

Ginintuang Bakahan: Digging the Story of Sustainable Local Economic Enterprise in Padre Garcia

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Abstract— *The country today is facing a lot of innovations in providing the minimum basic needs of its constituents, which is one of the many challenges of all government units. Local governments should strive to improve people's livelihoods, income, knowledge, and health while remaining compliant with national laws, regulations, and development goals. To do this, LGUs were given the power and authority to establish an organization that shall be responsible for the efficient and effective implementation of their development plans and to create their own sources of income. This study utilized qualitative research particularly a case study design. Findings revealed that the changes occurred in Padre Garcia Livestock Auction Market is considered as improvement based on the research participants. Findings revealed that the changes occurred in Padre Garcia Livestock Auction Market is considered as improvement based on the research participants. On the other hand, Padre Garcia Livestock Auction Market faces different challenges in its years of operation. These challenges strengthen foundation of the auction market and give stability to its operation. Meanwhile, with its income raised from its operation, the LGU provided programs, projects, and activities to sustain the auction market. In line with the success of the operation of PGLAM, different establishments are built for the municipality like hotel and restaurants, commercial banks, and amenities around the auction market for the convenience of the traders and buyers at PGLAM. The researcher proposed the coffee table book because she believed it would aid the LGU in sharing information regarding the sustainability of the livestock auction market through the actions and efforts of the LGU and market participants.*

Keywords— *Padre Garcia Livestock Auction Market, Bakahan, Improvement, Development, Challenges, Programs, Projects and Activities, Information, Education and Communication Materials.*

I. INTRODUCTION

One of the power and functions of the LGUs is the establishment and operation of Local Economic Enterprises (LEEs). LEEs could play vital roles in Local Economic Development (LED) as it provides wider access to goods and services at an affordable price to majority of the LGU population, augments LGU revenues, and attracts investors by providing key services not provided by the private sector.

Local economic enterprises are highly valued by Local Government Units (LGUs) due to their significant contribution to socio – economic and environmental development. Aside from the fact that these public enterprises provide quality services to clients, their bankability in terms of profit generation and employment provided to people cannot

be discounted. These serve as the means of LGUs to reach out to people by rendering services and opening opportunities for livelihood. Public markets, slaughterhouses, auction market, public utility service providers, among others, are typical examples of local economic enterprises managed and operated by various cities and municipalities nationwide.

To achieve the success of Local Economic Enterprises (LEEs), the LGU should sustain the operation, including the system, infrastructure, and manpower, of the enterprises. The sustainability of LEEs is essential in augmenting the long – term goal implementation of LGUs for the wider development and supports to local entities.

The Municipality of Padre Garcia develops different local economic enterprises within the locality which seeks to aid in increasing revenue collection of the municipality. This would further lead to having more resources to provide better programs and services to the citizens of Padre Garcia. This study focuses on the Livestock Auction Market of the municipality, which is considered to be among the best throughout the Philippines and tagged Padre Garcia as “Cattle Trading Capital of the Philippines.” Further, it also presented how Padre Garcia Livestock Auction Market (PGLAM) has developed from simple livestock auction market to a more advanced and competitive one as it generates additional income and employment as social contribution to the municipality and how the LGU sustain the auction market through its ongoing efforts of viability.

II. METHODS

The researcher used qualitative research particularly a case study design. This design involves the in – depth study of a single group of individuals to explore complex phenomenon of the achievement of sustainability of the Livestock Auction Market (LAM) of Padre Garcia which includes their perception, experiences and processes involved in organization brought by the phenomenon.

Furthermore, the researcher seeks six participants who possess in - depth understanding and insights that can contribute to the objective of the study. The participants were chosen because they fit the criteria the study required. They are most suited to answer the questions since they are knowledgeable about the development and long-term profitability of Padre Garcia's Livestock Auction Market. Moreover, they were chosen because they experienced to be

engaged in Padre Garcia Livestock Auction Market for a long time. Most of the research participants are participating in bakahan for almost 30 years.

The data collected during the interview was analyzed, explained and validated after transcription. The researcher gained better understanding of the subject by listening to and reviewing the transcribed interviews several times. Data were combined and themed upon completely transcribed. The information has been analyzed, categorized, and organized into themes and sub – themes. In accordance, the topics that may arise were assigned a specific theme. The analytical procedure included highlighting any similarities and differences in the data and looking for repeating patterns.

III. RESULTS AND DISCUSSIONS

TABLE 1. Existence of Several Auction Market

Major Theme	Sub - Theme
Existence of Several Auction Market	Venue of Market not yet fixed
	Many have been participating in bakahan for a long time

One of the major themes of the research participants focused on the existence of several auction market. The research participants claimed that they have been involved in Padre Garcia’s Livestock Auction Market for a long time. Further, they recounted how they witnessed the operation and services in Bakahan over the years. Some of the research participants stated that the Padre Garcia Livestock Auction Market was not originally located where it is currently.

TABLE 2. Evolution of Infrastructure and Amenities

Major Theme	Sub - Theme
Evolution of Infrastructure and Amenities	Undeveloped and Muddy Surroundings
	Market Infrastructure upgrade

Table 2 shows the second major theme which is the evolution of infrastructure and amenities which has two sub - themes. The research participants also discussed their experiences in the past years, most of them said that they had to stay in the mud roads during wet auction days to assure the safety and success of their trading.

Furthermore, several improvements are made to Padre Garcia’s Livestock Auction Market. Research participants view the construction of various amenities within the livestock auction market to be an improvement. The holding pen area for each type of livestock is also designed for easy and convenient animal trading. Padre Garcia Livestock Auction Market’s management, employees and staff have also provided a suitable office for their transactions and operations/ Staff wear uniforms to identify authority and responsibility. Padre Garcia Livestock Auction Market’s administration is now working efficiently using their new system.

TABLE 3. Progress of Auction Market System

Major Theme	Sub - Theme
Progress of Auction Market System	No Proper Animal Classification and Documentation
	Better operation and services

Table 3 illustrates the third major theme, Progress of

Auction Market System. The livestock auction market system is not as organized as it today. The records are inadequately documented. As time passes, several improvements are made to Padre Garcia’s Livestock Auction Market. The ticketing system is in place to ensure the smooth flow of funds in the auction market. The issuance of suitable documentation is performed to safeguard both traders and customers.

TABLE 4. Behavior in Livestock Auction Market

Major Theme	Sub - Theme
Behavior in livestock auction market	Untoward Incidents
	Disciplined buyers and traders
	Existence of Peace and Order

Table 4 exhibits the fourth major theme which is the behavior in livestock auction market. The research participants noted that strong security was not yet in place during those early years. Some of them were also duped during their auction dealings.

With the effort of the management and the local government unit, the loss of money, theft, and nonpayment of livestock were prevented also, according to the majority of participants, the buyers and traders were disciplined compared before. Further, to ensure the safety and security of all people inside the PGLAM, police visibility is asked. There are police enforcers roaming around the auction market to monitor the place and to give immediate assistance.

TABLE 5. Financial Trust Issues

Major Theme	Sub - Theme
Financial Trust Issue	Traders and Buyers were cheated
	Traders and buyers fail to pay proper fees

Padre Garcia Livestock Auction Market faces different challenges in its year of operation. These challenges strengthen foundation of the auction market and give stability to its operation.

Table 5 present the fifth major theme which is the Financial Trust Issues. Traders and buyers were cheated and some of them fail to pay proper fees.

Local Government Unit of Padre Garcia addressed the concern of the management in terms of collecting fees. They conducted inspection with every animal entering the livestock auction market. The assigned personnel were responsible for the checking of the documents of the livestock also they attended training to improve their knowledge with regards to the auction market.

TABLE 6. Unexpected Scenario Inside the Market

Major Theme	Sub - Theme
Unexpected Scenario Inside the Market	Safety of Traders and Buyers
	Traders and Buyers attitude

Table 6 shows the sixth major theme which is the Unexpected Scenario inside the Market. The common challenge that the research participants mentioned is the attitude of the traders and buyers. Not all the marketers entering the auction market follow the rules and regulation of the Padre Garcia Livestock Auction Market.

Padre Garcia Livestock Auction market’s challenges are

known to its management, who then continually implement policies and regulations to overcome these challenges and maintain the operation of the auction market, as well as to improve its system for the future. Through the market code, the people of Padre Garcia Livestock Auction market established discipline and increased its and marketer’s income.

Table 7 shows the seventh major theme which is the Infrastructures. In accordance with the success of Padre Garcia Livestock Auction Market operations, various establishments for the municipality such as hotels and restaurants, commercial banks, and facilities around the auction market are built for the convenience of Padre Garcia Livestock Auction Market traders and buyers. One of the research participants believed that the LGU of Padre Garcia developed the community college as a result of the revenue generated from Livestock Auction Market.

TABLE 7. Infrastructures

Major Theme	Sub - Theme
Infrastructures	Construction of Buildings and Amenities
	Construction of School

The municipality plays an important role in the markets. It provides and maintains livestock market facilities. They manage and operate livestock auction market ensuring that good sanitation is maintained in the entire market site, with these the income from livestock auction market can truly provide for its improvement. The LGU ensures that the member of Padre Garcia Livestock Auction Market comfortable during buying and selling inside the market.

TABLE 8. Peace and Order

Major Theme	Sub - Theme
Peace and Order	Observance of peace and order inside the market

The presence of peace and order inside the market is important with the members inside Bakahan. The research participants feel that they are safe during their transaction in the market. Most of the research participants appreciated the initiative and efforts of the Local Chief Executive (LCE) and the local government unit. They believed that the Programs, Projects and Activities that they have mentioned were contributed in the sustainability of the livestock auction market as one of the local economic enterprises in Padre Garcia. Accordingly, this local economic enterprise will continue to grow in the future.

Proposed Coffee Table Book

The researcher proposed the coffee table book because she believed it would aid the LGU in sharing information regarding the sustainability of the livestock auction market through the actions and efforts of the LGU and market participants. The title of the book will be “Ginintuang bakahan sa Padre Garcia”, “Ginintuan” because it is one of the major sources of the Local Government Unit in financing the needs of the people of Padre Garcia and it is one of the sustainable local economic enterprises of it. The target audience of this output will be other Local Government Units also clients and visitors coming to Padre Garcia.

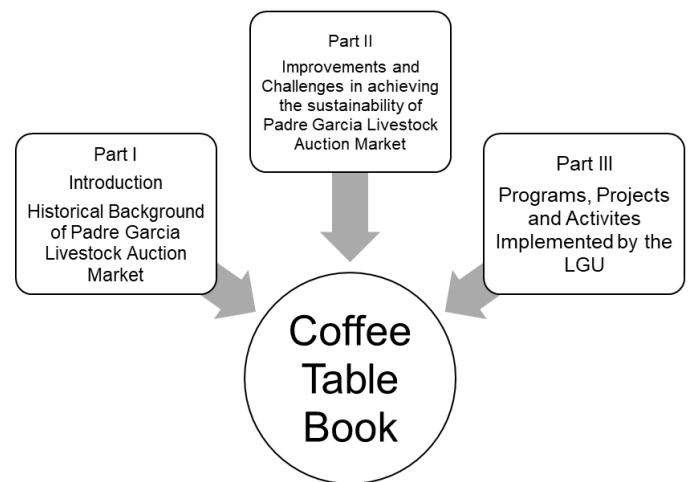


Fig. 1. Proposed Coffee Table Book

The proposed coffee table book has three parts. Part I will be the introduction - Padre Garcia's local government unit shall continue to maintain historical background of Padre Garcia Livestock Auction Market, the second part contains the improvement and challenges in achieving the sustainability of PGLAM, and the last part is the programs, projects and activities implemented by the local government unit of Padre Garcia. And the title of the coffee table book is “Ginintuang Bakahan”

IV. CONCLUSIONS

Based on the findings of the study, the following conclusions were drawn.

1. The respondents view on the changes they have witnessed in the Padre Garcia Livestock Auction Market (PGLAM) were considered as an improvement.
2. The challenges that have encountered by the respondents were addressed by the LGU of Padre Garcia. They were considering those challenges as part of being a trader/seller/manager in Padre Garcia Livestock Auction Market.
3. Most of the respondents are aware on the program, projects and activities that are being implemented by the Local Government Unit of Padre. They believed that these PPAs greatly helped in achieving the sustainability of Padre Garcia Livestock Auction Market as local economic enterprise. The respondents believes that this bakahan will continue to expand in the future.
4. The coffee table book is being proposed to showcase the sustainability activities of Padre Garcia Livestock Auction Market (PGLAM).

V. RECOMMENDATIONS

Based on the foregoing, the following recommendations are offered by the researcher.

1. Other LGUs may use this study as their basis in sustaining their local economic enterprise.
2. Padre Garcia Livestock Auction Market should put up a client feedback box to know the needs and sentiments of the traders to further improve the services being provided in the

livestock auction market.

3. Paain the facilities and building of the livestock Auction Market in terms of cleanliness and safety for cattle and livestock traders. Also they must ensure the environmental sustainability aspect of PGLAM.

4. Local Government of Padre Garcia must ensure that the personnel in LAM is sufficient enough to provide efficient services in terms of cleanliness, safety and operability.

5. The local government unit should contemplate future expansion to increase Padre Garcia Livestock Auction Market (PGLAM) revenue.

6. Future researchers may use this study as reference materials for their on – going study about sustainability of local economic enterprise.

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