

Consumer demand for minimally processed vegetables in Davao city, Philippines

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Abstract

In the Philippines, more and more retailers are selling pre-cut, ready-to-cook vegetables. Initially done in an attempt to salvage usable portions of unsold vegetables, pre-cut vegetables are becoming more available in both traditional wet markets and supermarkets, with varying combinations of ingredients for traditional Filipino dishes. A survey among 300 consumers in Davao City, from three income classes, was conducted to determine their buying habits and market reaction to the purchase of pre-cut vegetables. It was ascertained that price-sensitive consumers purchase ready-to-cook vegetables because they are cheaper and more convenient alternatives to buying whole vegetables. The phenomenon poses risks for consumers' health as well as opportunities for retailers to respond safely to the emerging need for convenience.