

Supply Chain Assessment and Process Benchmarking of Coffee Industry in Selected Areas of Misamis Oriental, Southern Philippines

Elenito B. Duran* and Jerelyn B. Medalla

Xavier University – Ateneo de Cagayan, Philippines

*Correspondence

Agribusiness Unit,
College of Agriculture,
Xavier University–
Ateneo de Cagayan,
Corrales Ave., Cagayan de Oro
9000, Misamis Oriental,
Philippines

T +63 939 936 0719

E eduran@xu.edu.ph

Keywords

bench marking, coffee, efficiency,
flexibility, product quality,
supply chain assessment,
responsiveness

Abstract

The Philippine's coffee production has now shifted to Mindanao, which accounts for 70% of the annual production. However, several gaps in its supply chain management are needed to be addressed. This study assesses the supply chain management practices of the coffee industry in selected areas of Misamis Oriental and identifies areas for improvement. It focuses on the following objectives: first, to map out the flow of the product; second, to analyze and assess the current state of the supply chain management performance of coffee; and lastly, to identify areas for improvement in the supply chain such as behavioral, institutional, and processes. Both primary and secondary data were used in the study. It uses simple random sampling method in selecting the respondents. Descriptive statistics is used in the analysis of data and chain performance analysis. Results indicate that the absence of market information and inconsistency of performance responsiveness in terms of price, volume, and quality of the products greatly affects the efficiency of the coffee industry's supply chain. The flow of price, supply, and technical information are more inefficient at the farmers' level than the traders. The overall performance of the coffee industry in the study needs further improvement in terms of efficiency (cost minimization), flexibility (customer satisfaction), responsiveness, and product quality.