



## Lanzones Production and Marketing in Laguna, Philippines: Current Practices, Challenges, and Prospects

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### Abstract

The province of Laguna in the Philippines has been a major producer of lanzones. The study was conducted to present the profile of the players in the lanzones industry, describe and assess the current performance of the industry, identify problems as well as investment opportunities and recommend possible solutions for the local lanzones industry. Data gathering involved conducting interviews via a survey of 172 lanzones farmers and 30 lanzones traders selected using stratified random sampling and secondary data collection. Results showed that lanzones farmers practice intercropping in view of the crop's seasonality and better profitability. Challenges include the onslaught of typhoons, fluctuating temperature and pests and diseases. Prospects include the presence of hardy foreign varieties such as 'duku' or 'longkong' and macrosomatic cloning to boost production. Using new technologies, farmer participation in seminars, intercropping with rambutan and putting up a demo farm for macrosomatic cloning are among the proposed recommendations.