

# ASSESSMENT OF THE PRODUCTS OF GOURMET FARM IN TAGAYTAY CITY

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## INTRODUCTION

Agritourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays. One of most visited farms in the country is the Gourmet Farms located in Tagaytay.

The Gourmet Farm is located in Tagaytay City, a famous destination among tourists who wanted to have a quick whiff away from the city. Gourmet Farm is a wholly owned subsidiary of Escaler and Company Inc., a Manila-based Filipino corporation that provides management consultancy to its own companies and its clients. Headed by visionary entrepreneur, it began with one man's pursuit of a passion that led to a visionary achievement. Having travelled the world and sampling a variety of unique products and from many food establishments, bringing home these for Mr. Ernest Escaler.

The Gourmet Farms is the first and foremost a coffee company. They are the first

company to export Philippine coffee beans, sourcing them from all over the country. Gourmet Farm roast 120 tons every month. Their manufacturing plant measures about 12-hectares, big enough to facilitate all the organic agricultural produce. The Gourmet Farms has this farm-to-table concept that guarantee consumers only the finest organic products ([gourmetfoods.com.ph](http://gourmetfoods.com.ph))

Aside from being the first exporter of premium coffee products, they also produce and market a variety of fresh herbal and local organic products like salad dips, medicinal plants, herbal teas, ready-to-go organic meals and the like. Gourmet Farms products are available in all leading supermarkets and retail outlets. Gourmet Farms manufactures top of the line products and uses only the most exquisite ingredients. All their products fresh form the farm are sent to the manufacturing plant and makes the finest products.

Gourmet Farms has also helped the local farmers and indigenous

workers of the community by providing them employment with a steady flow of income. Gourmet Farms support fair share by offering better trading conditions and secure the rights of marginalized producers and workers in the Philippines.

Tagaytay is somewhere one of the most frequented out of town destinations, mostly because of its great weather and beautiful view overlooking the famous Taal Volcano. The Gourmet Farms is the perfect place to dine since it offers the best quality of food and healthy products like herbal teas, salads, premium roast coffee and medicinal plants that are organically grown for a better body and wellness of the consumers.

Gourmet Farms has survived competition from neighbouring towns and has its own way of sustaining their operation that makes them competitive. The study attempted to focus on how Gourmet Farms was able to sustain their competitiveness in spite of competition of even bigger farm and resorts in their neighbourhood.

#### **STATEMENT OF THE PROBLEM**

The study aimed to assess the products of gourmet Farm in Tagaytay. It sought to answer the following sub problems:

1. How do the respondents assess the product offered by gourmet farm in Tagaytay?

2. Is there a significant difference in the assessment of local and community visitors of the products offered by gourmet farm?

3. What are the problems encountered by the respondents on the products offered by Gourmet farm in Tagaytay?

#### **METHODOLOGY**

##### **Research Design**

This study used the descriptive method which involve the description recording, analysis, and interpretation of conditions that exist.

The study used survey questionnaires to determine the assessment of the products of Gourmet Farm in Tagaytay City. (<http://wiki.answer.com>)

##### **Population and Sampling Procedure**

The population of the study consisted of guests and employees of the Gourmet Farm in Tagaytay. The researchers used purposive sampling in the selection of the respondents chosen on the basis of their knowledge on the information desired. (Calderon et al, 2004)

The sample size of the study was fifty respondents. It consisted of 25 each category such as guest and employees of the Gourmet Farm in Tagaytay. The researchers were able to deploy the questionnaires to the fifty respondents and also retrieved them all.

### **Respondents of the Study**

The respondents of the research were fifty (50) Local and Community of the Gourmet Farm.

Their opinion were sought in order to evaluate the assessment of the products of Gourmet Farm in Tagaytay City.

### **SUMMARY OF FINDINGS**

1. On the assessment of the respondents on the assessment of the products of gourmet farm in Tagaytay City in terms of products. Both respondents **agree** that gourmet farm in Tagaytay is one of the tourist destination in terms of products supported by the obtained grand mean value of 4.18.
2. On the significant difference on the assessment of respondents. It could be gleaned from the results that the computed  $t$  value of  $-5.4167$  is greater than the  $t$  critical value of 2.101 with 18 degrees of freedom at five percent level of significance. The statistical decision is to reject the null hypothesis and verbally interpreted as significant.

3. On the problems encountered by the respondents on the both respondents encountered some problems in the assessment of the products of gourmet farm in Tagaytay in terms of products. The most was "Limited choices of sauces and dressing" with obtained frequency of 62 in rank 1; "Unavailability of the products" with obtained frequency of 37 in rank 2; "Packaging" with obtained frequency of 24 in rank 3; which the researchers concludes that the respondents were all satisfied with.

### **CONCLUSIONS**

Based from the findings, the following conclusion of the study agree that the assessment of the products of gourmet farm in Tagaytay City.

1. There is a significant difference in the mean value between the local and community visitors in the assessment of the products of gourmet farm in Tagaytay City in terms of products.
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3. The results show that the respondents encountered problems on the assessment of the products of gourmet farms in Tagaytay City in terms of products.

## **RECOMMENDATION**

1. Produce a wider variation of their salad dips and experiment on the recipes that would attract tourists to try their organic products.
2. Since there are numerous competitors in the market, a creative packaging will make their organic products stand out among other existing organic product producers.
3. Their products should be introduced to the market using a good marketing strategy like updating the people about the products they can offer because that way the consumers will patronize their goods.