# Objectives

- To analyse the purchase preferences for vegetables of households in the three major urban centres in Mindanao, the cities of Davao, Cagayan de Oro and General Santos.
- To describe the purchase behaviour patterns of the market
  - types and volume of vegetables purchased
  - frequency & place of purchase
- To determine how smallholder farmers can tap into viable markets

# Procedures

- Area Selection – proportional allocation method among the three largest cities in Mindanao
  - Davao City  (62.1%)
  - Cagayan de Oro (22.4%)
  - General Santos (15.5%)
- Household sampling – systematic sampling method with a random start.

# Sources of vegetables

- 64.1% buy all (100%) their vegetables; 91% primarily from wet markets
  - 20.1% get a portion from their own backyard
  - 11.8% get from neighbours' gardens
  - 3.4% get from their farmlands
- Families from the upper income class buy more of their vegetables from supermarkets.
- Families from the middle and lower class buy more from the wet market

# Frequency of purchase

| | Income Classes | | |
|---|---|---|---|
| | Upper Income | Middle Income | Lower Income |
| Number of purchases per week | 2 | 2.6 | 3.5 |
| Average kilos purchased per respondent per purchase occasion | 5.5 | 2.7 | 2.3 |
| Ave kilos purchased per week | 11 | 7 | 8 |

# Vegetables purchased

- Most commonly purchased vegetables are squash, eggplant, bitter gourd, okra and string beans
- In quantities 250 to 600 grams
- Temperate vegetables are gaining popularity
- Upper income buy more carrots, cabbage and potato, kangkong, moringga, okra, native pechay and tomato

# Criteria for Purchase

| Criteria | Mean |
|---|---|
| Price | 5.600 |
| Quality in use | 5.529 |
| Phytosanitary & sanitary criteria | 5.520 |
| Product appearance | 5.336 |
| Package | 4.330 |

# 2 Quality in use

- Vegetables that cooks well
- Good tasting vegetables
- Vegetables that can be stored well
- Vegetables that are firm

# 3 Phytosanitary & sanitary

- Vegetables that are free of pest/disease damage
- Vegetables that are free from mechanical injury
- Vegetables that are free from physical injury
- Vegetables that are free of soil
- Vegetables that are free of chemical residues

# 4 Product appearance

- Vegetables with good shape
- Vegetables of good size
- Vegetables with good color
- Attractive, good-looking vegetables

# 5 Package

- Vegetables that are well-packed
- Vegetables in the desired quantity

# Conclusion

- Upper income market segment
  - high buying power
  - buys higher value vegetables
  - have fewer members but more per household
  - Increasingly source from supermarkets
- Lower income market segment
  - price sensitive
  - Buys from wet markets
  - Prefers tropical vegetables
  - Have more members but buys less per houshold

- Smallholder farmers can collaborate to produce the volume required by supermarkets and the consistency of quality needed by the high end market.
- Supply the demand of the more price sensitive markets through the traditional chain with the produce that do not meet the quality criteria of the high end markets.
- Enable small farmers to plan production in coordination with each other.