

Gender responsive value chain analysis of the Lambanog industry in the Philippines

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Key Words

Value Chain Analysis, gender responsive value, product development, lambanog industry.

Abstract

The coconut vodka, popularly known as 'lambanog' and primarily produce in Quezon Province, the lambanog capital of the Philippines, is on the threshold as a dollar-earning industry. It is considered for product development being one of the primary produce of the country. The current study is an initial step in establishing a development plan for the industry. This study uses the Gender Responsive Value Chain Analysis (GR-VCA) to determine the current status of the lambanog industry in the Philippines. Descriptive and participatory approaches were used to answer the following queries: (1) condition of lambanog industry players who are producer/distiller, distributors/retailers, and customers; and (2) identification of constraints and opportunities. The current status of the industry was revealed by the 12 distillers endorsed and highly-recommended by the Department of Trade and Industry (DTI) Quezon, 60 distributors/retailers and 100 consumers all dispersed in the different towns and city of the province.

Results of the study reveal that the conditions of lambanog industry players, both distillers and distributors, were assessed as small-scale in production, marketing and sales. The customers include local small-time drinkers and a very limited export market. Constraints identified include: high worker turn-over including gender issues on the selection, training and nature of work; sustainability of supply due to weather condition and seasonality of sap collection; poor product packaging and labeling; lack of facilities and equipment for proper distillation of lambanog; non-implementation of the Philippine National Standard and the Quality Control in Lambanog Production promulgated by the Department of Trade and Industry; no standard pricing for lambanog products; and increasing number of underground distributors compounding lambanog. The identified opportunities include: a very promising export market for the lambanog products; establishment of Common Shared Facilities (CSF) through the formation of an association and support from Local Government Units (LGUs), DTI and other government agencies; development of the numerous available channels of distributions; and establishment of a brand name for the Philippine lambanog that will niche the market and lead to the product innovation.

The results revealed the condition of lambanog industry players and identified the different constraints and various opportunities. Constraints can be addressed by a formation of an association for lambanog producers so that the need to develop the product to a world class standard can materialize. By establishing a model management for lambanog industry, it has all the potentials and opportunities from a small-scale industry to an export-oriented business.