

DY HOG FARM

A CASE STUDY

Presented to

The Faculty of the College of Agriculture

Central Philippine University

Iloilo City

In Partial Fulfillment

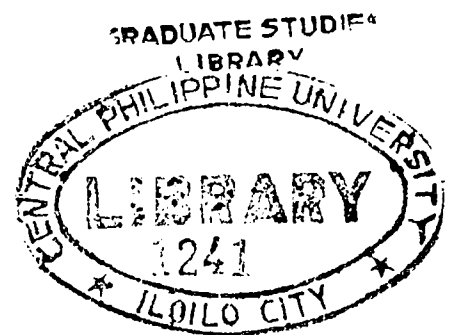
Of the Requirement for the Degree

Bachelor of Science in Agriculture

By

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Background

The piggery of Mr. Dominador Dy, Jr. is situated in his one hectare farm in Barangay Esperanza, Culasi, Antique, about three kilometers away from the town proper of said municipality. The location is an ideal site for hog raising since it has no neighborhood, has sufficient potable water supply, and enough space for future expansion added by its accessibility, which is more or less fifty meters away from the highway (Exhibit 1).

Never in the wildest dreams of Mr. Dy that he would be engaged in hog raising business. He is a medical technology graduate from one of the prestigious schools in Cebu City. He had vast experience in the field of marketing. From a junior salesman, he was promoted to senior salesman, supervisor, district manager, and finally as regional manager of a well known drug company. After his retirement in 1995, he returned to his hometown, ventured in some small businesses but was lured to join politics and was once elected as Sangguniang Bayan Member of Culasi, Antique for one term. During the last 2004 elections, he ran for mayor but lost to the now incumbent mayor of the town.

The hog raising business was initiated by his eldest son in year 2003, who after graduation from college, was not able to land a job. However, after a year of operation, he got bored and left the business to his parents to seek for a job in Manila. The timing was good because it was after the 2004 elections and Mr. Dy was already idle by then.

With the father's takeover, the business expanded and a once small piggery with about 30-40 heads, tripled in hog population. Mr. Dy got his source of funds from his personal money. He started with the initial investment of Three Hundred Fifty Thousand Pesos (P350,000.00). As Mr. Dy employed only one helper, he himself devoted more time to his piggery and was forced to build a residential house nearby where he and his wife are now staying except on certain occasions when they have to stay at their ancestral home in the poblacion.