTFP; and the need to assess the methods employed in harvesting NTFP used in the handicraft industries in the Philippines in relation to the sustainable utilization of the resource; and (b) the need to conduct technical trainings to upgrade the skills of NTFP extractors/collectors and handicraft workers to enhance production, improved product quality and marketing capabilities and the importance of knowing the gender sensitivity in the collection, processing and marketing of NTFP and handicraft products in the country.

This study addressed the issues on lack of adequate and reliable information on the processing and marketing of selected NTFPS, prices, markets and market trends for NTFP and handicraft to effect efficient marketing in the provinces of Camarines Norte and Quezon.

OBJECTIVES:

The main objective of the study was to analyze/assess the prevailing marketing of NTFP species in Camarines Norte and Quezon and identify markets for important handicraft products.

The specific objectives were:

1) Identification and assessment of pricing system/marketing channels for NTFP and handicraft products in rural communities; Monitoring of market for important handicraft products;

2) Identifying distribution channels and economic cost associated with each channel. Preparation of a report on the possibility of streamlining distribution channel.

APPLIED METHODOLOGY

The methodology applied in the study were the following:

1. **Consultation with provincial offices of the Department of Environment and Natural Resources (DENR) and the Department of Trade and Industry (DTI) on marketing of NTFPs and handicrafts in the project sites.**

   Prior to the conduct of the study, series of activities which involved identifying project sites were done. Consultations and dialogues with the different Provincial and Environment Natural Resources Offices (PENRO) in Daet, Camarines Norte and Quezon, the Community and Environment Natural Resources Offices (CENRO) in the province of Quezon (Pagbilao, Catanauan, Gumaca and Calauag, Quezon) and in Camarines Norte, the Department of Trade and Industry Provincial Offices in Camarines Norte and Quezon, the Department of Agrarian Reform Provincial Office – Daet, Camarines Norte.

   Series of consultations and dialogues and site visits were done with the peoples' organizations namely: Caayunan Bantay Kalikasan Inc., San Pascual Community Based Resource Management Inc., and Tuaca Environment Action Brigade Inc. in Basud, Camarines Norte, Abasig-Malapat Watershed Inc., and MCDAI in Labo, Camarines Norte and other peoples organizations within the jurisdiction of CENRO-Catanauan, Quezon.

Consultation with CENROs

Consultations/Dialogues with the Peoples' Organizations

Consultations with Peoples' Organizations

Consultation with the Department of Trade and Industry – Camarines Norte

2. Data collection

Secondary data on collection and trade of NTFPs in the project sites were nil. A survey questionnaire using the bilingual language (Filipino and English) was prepared for the data collection (Annex A).

Sampling design for the survey made use of purposive sampling because there were no listings or directory of the different marketing participants: collectors, processors, suppliers and producers of NTFP handicrafts.

Primary data on value chain and marketing of the different NTFPs were done through interviews with some of the members of Abasig-Malapat Watershed Association, Inc. (AMWAI), a community-based forest management organization in Tulay na Lupa in Labo, Camarines Norte. The members consisted of collectors, processors or weavers. Only three suppliers and producers registered with the Department of Trade and Industry exist in the town of Labo, Camarines Norte.

Other sources of data were collected through interviews with roadside peddlers or informal producers also in the town of Labo, Camarines Norte.

Likewise, in the province of Quezon, data collection in the project sites on the marketing of NTFPs was difficult to gather as only pandan weaving was found to exist specifically in the town of Tagkawayan, Quezon.

Other data on NTFP production and marketing were gathered in Calauag and Gumaca, Quezon where anahaw fans are being produced.

3. Data analysis

The collected data were analyzed using averages and percentages. Qualitative data were analyzed descriptively and presented in tables, diagram, flow charts and texts.

PRESENTATION OF DATA

Identification and assessment of pricing system/marketing channels for NTFP and handicraft products in rural communities; Monitoring of market for important handicraft products

a) Non-Timber Forest Products Identified in the Project Areas

Camarines Norte

Collection and processing activities has been known to exist only in the town of Labo, Camarines Norte where the three known handicraft suppliers are located. Collectors and processors (known as the weavers) and the firm-owner or supplier complete the picture of the participants in the marketing chain.

NTFP species that have been found to be collected and utilized for handicraft making were the following: hagnaya (*Stenochlaena palustris Burm.f.)*Bedd., nito (Lyodium, spp.) lamon or tilob (*Dicanopteris linearis (*Burm. F.) Underw., pagokpok (*Setaria palmifolia* (Koenig) Stapf and uway tiger grass, bamban (*Donax cannaeformis (*G. Forster) K. Schum, nipa (*Nipa fruticans)*, baling-uai (*Flagellaria indica* L.), gugo (*Entada phaseoloides* (L.) Merr., red vine (*frreysinesia sp.),* baling-uai. Some of these species are shown in Figure 1.

A. Pagokpok

B. Hagnaya

C. Tilob or Lamon

D. Tiger grass

D. Nito

Hagnaya is extremely versatile and the roots are used to produce native bags and baskets. The vine itself is used in the production of baskets and basketwares.

Nito vine occurs in a range of colors with black and brown being the most dominant. Nito is used in the production of a wide range of handicraft including bags, baskets, hats, plates, and trays.

Tilob (also known as Kilob or Lamon) is a scrambling fern. The fronds are sometimes used as accents in floral arrangements. The outer covering of the stipe is removed, then the light brown strand of central cylinder is used. Sometimes, these strands are soaked in dye or mud for 24 hours to darken the color. Splints from rachises make excellent woven belts and mats (Brown 1920). The stems can be woven into

partition walls for houses, fish traps, chair or stool seats, caps and pouches. The oldest stems make the best pens (Zamora et al. 1986).

Pagokpok (*Setaria palmifolia* (*Koenig*) Stapf*,* also known as bamboo orchids grows about five to six feet in height. Its leaves are similar to a coconut seedling's leaves, thick but coarse when touched. The greenish-colored leaves turn dark brown when dried. Pagokpok are harvested and dried and used as accents in making baskets and other houseware products. Strong as abaca, it is now extensively used for making rope (Cabanes, 2008).

Tiger grass (*Thysanolaena maxima*), popularly known as “Tambo” in the Philippines, belongs to the family Graminae. It grows as high as 2.5 meters and can thrive at low to medium elevations but can grow faster in higher elevation. Normally, it grows in open areas particularly in logged-over areas, mountain slopes and ravines.

Its leaves are linear, about 5 cm wide and 30 cm long; and are alternately arranged at an interval of 12.5 cm. The panicles which are the main material for softbroom production has an average length of 50 cm while its stalk measures about 70 cm long. The panicles of the species are preferred for softbroom making because they are more durable and command higher market price (*pcarrd.dost.gov.ph)*

Quezon

The project sites in the province of Quezon namely, Casispalan, Tagkawayan, Quezon, the community of and Sta. Catalina, Atimonan, Quezon, do not have an existing handicraft industry. Old folks in the said communities recall that their ancestors used to weave handicrafts but this had stopped a long time ago. However, other nearby towns utilize NTFPs for handicraft. NTFPs commonly used by handicraft producers were anahaw, bamban, and pandan.

Anahaw or anahau (*Livistona rotundifolia*) is an erect palm reaching a height of 15 to 20 m and 25 cm in diameter. The trunk is smooth, straight, and marked with close, rather shallow obscure rings which are the leaf scars. The leaves are crowded at the top of the trunk and ascending. The green, smooth, flattened petiole may have hard, black spines. The circular, fan shaped, pleated leaf blades are 1 m in diameter and divided into segments 2.5 to 4 cm wide. The leaves are traditionally woven into fans.

Bamban (*Donax cannaeformis* (G. Forster) K. Schum, is a perennial, stout, tufted rhizomatous, erect and shrub-like herb. It is 2-5 m tall, with true, slender and sympodially branching stems.

The leaves are all cauline, sheathed and thin-coriaceous. The sheath is up to 20 cm long. The ligule is very short. The petiole is 1-2.5 cm long, and thickened into a cylindrical and pulvinus pilose. The blade is broadly ovate to elliptical, measuring 10-45 cm x 4-25 cm, with rounded base, acuminate at apex and appressed-pilose along the midrib. The lateral veins are numerous and parallel.

Pandan is an erect, branched small tree, growing 3 to 5 meters high; the trunk bearing many prop roots. Leaves are spirally crowded toward the ends of the branches, glaucous, linear lanceolate, slenderly long-acuminate, up to 1.5 meters long, 3 to 5 centimeters wide, the margins and midrib beneath towards the apex, armed with sharp spiny teeth that point toward the apex of the leaf.

A. Anahaw

B. Bamban

C. Pandan

b. Assessment of Marketing of NTFPs/Marketing Analysis

b.1 NTFP marketing trends

The Abasig-Malapat Watershed Association Inc. (AMWAI), a community-based forest management organization is located in Tulay na Lupa an interior barangay of Labo, Camarines Norte. The members of the organizations are involved in reforestation plantation. The livelihood opportunities available are growing agraicultural crops and livestock. The organization is endowed with NTFPs. A rattan and bamboo plantation have been established to meet their future objectives for livelihood industries. In the meantime, some of the members have participated as actors in the marketing chain. Table 1 provides information on the NTFP collected, average volume harvested and the price of NTFPs from their end.

Table 1. NTFPs collected, their volume, average volume harvested and price, Camarines Norte and Quezon Provinces

	Camarines Norte		Quezon	
NTFPs Collected	**Average Volume Harvested/ month**	**Price of NTFPs (From Collectors)**	**Average Volume Harvested/ month**	**Price of NTFPs (From Collectors)**
Pagokpok (ISetaria palmifolia (Koenig)*Stapf*	12,700 bundles	Php 5 – 8/100 pcs		
Hagnaya *Stenochaena palustris(Burm.f.)Bedd .*	110 bundles	Php20-45/100 pcs		
Baling-uai *Flagellaria indica L.*	300	Php45/100 pcs		
Nito *Lygodium circinatum (Burmf.).Bedd*	550	Php15/100 pcs		
Lamon *Dicranopteris linearis(Burmf.) Underw.*	35	Php55-70/100 pcs		Php55-70/100 pcs
Rattan (2m length)	260	Php70/100 pcs		
Lukmoy *Raphidophora monticola krause.*	205	Php45/100 pcs		Php45 – 60/100 pcs
Anahaw *Livistonia rotundofolia var.luzonesis*	100 pcs	Php2/pcs	120,000 pcs	Php1.50- 2.00/pc
Rattan, splits	2000 pcs	Php150/100 pcs	100 pcs	Php60/100 pcs
Gugo Entada phaseoloides(L.)Merr.	150 pcs	Php7/100 pcs		
Takinis *Tetracera scandens* (L.) Merr.	200	P100/100 pcs		
Tiger grass *Thysanolaena maxima*	yellow reddish dark	Php 60–150/bundle (7cm) 50/bundle (7cm) 45/bundle (7cm)		Php40-50/bundle
Bamban *Donas cannaeformis* (G. Forster) K. Schum./				Php25/100 pcs

b.2. The Physical Flow of NTFPs

The marketing actors in Labo, Camarines Norte consists of the collectors, the weavers or processors and the producers/suppliers of handicrafts. The flow is characterized by the absence of bulk buyers, traders or wholesalers (Figure 2).

The physical flow of NTFPs starts with producers-suppliers who come up with a design and drawings of a handicraft. A sampler (a contracted weaver) executes the product development based on design and materials. The sampler then gives feedback on the estimates of the material requirements and labor cost for a given item. The producer-supplier makes his own estimate of the selling price. Once purchase orders for the said item is received, the producer/supplier starts the mass production of the products.

The flow of NTFPs in the mass production stage start with the producer-supplier who contacts the gatherers to supply him the materials needed and the corresponding volume. The producer-supplier distributes the NTFPs to his agents. The volume of materials distributed depends on the volume of products the agent can manage to produce at a given timeframe. The agent goes to his/her contact weavers and distributes the job order and the corresponding volume of NTFPs.

The cost of NTFPs when passed on to the agents and to the weavers is regarded as cash advance. The weavers are paid based on the cost of the product which includes the raw materials and the cost of labor. The cost of labor is paid on a per piece basis. In other ways, the weavers gather for themselves the NTFPs. Instead of paying the cost of materials, the saving generated from it is being paid or reflected as labor cost.

The finished products are submitted by the weavers to the agents to get full payment for the products produced. The agent in return submits the final product to the producer-supplier and gets his/her share from processing the products. The producer-supplier in turn turns-over the products to a bigger exporter that provides higher economic returns.

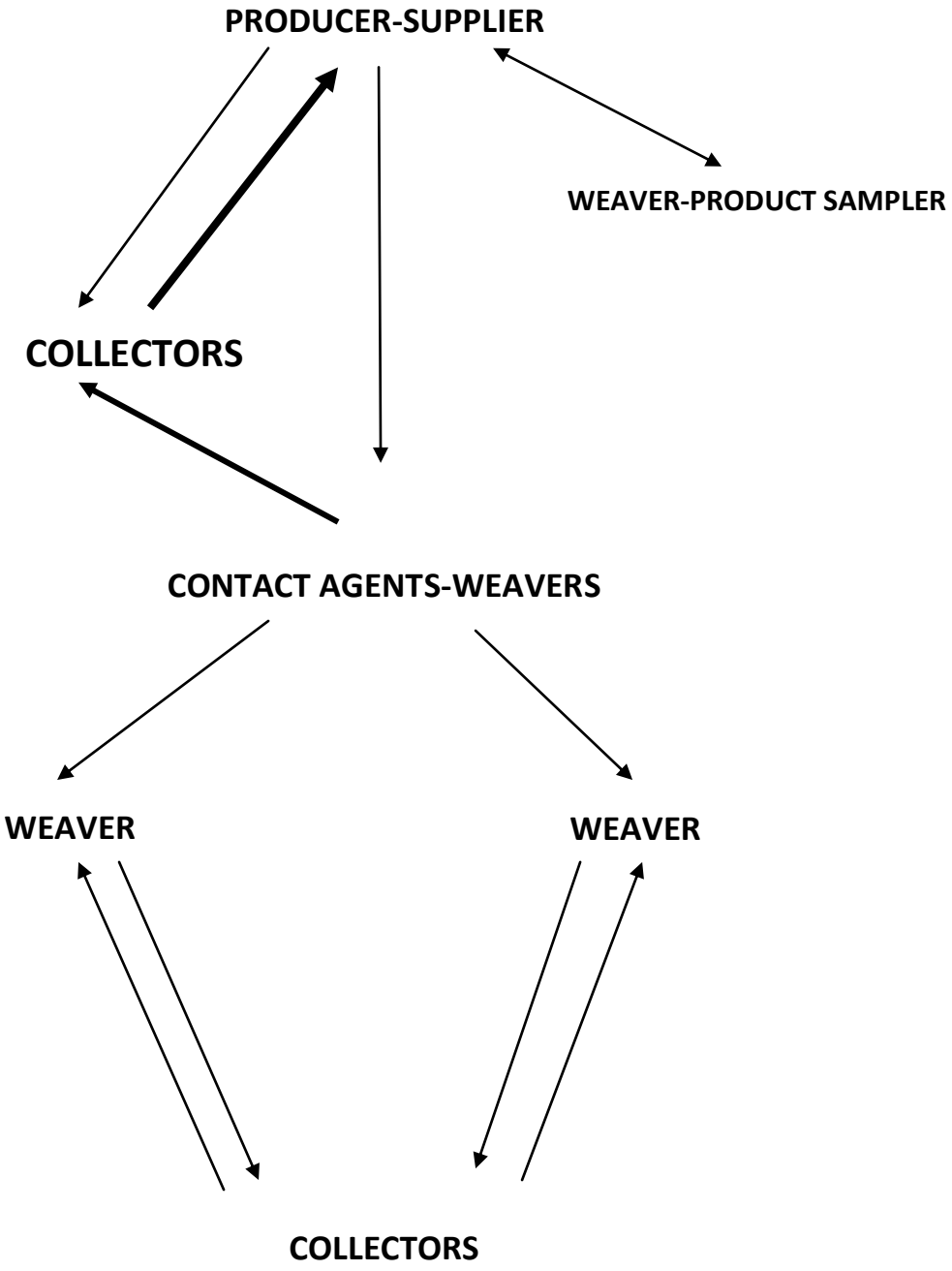

Figure 2. Physical Flow of NTFPS

Price Structure of NTFPS and Distribution Channel

The collection of NTFPs involves cost of food and labor. This has been the basis for determining the prices of the different NTFPs collected. Collection of NTFPs is based on the volume of orders given by the producer-supplier. Materials with very minimal orders are collected once a month while those which have bulk orders can be gathered weekly. The collectors do not charge expenses for transportation because they just hike to collect the NTFPs in the forest. The collectors spend Php200.00-250.00 a day for food and hauling services.

The prices of NTFPs are dictated by a big exporter in Labo, Camarines Norte. The other two producer-suppliers just follow the price dictated. Thus, no price structure on the different NTFPs has been determined. Nito and pagokpok are the NTFPs extensively utilized by the local suppliers of handicrafts in Labo, Camarines Norte. Products produced are mostly lanterns of different sizes and shapes. Material used as frames of the lantern is tie-wire

On the other hand, tilob or lamon handicrafts are produced by the weavers in Basud, Camarines Norte. These are sold in the public market. One of the suppliers has had an opportunity to sell his products in SM in Naga City. Products are mostly baskets, trays and wall decorations. Prices of baskets ranges from Php100.00 to Php120.00 from the supplier. When sold in the public market, the prices goes as high as Php 160.00. A 30% mark-up is added by the trader in the price.

The marketing of handicrafts produced by the assisted communities have been done by the members but only on an irregular basis. Suppliers do not have a specific output in a week. Whatever they produce are bought by the trader in the public market. The public market is flooded with native handicrafts from different NTFPs coming from nearby provinces.

As regard pili resin, there is no marketing of the products because tapping of pili resin is not an industry in Camarines Norte. Preference is on the nut which is turned into sweet delicacies.

Tiger grass has been the main source of income by most of the members of the San Pascual Community-Based Resource Management Inc. (SPCBRMI) in San Pascual, Basud, Camarines Norte. Anahaw fan industry on the other hand is the main source of income of adjacent towns of the project sites in Atimonan and Tagkawayan, Quezon which are in Gumaca and Calauag, Quezon. Pandan weaving is also practiced by a small community in Mapulot, Tagkawayan, Quezon but this is only for hatchery bags.

C) Identifying distribution channels and economic cost associated with each channel.

The project areas have a very simple distribution channel as described in the physical flow of the NTFPS. The tiger grass and anahaw are the only NTFPs of which the marketing participants have full knowledge on their economic cost.

Tiger Grass

Tiger grass in San Pascual, Basud, Camarines Norte is being planted by the members of the San Pascual Community-Based Resource Management Inc. (SPCBRM) either in their own land. Those who do not own a piece of land lease the land from their neighbours at an agreed rate. For a 1-hectare lot a spacing of 1.5m by 1.5 m is required, hence a total of 6,667 tiger grass seedlings can be planted. Cost of establishment of a 1-hectare tiger grass is P10,000.00. The folks original source of investment was from the funds granted under the Community-Based Resource Management Program of the DENR. Tiger grass is also grown in either coconut, langka, Mahogany, fruits and vegetable plantations.

For one tiger grass plant, the harvestable volume that can be harvested in the first year is 3.5 cm in diameter or half of the bundle of 7 cm. The volume of tiger grass harvestable could increase on the second year. Maximum volume can be harvested on the third year to the fifth year. An average volume of 11,000 bundles can be harvested per year. On the sixth year harvest starts to decline by 50% and during this period, replanting is done.

The average price of tiger grass is Php 50.00 per bundle. A farmer can earn However, if there is a supply gap, the price can go as high as Php100.00. This was observed during the duration of the project. A prolonged rainy season can damage the tiger grass plantation. It was only in Basud, Camarines Norte that a good quality of tiger grass was harvestable and not affected by typhoon. Given a good price for the product, farmers who are in dire need of cash would settle to sell their produce as raw materials and take advantage of the higher price. Others would settle for a value-adding activity such as production of brooms. Table 2 presents the cost of harvesting tiger grass which was experienced by one community in Basud, Camarines Norte.

Table 2. Cost of harvesting tiger grass based on a one-hectare lot

Harvesting Activities	Cost (In Php)
1. Harvesting/collection (3 persons @ Php150/day x 10	4,500.00
2. Drying (3 persons @Php150 x 3 days)	1,350.00
3. Cleaning (3 persons@Php150 x 2 days	900.00
4. Sorting (Php10 per bundle x 11,000)	110,000.00
Total Cost	116,750.00

Source: SIARBECO –DAR-Camarines Norte

The above data shows the cost of harvesting tiger grass assuming a total of 11,000 bundles (locally termed as beer size with a diameter of 7 cm). The cost of harvesting per bundle of tiger grass is P10.61. At a selling price of P50.00 per bundle, the farmer can earn a net income of P39.40 per bundle or P433,400.00.

In broom production, the value chain presents the different processes in the chain. Table 3 presents the total direct cost of broom production on a per unit basis. Using a base price of Php50 for tiger grass, cost of broom production is Php55.00 per unit. The cost of production may change with the price of tiger grass. Figure 3 shows some of the steps in the processing of brooms.

Table 3. Cost of processing tiger grass into brooms

Items	**Cost/unit (in Php)**
1. Tiger grass (45.45%)	25.00
2. Labor Cost (36.36%)	20.00
3. Materials (18.18%) a. Stick b. Plastic rattan c. Nails	2.00 7.00 1.00
Total Direct Cost	55.00

Figure 3. Some of the steps in processing tiger grass into brooms

Pandan

The pandan weavers and a trader of pandan products in Mapulot, Tagkawayan, Quezon were interviewed. Woven pandan products were hatchery bags and body bags. Price of hatchery bags is Php3.00 while that of body bags is at Php30.00-50.00. In pricing their products, labor cost is not being imputed. A day's work provided the weavers an average of P30.00 only. Ten pieces of bags are done by a weaver in a day. For body bags and marketing bags, 2 bags are done in a day Pandan leaves were harvested in the plantation and cost of collection is also not imputed.

Anahaw

Lopez and Calauag, Quezon are known for the anahaw fan making industry. The different steps in fan making involved harvesting the anahaw, stripping, drying, dyeing and weaving and treatment. This industry is a family-based enterprise where the different members of the family share in the work. A family with 5 members can produce 1,000 fans a week. Cost of production ranges from Php8.85 to Php10.00 for natural color (12-in and 13-in, respectively) Labor cost for weaving vary with the size of the fan. The family labor gets paid on the cost of weaving. The trader sells the products with a mark-up of Php 1.50 to 2.00 per item depending on location or distance.

Items	Cost (Php)
1. Anahaw leaf (per pc)	1.50
2. Buri leaf (per pc)	3.00
3. Dye	0.05
4. Weaving -	3.50
5. Sulfur (treatment)	0.3
Total Cost	8.85

The different steps in fanmaking are shown in Figure 4.

Figure 4. The anahaw fan making process

D. **Constraints in Marketing of NTFPs**

The condition and distance to the market place adversely affect marketing, transport and income of collectors/gatherers of NTFPs.

The project sites are all endowed with NTFPs but their utilization has been so limited because only a few producer-supplier exist. Marketing information is not available in the said communities. Thus, only those areas where an existing handicraft industry is present do marketing activities and actors are present. An advantage is on the producer-supplier side because there is no competition on the supply of raw materials. The disadvantage is however on the side of the collectors and weavers. They succumb to accepting the price of NTFPs paid to them because there is no other opportunity to earn a higher income from the collection of NTFPs.

Indeed, marketing information helps a lot in making NTFPs become a source of income and employment.

The lull in handicraft making makes marketing of NTFPs also in its poor state. The industry could however be revived if NTFP communities are given interventions on capacity building which this Project has done. However, it should not only be the organizations giving interventions that should make this project viable. It is the people themselves who should be giving more of their commitment. Participation among the members is seen as the biggest constraint in the marketing of NTFPs.

E. On Gender Sensitivity

As regards, gender sensitivity, except for pandan and rattan, the rest of the NTFPs were not gender-sensitive. The harvesting of pandan is very risky because of the spines. It is very laborious as muscles are needed for flattening the material before it can be split and woven into bags or mats. Meanwhile, the processing equipment of rattan involves men in the harvesting and splitting processes. Harvesting and processing of NTFPs into different products were found to work for both gender.

CONCLUSIONS

With the above findings, we can conclude that the marketing of NTFPs in the project sites is characterized by a very simple flow of NTFPs as only a few participants in the marketing chain is present. The NTFPs are in abundance as only a few processors are utilizing them into value-added products. The price structure is also simple because the collectors do not have information on why products are given such price by the producer-supplier of handicrafts. There exist no competition in the sourcing of raw materials, nor any other opportunity for the collectors to earn other income, thus price is dictated by the producer-supplier. Only the anahaw and tiger grass have a well-documented pricing structure but the marketing chain also follow a simple distribution flow.

There is not much concern on gender sensitivity because most of the processing of NTFPs can be done by both types of gender. Only the harvesting of pandan needs the male gender as it entail risks in harvesting and cutting them before further processing.

RECOMENDATIONS

Strategies for marketing of products applicable for community-based enterprises are the following: Some of these were already implemented:

- Organizing/organized the handicraft producers into one organization – membership fee and annual dues to raise funds for capital build-up; work on certain percentage for marketing of products intended for capital build-up
- Encouragement of LGU's participation by sponsoring the handicraft organizations in trade fairs and exhibits;
- Providing financial support as start-up capital to those interested individuals belonging to the organized handicraft communities
- Providing facilities for training and common-service facilities i.e. dryers for raw materials and processing tools and equipment for improvement of the quality of raw materials and finished products and display/showroom and office
- Preparation of product brochures, magazines and flyers of the organization
- Include the handicraft project in their development agenda and showcase the products produced by the handicraft communities
- Exposure trip to trade fairs and exhibits, study tours;

- Web design/development of advertisements through the internet

- Linkaging with DTI for product improvement, negotiations with buyers and sponsorship for product enhancement and trade missions.

- Linkaging with other product consolidators, marketing intermediaries who are into Fair Trade practices.

Plans to have them linked with big buyers have been done. Initial talks have been made with Southgate Limited and SAFRUDI, exporters of handicrafts. However, certain requirements have to be fulfilled by the POs specifically those from Basud, Camarines Norte. These are the following:

- organizing the POs into one handicraft organization
- registering them with the government authorities their legal existence/personality
- preparing the POs in terms of accepting purchase orders from exporters (attitude, commitment to delivery time and product quality, and price agreement)
- office space to hold meetings with the buyers, for inspection and quality control of products, product labeling and packaging
- preparing the POs on dealing with ISO requirements of the company (no workers under the age of 18 yrs old and fulfillment of requirements and documents needed by the company.

6) Monitoring the performance of the community-based handicraft project; Monitor market for handicraft products

The POs and their members have been required to make their own sales record for documentation purposes. From trade fairs, we were able to gather information on sales of the Basud group during the Bantayog and Bon-Pen Festival. Likewise, the Tagkawayan and Atimonan group did the same.

The POs in Basud were organized/federated as a handicraft organization named, **Basud Handicraft Producers Association.** The communities in Sta. Catalina, Atimonan, Quezon and the two communities in Casispalan, Tagkawan, Quezon were also organized as handicraft association and are working on their registration with the authorities.

Figure 5. A representative from South Gate Limited visited the project site to assess the products produced by the Basud Handicraft Producers Association (BHPA).

Figure 6. Training on product costing and pricing was done during the holding of a training on Product Development

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Figure 8. The Municipal Mayor inspecting the product of the Association

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Figure 11. Products produced by the Basud Handicraft Producers Association (BHPA) on display at the Bantayog Festival held in Daet, Camarines Norte, Philippines

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Figure 16. Officers of the BHPA had the opportunity to for an exposure trip on current trends In handicraft making and marketing practices in Manila, Philippines

TECHNICAL AND SCIENTIFIC STAFF

FOR. ROBERT A. NATIVIDAD
Project Leader

DR. ROMULO T. AGGANGAN
Assistant Project Leader

FOR. FELIX B. TAMOLANG
Project Coordinator

ENGR. ARNALDO P. MOSTEIRO
National Consultant

DR. EMELYNE C. CORTIGUERRA
Study Leader

MR. DON C. CORTIGUERRA
Research Assistant

MR. LEE CHRISTIAN O. DOLORES
Project Research Aide

MS. VANESSA D. VIVAS
Clerk/Bookkeeper

Forest Products Research and Development Institute
Department of Science and Technology
College, Laguna 4031 Philippines

Los Baños, Laguna, Philippines
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