



Assessment of the Potential of an Organizational Enterprise for Coco Coir Production and Marketing in Misamis Oriental, Northern Mindanao, Philippines

Charly G. Alcantara*, Elvira T. Salatan, Nelda R. Gonzaga, Rosalito A. Quirino, and Dennis T. Yamuta

Misamis Oriental State College of Agriculture and Technology, Philippines

*Correspondence

Research, Development,
and Extension Office,
Misamis Oriental State
College of Agriculture and
Technology, Philippines,
Claveria, Misamis Oriental 9004,
Philippines

E changalcantara@gmail.com

Keywords

agri-enterprise, coco coir
production, Misamis Oriental,
SARBEMCO

Abstract

An assessment identifying the needs on technology and facilities of Sugbongcogon Agrarian Reform Beneficiaries Multipurpose Cooperative (SARBEMCO) in Sugbongcogon, Misamis Oriental to implement an enterprise on Coco Coir Production and Marketing was conducted in order to strategize and recommend feasible plan for capacity development efforts and empower members of the identified organization. Through a purposive sampling technique, a total of 58 members answered the TNA questionnaires and results were validated through FGD and site reconnaissance. Findings were then categorized according to the existing condition of the organization, environmental scan and SWOT analysis of the organization and financial capacities. The study revealed that Coco Coir Production and Marketing for SARBEMCO as an organization, is a very promising enterprise due to abundant supply of raw materials, labor and presence of market. Implementation of the said enterprise in the area would address the needs of its members and other farmers since farming in the locality is coco-based. Conducting an in-depth training for coco coir production and marketing, and the provision of village level machineries to complete the cycle of production from fiber to coco net products is one potential enterprise that could contribute to the increase of household incomes of its members, as well as job generation within the community. With constant monitoring of these Agrarian Reform Communities by DAR, the strong organizational structure of SARBEMCO plus the positive support from the Local Government Unit of Sugbongcogon who is willing to assist the project by providing an initial funding assistance will contribute favorably to the sustainability of the project.