

Koffa, S. and D. Garrity. 2000. The market and marketing situation for smallholder-produced trees and tree products in Lantapan: A preliminary analysis.

Abstract: An overall demand for a product at a given place and time under specific conditions constitutes a market (FAO 1996). Kohls and Uhl (1980) define marketing as a system of alternative product flows called marketing channels, a variety of firms and numerous business activities. Some of the aspects of markets and marketing about which other excellent papers have been written include pre-sale and marketing procedures (Cruz et al 1993), market development (Francisco and Sumalde 1993, Pabuayom 1993), demand and market potential (Priasukmana and Dwiprabow 1990), market information and price structure (Hammet 1998, Rivera et al 1993) and production and marketing (FA) 1996, Dewees and Saxena 1995, Garrity and Mercado 199, Suksard et al 1993). The potential of marketing to improve farm productivity and income and its effect on conservation have been overlooked (Pabuayon 1990). However, a preponderance of evidence emerging from a body of expert opinion on the subject suggests that productivity, income and conservation can be promoted or wrecked by market-related variables (Coxhead and Rola 1998, Garrity and Mercado 1994, Calanog 19890, Pabuayon 1987, Calderon et al 1986, Capistrano and Fujisaka 1984, Duldualo 1979).