



SWOT Analysis of Indigenous Coffee Production in Mansalay, Oriental Mindoro



ZUSSETTE CANDELARIO-APLAON
Associate Professor V
Mindoro State University



INTRODUCTION



Indigenous people are distinct from their historical, socio-cultural, and political characteristics, possess their own language, and cultural tradition (Cobo, 2004)

IPs World Population Approx. 476,00,000



6%

Global population



19%

Extreme poor

PROBLEM STATEMENT



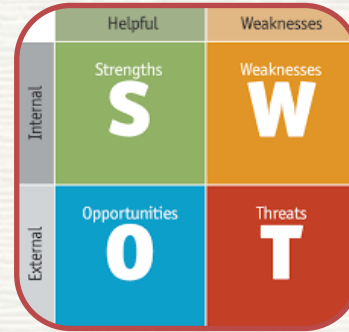
- Indigenous people have been discriminated against, dominated, and marginalized (Anaya, 2009) geographically, socially, politically, and economically (Jennings, 2017)
- They remain among the poorest (United Nations, 2010) and most disadvantaged (Bamba et al., 2021).
- They suffer from environmental degradation, destruction of biological and cultural diversity, militarization, and violence (Kalafatic, n.d.), and the economic effects of colonialism, industrialization, and globalization (Jennings, 2017).



PURPOSE STATEMENT



Sustainable Development Goals of 2030 hopes among IP communities that their priorities, concerns, and rights will be recognized (Henriksen, 2016)



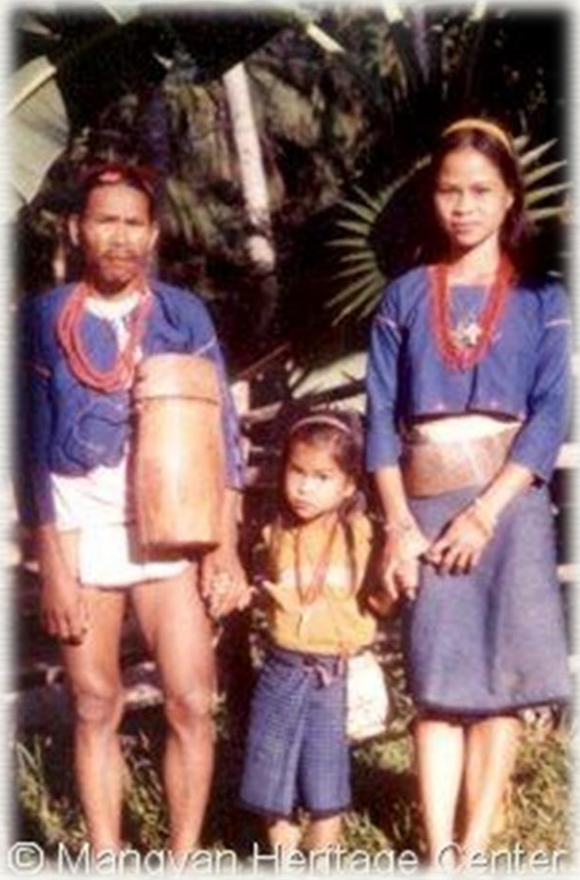
SWOT Analysis is a logical model (Hamzehpour et al., 2019), the primary element of strategic planning (Fuertes et al., 2020)



Community development empowers people (Agyeman et al., 2003), and transforms community (Cazorla et al., 2013)



《 Mindoro Indigenous Community



© Mangyan Heritage Center

Philippines - 112 ethnolinguistic groups (14-17 million or 10% - 20% of the total population (PSO, 2016)

Region IV - 700,000 indigenous people and 100, 000 of them are Mangyan who reside on the island of Mindoro (Fajardo, 2007)

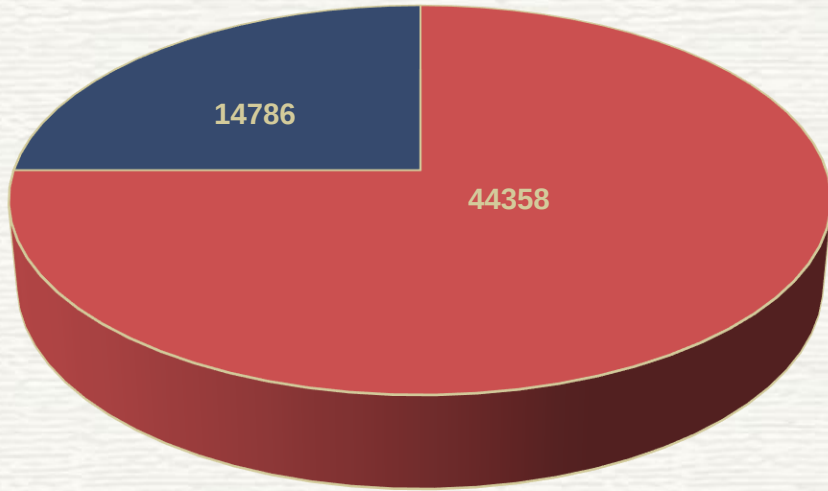
Mangyans - composed of eight sub-groups known as Alangan, Bangon, Buhid, Hanunuo, Iraya, Ratagnon, Tadyawan, and Tau-buhid (Fansler, 2018).

They are mostly farmers, and their customs and traditions relate to their agricultural activities (Valera, & Visco, 2015)

Hanunuo's national heritage – Surat Mangyan and Ambahan



Mansalay 2020 Census



■ Non-IP ■ IP ■



2022 MIMAROPA Nutrition Situation

Top 10 Municipalities with Highest Prevalence of Underweight among 0-59 months old children in the Philippines

RANK	REGION	MUNICIPALITY	TOTAL NUMBER OF SEVERELY UNDERWEIGHT AND UNDERWEIGHT PRESCHOOL CHILDREN	PREVALENCE (%)
1	MIMAROPA (R4B)	Mansalay, Oriental Mindoro	1039	27.8%
2	MIMAROPA (R4B)	Abra de Ilog, Occidental Mindoro	889	25.7%
3	MIMAROPA (R4B)	Paluan, Occidental Mindoro	535	24.6%

2022 MIMAROPA Nutrition Situation

Top 10 Municipalities with Highest Prevalence of Stunting among 0-59 months old children in the Philippines

RANK	REGION	MUNICIPALITY	TOTAL NUMBER OF SEVERELY STUNTED AND STUNTED PRESCHOOL CHILDREN	PREVALENCE (%)
1	MIMAROPA (R4B)	Mansalay, Oriental Mindoro	1945	52.03%
2	MIMAROPA (R4B)	Abra de Ilog, Occidental Mindoro	1537	44.45%
3	MIMAROPA (R4B)	Paluan, Occidental Mindoro	920	42.28%



Study Site



Area: Approx. 40,000 ha.
Pop: 2, 865 families (2019)

*All below the poverty threshold

Composed of 63 sitios
Identified as Geographically Isolated and Disadvantaged Area (DSWD MIMAROPA, 2021)

Study sites – 4 sitios approx.
138 families

RESEARCH OBJECTIVES



The study aims to meet the following objectives:

1. Attribute/s that the community excels in and separates it from other communities about cultural identity (Strengths)
2. Areas that hinder the development of the cultural identity of the community (Weaknesses)
3. Favorable external factors that could help preserve the culture of the community (Opportunities)
4. External factors that have the potential to negatively affect the culture of the community (Threats)
6. Proposed development program





Methodology



Design

- Qualitative approach
- Ethnography (Liang's Model 2022)

Participants

- 8 primary informants, 10 FGD
- Purposive Sampling (coffee farmers with at least 2 years of coffee farming)

Methods

- Fieldwork, observation, interview, FGD, farm visit
- Thematic analysis





Kape: The Tree of Wisdom



Farmers: 107

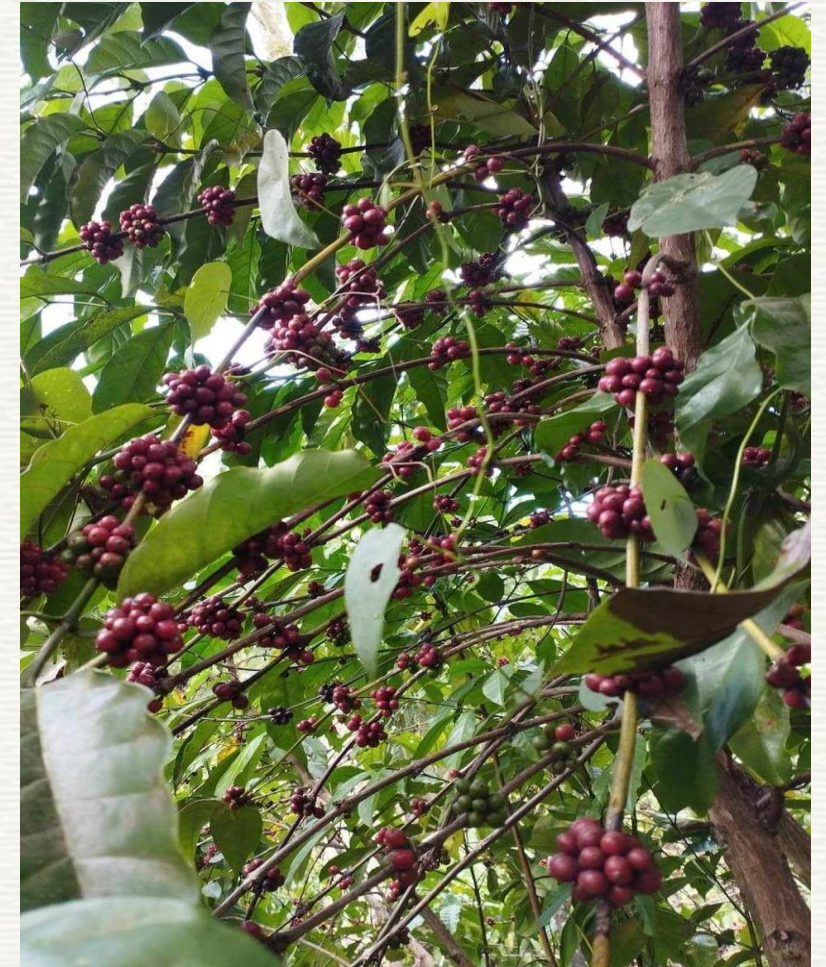
Area: approx. 152.25 ha from 18 different sitios

No. of trees: est. 8,033

Altitude: 327 – 896MASL

Variety: Liberica, Excelsa, Robusta, and Arabica

Produce: December to March 1.2 tons of dried cherries



Strengths



Weaknesses



Limited technology for production and processing



Limited access to services like social benefits, education, health, and food security



Lack of capital for sustainable production



No access to electricity, and other resources



No established coffee farmers' association

Opportunities

World coffee market remains in deficit

Global production and consumption (million 60-kilogram bags)



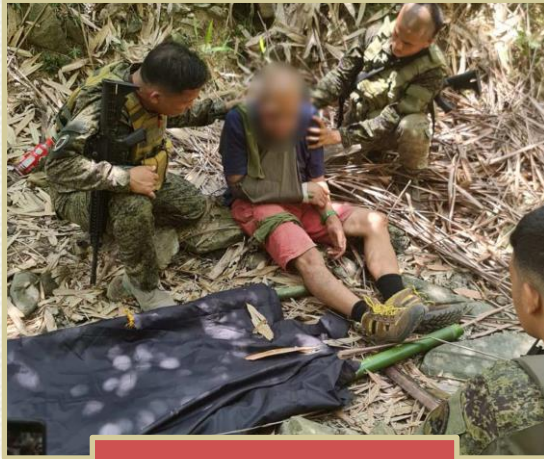
Years refer to beginning of coffee year (e.g. 2017/2018). Figures for 2022 are preliminary estimates.

Source: International Coffee Organization (ICO)

by Vincent Fabien Thomas



Threats



Insurgency



Dangerous Roads



Unfair Trade



Risky Transportation



Climate Change

Mansalay Coffee

Sustainability

Resiliency

Women Empowerment

Community Cohesion

Heirloom



Mansalay Coffee: A Natural Heritage



Awati TI-KAPE

Awati TI-KAPE is a 5-year community development program initiated by the R & D Unit of Mindoro State University Bongabong Campus.

The term “Awati” is a Hanunuo word for Bayanihan. While the TI-KAPE stands for the main projects of the program such as turismo (tourism), industriya (industry), kultura (culture), agrikultura (agriculture), and edukasyon (education).

The program aims to develop a culturally sensitive and culturally responsive program for the holistic and sustainable development of the Mangyan communities of Panaytayan, Mansalay.



Proposed Project

✓ Smart Tech Intervention for Resilient Coffee Food System in Oriental Mindoro (STIR-CoFS)

Inventory, Site Visit, and benchmarking
Coffee Farmers Association
From seed to cup training
Nursery and germination chamber installation
Coffee demo farm
Coffee production and processing shared service facilities
Value adding
Conduct of coffee-related research
Agricultural technology and business incubation center
Coffee-agrotourism
Social Advocacy Marketing



CONCLUSION



- ❖ SWOT analysis is useful in identifying areas to be enhanced for the development of the community.
- ❖ Community engagement is essential to ensure that indigenous knowledge is incorporated into action plans in a culturally sensitive and respectful manner.
- ❖ The coffee industry of the Hanunuo may be developed through capability training, proper management of resources, the establishment of shared service facilities, social advocacy marketing, and coffee-agrotourism.
- ❖ Developing indigenous communities is challenging, thus, in formulating policies it must be culture-sensitive and inclusive.
- ❖ The integration of innovation and technology should be done in a way that could bring about sustainability, and resilience, yet with intact cultural integrity.



RECOMMENDATIONS



- ❖ Academe, GAs, and NGOs should take part in developing indigenous communities for the attainment of sustainable development goals (SDG) 2030.
- ❖ The RDE department of the university may conduct the proposed STIR-CoFS project to improve the coffee production of the indigenous community.
- ❖ The university may seek funding, technical assistance, and human resource for the sustainable implementation of the project.
- ❖ The local government unit may consider the results of the study in policy and decision-making.
- ❖ Further studies may be conducted on IKSP, resource management, disaster risk reduction management, and climate change adaptation.





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ZUSSETTE C. APLAON, PhD Candidate

Asc. Prof. II, College of Teacher Education
Coordinator, Research and Development
Program Leader, Awati TI-KAPE
Associate Member, NRCPP
Regional BOD, PhilARM
Contributor, The SAGE Handbook for
Qualitative Research in the Asian
Context

zca.minsubc@gmail.com