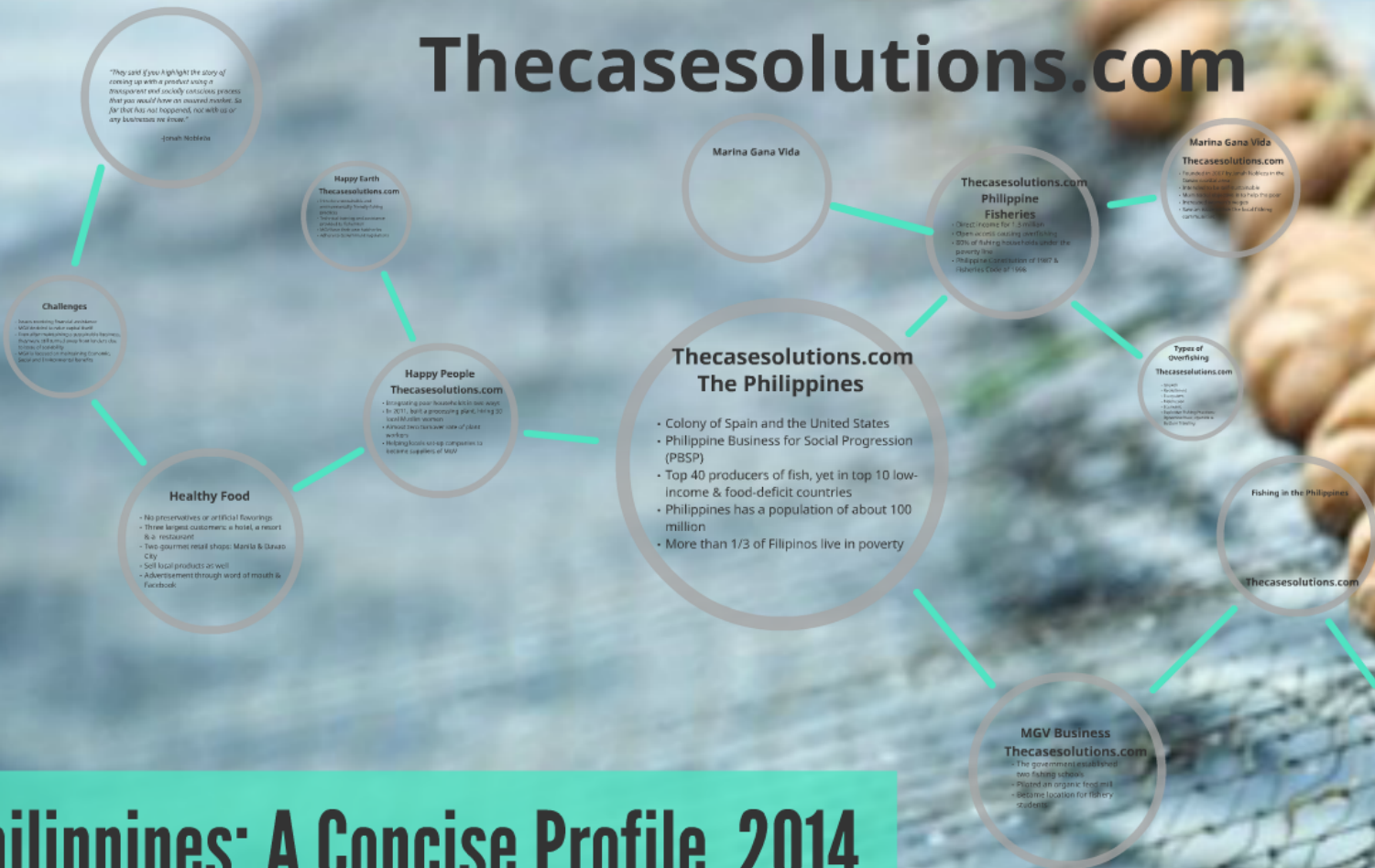


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## Philippines: A Concise Profile, 2014

"They said if you highlight the story of coming up with a product using a transparent and socially conscious process that you would have an assured market. So far that has not happened, not with us or any businesses we know."

-Jonah Nobiles

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-Jonah Nobleta

**Happy Earth**  
Thecasesolutions.com  
• Organic products and  
compostable packaging  
• Natural living products  
• Certified in Green  
• 100% natural and healthy  
• Fully in Government regulation

### Challenges

- Excess inventory, financial difficulties
- MSRP exceeded in local market (cost)
- Cash flow fluctuating in retailable products
- They were still stuck & away from buyers due to excess of inventory
- MSRP in local area are inconsistent (economic, social and cultural) level of the

### Healthy Food

- No preservatives or artificial flavorings
- Three largest customers: a hotel, a resort & a restaurant
- Two gourmet retail shops: Manila & Davao City
- Sell local products as well
- Advertisement through word of mouth & Facebook

### Happy People

  
Thecasesolutions.com

- Integrating poor households to help build in the 2011 local processing plant, hiring 20 local Muslim women
- Attract participation rate of plant workers
- Helping locals set-up companies to become suppliers of NGOs

## Thecasesolutions.com The Philippines

- Colony of Spain and the United States
- Philippine Business for Social Progression (PBSP)
- Top 40 producers of fish, yet in top 10 low-income & food-deficit countries
- Philippines has a population of about 100 million
- More than 1/3 of Filipinos live in poverty

### Marina Gana Vida

### Thecasesolutions.com Philippine Fisheries

- Direct income for 3.8 million
- Open access causing overfishing
- 80% of fishing households under the poverty line
- Philippine Constitution of 1987 & Fisheries Code of 1995

### Marina Gana Vida

  
Thecasesolutions.com

- Founded in 2007 by Jonah Nobleta in the same coastal area
- Founded to be a 1st corporate social initiative to help the poor and fisherman's welfare
- It is linked with the local fisher's communities

### Types of Overfishing

  
Thecasesolutions.com

- Over-exploitation
- Bycatch
- Gear-related
- Habitat-related
- Ecosystems (using Predator-Prey, Mutualism, Symbiosis & Biome) fishing

### Fishing in the Philippines

### Thecasesolutions.com

### MGV Business

  
Thecasesolutions.com

- The government established two fishing schools
- Piloted an organic feed mill
- Became location for fishery students

### Recommendations

???

# Philippines: A Concise Profile, 2014

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## The Philippines

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**Thecasesolutions.com**

# **Philippine Fisheries**

- Direct income for 1.3 million
- Open access causing overfishing
- 80% of fishing households under the poverty line
- Philippine Constitution of 1987 & Fisheries Code of 1998



# Types of Overfishing

**Thecasesolutions.com**

- Growth
- Recruitment
- Ecosystem
- Malthusian
- Economic
- Exploitive Fishing Practices:  
Dynamite/Blast, Cyanide &  
Bottom Trawling

# Marina Gana Vida

## Thecasesolutions.com

- Founded in 2007 by Jonah Nobleza in the Davao coastal area
- Intended to be self-sustainable
- Main social objective is to help the poor
- Increased women's wages
- Saw an issue within the local fishing communities



# **MGV Business**

## **Thecasesolutions.com**

- The government established two fishing schools
- Piloted an organic feed mill
- Became location for fishery students

# Happy People

## Thecasesolutions.com

- Integrating poor households in two ways
- In 2011, built a processing plant, hiring 30 local Muslim women
- Almost zero turnover rate of plant workers
- Helping locals set-up companies to become suppliers of MGTV



# Happy Earth

## **Thecasesolutions.com**

- Introduce sustainable and environmentally friendly fishing practices
- Technical training and assistance provided to fisherman
- MGV have their own hatcheries
- Adhere to Government regulations