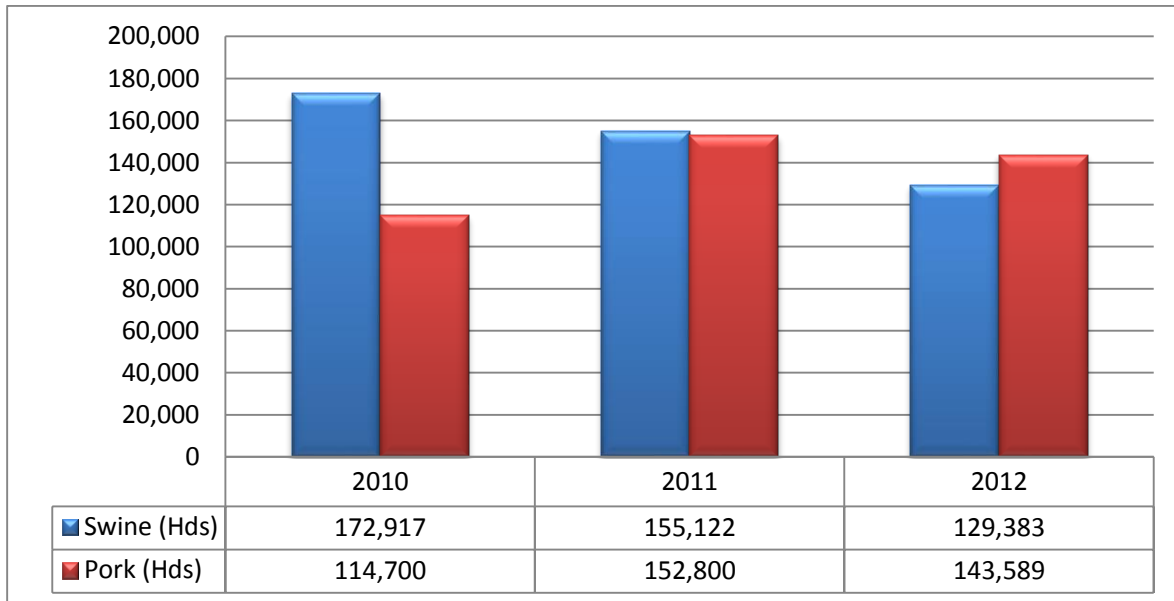


Swine Road Map

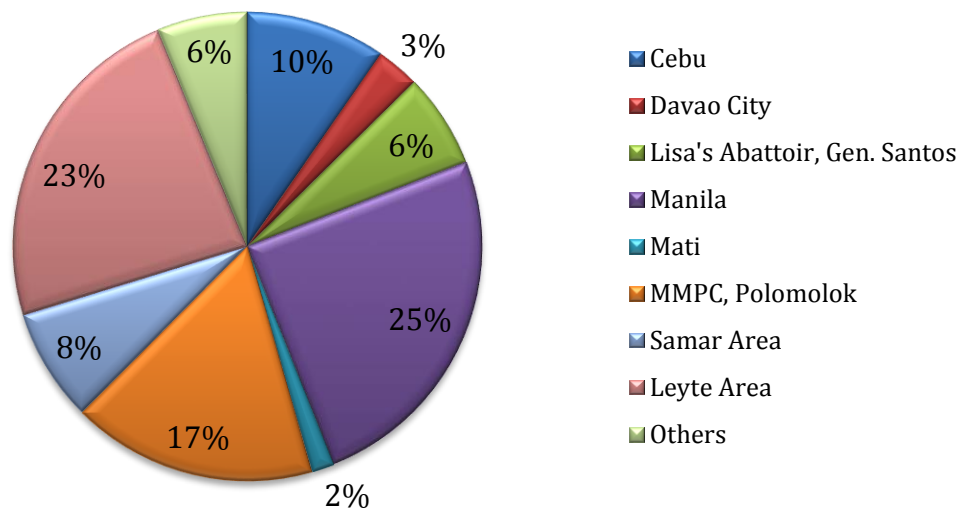
Vision (as is)...
 Mission (as is)...
 Objectives (as is)...

3-Year Swine Excess Production in Region XII



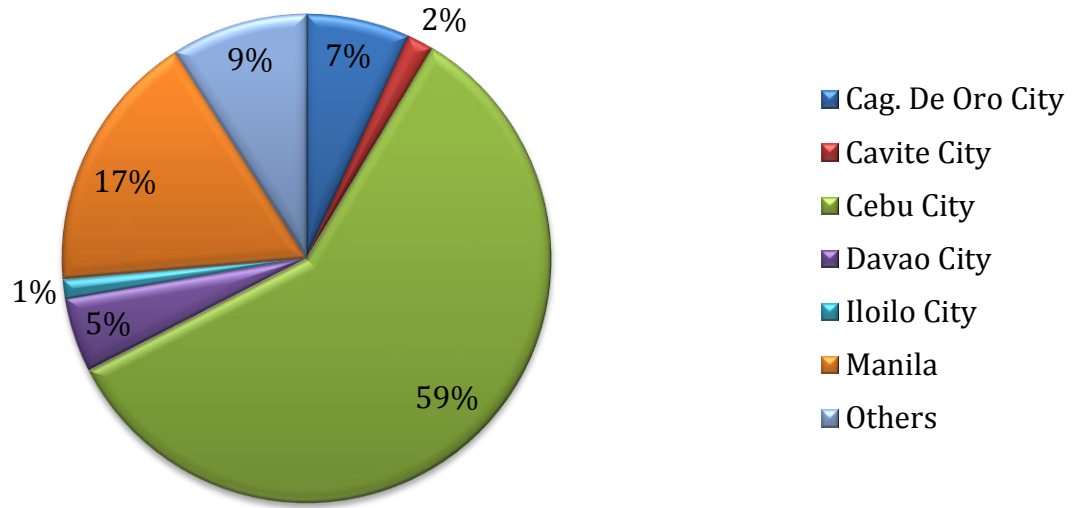
Source: Veterinary Quarantine Service, Port of General Santos City

2012 Region XII Market Destination for Live Hog Shipment (129,383Hds)



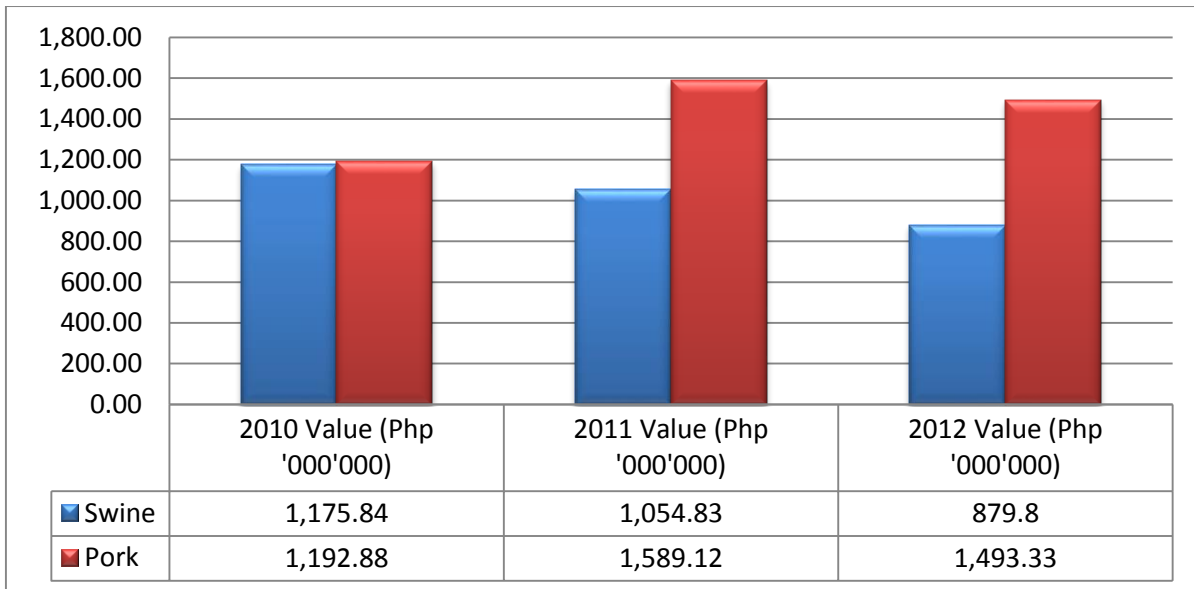
Source: Veterinary Quarantine Service, Port of General Santos City

2012 Region XII Market Destination for Pork Shipment (11,435mT)



Source: Veterinary Quarantine Service, Port of General Santos City

3-Year Swine Excess Production Value in Region XII



Source: Veterinary Quarantine Service, Port of General Santos City

Strengths:

- Availability of stocks for export
- Availability of Triple A Slaughterhouse for export quality pork
- FMD-free and low incidence of swine diseases
- Sufficient corn production and other feed ingredients such as fishmeal and by-products of rice production

Weaknesses:

- Unstable prices in pork
- Insufficient government support to swine production
- Dependent on Manila & Cebu as traditional markets
- Insufficient backyard production as buffer supply
- Lack marketing support of the industry

Opportunities:

- Strong export potentials due to declaration as FMD-Free Zone
- Access to international markets
- Access to international partnership for research, diagnostic laboratories, & animal dispersal programs
- There are counties interested in buying Gensan Pork

Threats:

- Possible outbreaks of new animal diseases
- Importation/Smuggling of pork & pork products
- Occurrence of man-made and nature calamities
- Increasing production cost e.g. feed ingredients

Strategies / Interventions:

- Revival of non-operational auction markets
- Improve genetic potential of breeder stocks (Artificial Insemination Program)
- Strengthen and improve biosecurity measures in the region
- Enhance capabilities of livestock cooperatives and other stakeholders.
- Lobby to legislators for financial augmentation of livestock development vis a vis pork production
- Develop new markets for our pork either local or international
- Promote meat processing & market pork as finished products such as canned pork products, processed tocino, longanisa, ham, etc.
- Enhance non commercial production (backyard) to fill-in production when export commence
- Curve smuggling thru strong linkages with other agencies e.g. Bureau of Custom, and Anti – Smuggling Group

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