

Title Exploring the institutional market for fresh vegetables in the Southern Philippines
Author P.J. Batt, S.B. Concepcion, M.T. Lopez, J.T. Axalan, L.A.T. Hualda and M.O. Montiflor
Citation ISHS Acta Horticulturae 895:59-68.2011.
Keywords institutional markets; fresh produce; quality standards; buyers; suppliers

Abstract

Given the many different ways the product may be used, the institutional market for fresh vegetables in the Southern Philippines can be segmented on the basis of the role market intermediaries perform in the supply chain, where they are, what customers they serve, the range of products required, the volume of product required and the quality specifications. Potential market opportunities are identified and the various constraints smallholder farmers face in endeavouring to meet the needs of institutional buyers are highlighted.