



Supply Chain Analysis of the Muscovado Sugar Industry in Antique, Philippines

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Abstract

In recent years, there is a growing preference for natural and healthy products resulting to increase in market demand for muscovado sugar in the domestic market and markets abroad. The Province of Antique, Philippines, used to be the key producer of muscovado sugar in the 1960s, producing 70% of the country's total muscovado sugar. Production of muscovado sugar has declined, attributed to factors like domination of refined sugar in the over-all sugar industry, decline in volume and quality of sugar due to neglect, inefficient milling practices, and underdeveloped milling channels. This paper documents the muscovado sugar supply chain in the province of Antique to provide basis for policy makers and industry players towards industry revitalization and eventually increasing its level of competitiveness. Data was gathered using key informant interviews and expert opinion. In addition, surveys were conducted in 7 sugarcane-producing municipalities in Antique with 79 respondents, determined using a two-stage random sampling. The paper maps out the supply chain of muscovado sugar in Antique showing the actors, key processes, flow of product, payment and information, logistics issues and concerns, and external influences along the chain. Appropriate recommendations were made in accordance to the objective of increasing the industry's level of performance and competitiveness. Specific participant-anchored and process-based strategies are recommended.