



Agribusiness Enterprise Development: The Case of Labo Progressive Multi-Purpose Cooperative

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Abstract

The paper demonstrates the development of agri-business enterprise of the Labo Progressive Multi-Purpose Cooperative in the province of Camarines Norte, Philippines. Camarines Norte in the Bicol Region is the 4th largest producer in the country and has gained prominence for its Formosa or Queen Pineapple, the sweetest pineapple in the world. As of year 2006 the total area planted to pineapple is 2, 400 hectares in its 12 municipalities. The potential area available for pineapple plantation is way above the present area being utilized thru availability of raw materials is assured. With the biggest land area in Camarines Norte, Labo serves as a headquarters of an organization continuously working hard to provide employment opportunities to the community and coming up with innovative ideas that would add value to the crop. Known as the Labo Progressive Multi-Purpose Cooperative (LPMPC), it owns most of the plantations in the town and leads the promotion of various pineapple-related livelihood projects and activities benefitting more than 1,000 families and individuals in the area. The agribusiness activities of LPMPC started as early as 2002. It engaged in cassava production and processing, seed corn production, and coconut seedling production. These were all undertaken to help the coop farmer-members. Since 2006 up to the present, the cooperative focused on the pineapple production and marketing, pineapple processing, fiber decortication project, handloom weaving project and organic fertilizer production using the pineapple waste materials. The businesses not only gave additional income to the members but to the community residents as well.