

Flower Farming of Barangay Owayan: Marketing Strategies

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Abstract

Flower growing has finally started to gain traction as a viable commercial crop. However, lack of understanding, poor company management, a lack of cash, and insufficient training are all common issues in keeping a firm consistency. Positive outcomes were difficult to obtain and/or duplicate consistently if this trend continues. This study was conducted to investigate the marketing strategies of flower farming of Barangay Owayan, Tangub City, Misamis Occidental. A concurrent research mixed method design was administered to 75 respondents who were flower farmers and follow-up interviews with 10 farmers and purposively selected for the qualitative phase. Results revealed that the local flower producers in Barangay Owayan were able to employ the 4p marketing strategy, which includes the product, price, promotion, and location. According to the findings, the majority of farmers use a combination of tactics to boost flower yield, cultivation, and income. Flower growers, on the other hand, have trouble getting market information because of transportation issues. Their excitement and determination to work in flower growing were deemed necessary because it would provide greater beauty at home, as well as hue and color to their Barangay. Thus, to improve the viability of flower farming in the city and expand what urban agriculture means in Tangub, the Local Government Unit should support local flower farmers to continue this upward trend and to fulfill multiple priorities such as greening vacant lots, providing business and employment opportunities, furthering the buy local movement, and supporting the local economy.

Keywords: Agribusiness, Floriculture, Concurrent Mixed Method, Tangub City, Philippines