

Barangay Garang's Flower Farm: Needs Analysis

Romel Bryan L. Acmad, MBA

<https://orcid.org/0000-0003-4387-9943>

rbacmad@gadtc.edu.ph

Gov. Alfonso D. Tan College

Maloro, Tangub City, Misamis Occidental, Philippines

Abstract

Flower Farm is a supply of flowers cultured in a certain land area. Varieties of flowers are profitable because these could be sold in the market. The Women Organization of Barangay Garang, Tangub City, together with their barangay captain, came up with a flower farm business to gain income. Per the initial interview, the income of their flower farm business is no longer sustainable because they do not have flowers available, and because of the pandemic. Despite this problem, the women's organization is determined to improve its flower farm business. Their flower farm needs to be given the right amount of attention and analysis. Employing mixed method design, the researchers aimed to know the needs of the flower farm business, in Barangay Garang specifically the assistance that the Women's Organization would like to receive for their flower farm business in terms of marketing, organization, area, and flower production. Results revealed that the organization needs area, training on flower culture, soil testing assistance to determine what flower would fit to be cultured, and varieties of flowers. On the other hand, the organization highly needs assistance in terms of marketing, organization, area, and production. The City Agriculture Office should provide flowers/flower seedlings for their business. Also, the office should conduct an assessment of the land area where the flowers are cultivated to see what type of flowers are right for it. Lastly, the office should train the members of the organization on how to culture and cultivate flowers. The NMSCST and GADTC, as part of community extension, the school or the Institute of Business and Financial Services (IBFS) should seminar the members of the women's organization on the marketing of their flowers, and on the organizational relationship. As also part of their community extension, the school should help the City Agriculture Office in the assessment of the land area to see what flowers are right for cultivation.

Keywords- Flower Farm, Marketing, Women Organization of Barangay Garang, mixed-methods, Philippines