

IV. ECONOMIC PROFILE

4.1 FOREST PRODUCTION

The municipality is rich in forest resource. According to some key informants, some areas in Bato, Inawayan and Matutungan have an aggregate area of 9.95 hectares of commercial forest that produces 3,500 board feet of logs every month. Mangrove forest of 123.9 hectares are also found in Zones I, II, IV, Astorga, Bato, Coronon, Darong, Inawayan, Tagabuli and Tuban. Indigenous to the swamps and marshes are nipa and romblon grove that are thatched and woven for roofing and handicraft purposes.

4.2 AGRICULTURE

Total area devoted to agriculture is approximately 21,177.6862 hectares or 73.64% of the 28,759.7855 hectares. These areas cover the existing cultivated lands within the alienable and disposable areas and also within Mt. Apo Natural Park.

Table 24 - NUMBER OF FARMERS BY TENURIAL STATUS, 2001

TENURIAL STATUS	NUMBER	%	TOTAL LAND HOLDING (HAS.)	%	AVERAGE LAND HOLDING (HAS.)
Farmer-Owner	1,869	65.6	13,083	86.97	7
Farmer-Tenant	980	34.4	1,960	13.03	2
TOTAL	2,849	100	15,043		5.3

Source: Office of the Municipal Planning & Development Coordinator (RRA, September 10 - October 31, 2001)
Sta. Cruz, Davao del Sur

As of 2001, there are 2,849 farmers of which, 1,869 are farmer-owners and 980 are farmer-tenants. The total landholding of the farmer-owners is 13,083 hectares while the farmer-tenants have a total of 1,960 hectares. Farmer-owners have an average landholding of 7 hectares while

farmer-tenants have 2 hectares. The average farm size in Sta. Cruz is 5.3 hectares.

4.2.1 Agrarian Reform

Comprehensive Agrarian Reform Program (CARP)-covered areas in Sta. Cruz totaled to 871.5298 hectares. These are located in 16 barangays except for Tibolo and Jose Rizal (which are entirely within the Natural Park) involving 40 original landowners and 617 beneficiaries. (Annex 1.6)

Table 25 - CARP ACCOMPLISHMENTS, 2001

PROJECT TITLE	PLANNED TARGET (Has.)	ACTUAL ACCOMPLISHMENT
A. Direct Land Transfer	143	148.65 has.
B. Mandatory Land Acquisition	974	256.00 has.
C. Voluntary Offer To Sell	57	328.38 has.
D. Government Financing Institution		124.27 has.
E. Leasehold Operations	200	10.70 has.
F. BARC Reorganization	15	12 BARC
G. Cooperative Dev't.	3 Coops.	3 Coops.
H. Multi-Purpose Pavement		0.17 km.
I. Road Rehabilitation		0.28 km.

Source: Provincial Agrarian Reform Office
Davao del Sur

4.2.2 Crop Production

Coconut is the major crop of the municipality. As of 2000, its total area is 7,297 hectares, about 34.45% of the total agricultural land. All coconuts are reported hundred percent bearing four times a year.

Table 26 - AREA PLANTED, YIELD AND PRODUCTION, 2000

CROPS	AREA PLANTED* (HAS.)	NO. OF CROPPINGS/YEAR	AVE. YIELD/HA./CROPPING (M.T.)	ANNUAL PRODUCTION (M.T.)	VALUE OF PRODUCTION/YEAR (P)
CASH CROPS:					
1. Corn	1,862.00	2	2.400	8,937.600	53,625,600.00
2. Rootcrops	220.00	1	4.900	1,078.000	4,312,000.00
3. Rice	45.00	2	2.500	225.000	2,250,000.00
INDUSTRIAL CROPS:					
1. Coconut	7,297.00	4	1.000	29,188.000	40,863,200.00
2. Banana	4,931.50	12	1.850	109,479.300	328,437,900.00
3. Fruits	1,118.45	1	1.437	1,607.213	20,893,769.00
4. Coffee	686.00	1	0.600	411.60	13,171,200.00
5. Sugarcane	348.50	1	70.000	24,395.00	29,274,000.00
6. Vegetables	230.75	2	4.800	2,215.200	13,291,200.00
7. Abaca	177.50	1	0.800	142.000	1,420,000.00
8. Cacao	27.00	1	0.750	20.250	708,750.00
9. Rubber	4.00	48	1.500	288.000	3,456,000.00
TOTAL	16,947.70			177,987.163	511,703,619.00

Sources : OMPDC (RRA Sept.1-Oct. 31, 2001)

Office of the Municipal Agricultural Officer
PCA, Digos, Davao del Sur

* intercropped areas were counted twice

Volume of annual production is 29,188 metric tons. Buyers/market outlets are Franklin Baker Company, Sta. Cruz Public Market, Toril, Davao City and Digos City.

Second crop that is extensively cultivated is banana with a total area of 4,931.50 hectares and annual production of 109,479.3 m.t. Local market outlets are in Toril and Davao City.

Fruit trees rank third only among the industrial crops grown in the area. These are planted to 1,118.45 hectares or 7.5% of the total cultivated lands and have an annual production of 1,607.213 m.t.. These consist of the famous and delicious durian, sweet lanzones, marang, mango and other tropical fruits found mostly in the upland barangays.

Other crops are coffee, corn, sugarcane, vegetables, rootcrops, abaca, cacao, rubber and upland rice. Sugarcane

produces 24,395m.t. annually. However, in terms of production value, banana ranks highest with P328 millions; corn followed at P53 millions; coconut at P41 millions; sugarcane at P29 millions; fruit trees at P20.8 millions; vegetables at P13.2 millions; coffee at P13.1 millions; and the lowest is cacao at P708,750 only.

4.2.3 Livestock and Poultry Production

Animal population is placed at 101,355 per inventory conducted in 1999. Carabao and cattle, raised as draft animals and for commercial purposes numbered 3,651 or 3.6% of the total population. Horses constituting 2% of the animal population are used to transport both the residents and farm products. Hogs and goats are raised for consumption, livelihood and economic enterprise. Both have a combined population of 12,232 or 12.07% of the total. Among poultry, chicken is estimated at 79,484 followed by duck, 2,996 and the least is Guinea fowl. (Annex 1.7)

Table 27 - INVENTORY OF LIVESTOCK AND POULTRY FARM, 1999

LIVESTOCK/ POULTRY	BACKYARD		COMMERCIAL	
	NO. OF FARM OWNER	NUMBER OF HEADS	NO. OF FARM OWNER	NUMBER OF HEADS
Livestock				
1. Swine	4,216	7,900	4	375
2. Goat	1,969	3,957	-	-
3. Cattle	712	1,669	4	1,126
4. Carabao	543	856	-	-
6. Horse	1,155	1,681	-	-
7. Sheep	69	123	-	-
Total	8,664	16,186	8	1,501
Poultry				
1. Chicken	-	55,484	1	24,000
2. Duck	-	2,996	-	-
3. Geese	-	30	-	-
4. Quail	-	-	1	500
5. Dove	-	390	-	-
6. Turkey	-	257	-	-
7. Guinea Fowl	-	11	-	-
Total	-	59,168	2	24,500

Source: Bureau of Agricultural Statistics
Office, Davao City

Backyard piggery is most common in Darong, Bato, Coronon, Jose Rizal & Tagabuli. A commercial piggery is being operated in Darong by Señorita Farms with a reported annual production of 3,600 heads per year. Commercial poultry are raised in Darong, Bato, Astorga and Tuban.

In terms of quantity and value of production, cattle is the highest with a total production value of P27,950,000.00. Hogs/swine followed with 558,562 kilograms valued at P22,342,500.00.. Horse is third at P8,405,000.00. (Annex 1.7)

There is a big deficit of meat based on the computed available meat supply and the population consumption requirements. The highest deficit is that of pork, followed by duck and third is sheep. (Annex 1.8)

4.2.4 Fishery Production

Fishery and aquatic-related economic activities are conducted within the municipal waters, deep seas and brackish waters. As of 2001, the total number of fishermen/operators is placed at 2,309 with ninety percent (90%) engaged in municipal fishing; 11 operators into commercial or deep sea fishing, 12 into fishpond culture and 186 into mariculture i.e. marine fish cage operation and seaweed growing. Commercial fishing operators employed a total of 91 fisherfolks as crew/workers in fishing boats.

Municipal Water and Deep Sea Fishing

Some 2,111 fishermen/operators are engaged in deep sea and municipal fishing by using 646 motorized and 724 non-motorized boats. Average fish catch of motorized banca is 4 kgs per banca per day while non-motorized banca make 1.98 kgs. a day. A total of 829 varied fishing gears used are gill net, ring net, multiple handline and long line, bag net, jiggers, fish corral, fish pot, scoop net & seine.

Table 28- AREA, LOCATION AND PRODUCTION BY FISHING GROUNDS, 2001

FISHING GROUND	LOCATION	COASTLINE (km)	MUN. WATERS # (sq.km.)	VOLUME OF CATCH PER ANNUM (M.T.)	VALUE OF PRODUCTION (P)	NO. OF FISHERMAN/ OPERATOR
MUNICIPAL WATER	Astorga	3.5	52.5	123.33	6,536,384.00	282
	Bato	1	15	21.91	1,161,336.00	178
	Coronon	2.5	37.5	32.30	1,711,688.00	113
	Darong	2.5	37.5	66.63	3,531,284.00	161
	Inawayan	2.5	37.5	52.19	2,766,176.00	234
	Tagabuli	2	30	13.14	696,420.00	26
	Tuban	2.5	37.5	22.36	1,184,868.00	221
	Zone I	3.7	55.5	96.48	5,113,440.00	227
	Zone II	0.6	9	30.96	1,640,668.00	19
	Zone III	1.5	22.5	263.65	13,973,344.00	351
	Zone IV	2.5	37.5	140.18	7,429,752.00	288
Sub-Total		24.8	372	863.12	45,745,360.00	2,100
DEEP SEA	Outside the Municipal Water			603.00	31,959,000.00	11
INLAND FISHING	Fishpond	Tagabuli	15.70	85.96	4,298,000.00	7
		Tuban	40.40	28.53	1,426,500.00	5
MARICULTURE	Seaweeds	Tagabuli	1.18	195.08	9,754,000.00	34
		Bato	8.04	396.70	714,060.00	124
		Tuban	0.40	Newly Planted	NA	16
		Zone I	1.07	22.80	41,040.00	12
Sub-Total		34.31	57.28	1,332.07	48,192,600.00	209
GRAND TOTAL		59.11	429.28	2,195.19	93,937,960.00	2,309

Source: OMPDC (RRA)

September 10 -October 31, 2001

Office of the Municipal Agricultural Officer

Sta. Cruz, Davao del Sur

* Municipal Waters = 372 sq. km. x 100 has = 37,200 Has.

The fish catches consist of tuna, anchovy, "siganids", goat fish, Spanish mackerel, grouper rabbit fish, parrot fish, surgeon fish, moontail bullseye, spangled emperor, indian mackerel, spotted scad, skip jack, lobster, big-eyed scad, round scad, moonfish snappers, squid, caravalla flying fish, dolphin & white sardinella.

Annual volume of fish catch in municipal water and its value is placed at

863.13 metric tons with aggregate value of P45,745,360.00. Commercial fishing captured 603 metric tons valued at P31,959,000.00. (Table 28)

Aquaculture

Fishponds in Tuban and Tagabuli were able to produce 114.49 metric tons of “bangus” or milkfish, tilapia and prawn valued at P5,724,500. Traditional method of milkfish culture in brackish water is still practiced.

Mariculture has a total production of 614.58 m.t. worth P10,509,100. Put together, the total volume of catch is 2,195.19 m.t. with a production value of P93,937,960.00. (Table 28) Intensive and semi-intensive fish cage operation is employed to grow milkfish, rabbitfish, grouper and talakitok-trancel fish. Seaweeds farmed in shallow and protected coastal areas are planted in monoline hanging method.

About 90% of the fish catches are sold. Buyers usually come to Bato, Coronon, Tagabuli, Tuban but barangays like Astorga, Darong, Inawayan, Zones I & II bring their catch to buyers in Toril, Davao City or sell it in their barangay markets. Zones III, IV & Tagabuli sell to the Municipal Public Market. (Annex 1.9)

Sta. Cruz has five (5) fish landings, namely; Apo Beach, Bitaug, Astorga, Tacub and Zone I. Other support systems are Municipal Coastal Database (MCD), patrol boats and communication facilities.

4.2.5 Post Harvest And Other Support Facilities

As of 2001, post harvest facilities that are available in the municipality are mechanical and manual corn mill, warehouses, solar driers, nurseries, slaughterhouse, public market, farm tractor and hauling trucks. Most of these 119 units

are serviceable and owned by private individuals or companies.

Table 29 - POST HARVEST AND AGRICULTURAL SUPPORT FACILITIES, 2001

FACILITIES/ SERVICES AVAILABLE	NUMBER	TYPE OF OWNERSHIP	CAPITALIZATION (P)	FUND SOURCE	CONDITION
Post Harvest Facilities					
1. Corn Mill (manual)	3	Private	1,450,000.00	Private Owner	Serviceable
	5	Private	750,000.00	Private Owner	- do -
2. Warehouse	6	Private	20,675,000.00	Private Owner	Functional
	1	Government	170,000.00	SMAP	- do -
3. Solar Drier	4	Private	83,000.00	Private Owner	- do -
	20	Government	1,448,000.00	PGU/ LGU/ BGU	- do -
4. Nurseries	10	Private	110,000.00	Private Owner/ TACDR UP	- do -
	2	Government	365,511.41	LGU/N GO	- do -
	1	Government	279,400.27	LGU	- do -
5. Slaughterhouse	1	Private	NDA	NDA	- do -
	1	Private	NDA	NDA	- do -
6. Public Market	2	Government	1,976,181.83	LGU/ BGU	- do -
8. Tractor (manual)	10	Private	8,500,000.00	Private Owner	Serviceable
		Private	600.00	Private Owner	- do -
9. Truck Hauler	54	Private	25,600,000.00	Private Owner	- do -
TOTAL	119				

Sources: Office of the Municipal Planning & Development Coordinator (RRA, September 10 - October 31, 2001) Office of the Municipal Agricultural Officer Mun. Licensing Office

4.2.6 Agricultural Projects & Services

As of 2001, the Municipal Agriculture Office implemented at least 18 programs and projects in the 18 barangays, namely: community-based mangrove regeneration, upland development, soil conservation and amelioration, vegetable seed distribution, animal health care and disease prevention & control, establishment of biogas digester, municipal plant nursery, livelihood projects,

development of LGU-Bendigo Demo Center, Tree Park, Makamasa Coconut IPM Farmers Field School, Patrol Boat Operation for coastal resource management, mangrove reforestation, and dispersal of swine, buffalo, cattle, carabao, and goat. (Annex 1.10)

Implementation was made possible with the financial and technical assistance of the Southern Mindanao Agricultural Development Programme (SMAP), the Upland Development Programme (UDP), the DA-Regional Fisheries Unit, the NGOs/POs like PINSIL, BARBEMUCO, BLDC, Quinokol MPC, Melilia MPC, PVO, Tibolo MPC and other farmer cooperatives in various barangays.

4.3 COMMERCE AND TRADE

From 1999 to 2001, among the business establishments with municipal license, retail trade service establishments barely increased in number. Those engaged in wholesale decreased and there is no other bank aside from the 2 existing ones. There is one real estate agency since 1999. As of 2001, there were 271 retail stores, 56 service establishments and 24 wholesale stores.

Table 30 - TYPE OF BUSINESS ESTABLISHMENTS WITH MUNICIPAL LICENSE, 1999-2001

TYPE OF BUSINESS	1999		2000		2001	
	No.	%	No.	%	No.	%
A. Wholesale	36	10.65	43	12.65	24	6.78
B. Retail Trade	251	74.26	242	71.18	271	76.55
C. Credit Facility	2	0.59	2	0.59	2	0.56
D. Real Estate	1	0.30	1	0.29	1	0.28
E. Services	48	14.20	52	15.29	56	15.82
Total	338	100.00	340	100.00	354	100.00

Source: Municipal Licensing Office
Sta. Cruz, Davao del Sur

Retail trade seemed to flourish in the barangays as shown by the record on Barangay License issuance. From 296 retailers in 1996, it rose to 454 in five-year time, posting a 120% business expansion. Services more than doubled also in 2000 while wholesale and real estate remained the same in number.

Table 31 - TYPE OF COMMERCIAL ESTABLISHMENTS WITH BRGY. LICENSE, 1996-2000

TRADE/ BUSINESS	1996	1997	1998	1999	2000
1. WHOLESAL	12	12	13	12	12
2. RETAIL	296	314	403	498	454
3. SERVICES	61	64	70	130	137
4. REAL ESTATE	1	1	1	1	1
TOTAL	370	391	487	641	604

Source: OMPDC (RRA September 10 - October 31, 2001)

4.4 AGRI-BUSINESS & INDUSTRY

4.4.1 Cottage Industry

There are 18 cottage industries located in the different barangays, the nature of these mostly reflect the type of raw materials that are abundant in the area. Where there are romblon plants, mats and bags are woven. Nipa groves in Astorga, Inawayan, Tuban and Zone I are made into shingles while coconut leaves are made into thatches for roof materials. Broomsticks are also made out of coconut. Salted entrails of tuna fish called "dayok" are sold in Zone III. Other cottage industries are, hand-woven crafts, leather products, bags, slippers/sandals, furniture, basket, woodcrafts, "ampao", candle, curtain, hollow blocks, pillow and pillowcases. (Annex 1.11)

Women in the barangays operate their individual micro-economic enterprises. Association-based enterprises like the Matutungan Mat-Weavers Association in Matutungan, the Bangsamoro Women Association in Darong and the Candle-Making Association in Zone III are being assisted

by the Provincial Agri-Industrial Center (PAIC) Office of Sta. Cruz, the provincial office of the Department of Trade and Industry (DTI) and the San Miguel Corporation through the Philippine Business for Social Progress (PBSP). A small-scale hand-woven crafts producing gift-toys-household (GTH) items owned by Tionko family, is operating in Astorga.

Some of these products like mats and romblon bags are now for export to Japan while others are marketed locally. Other buyers come to the areas, some waited for items to be brought to them while others buy it in the market place. Depending on the product, the local markets are Sta. Cruz, Digos, General Santos City, Kidapawan City, Lanao, Iligan City in Southern and Central Mindanao; Toril, Davao City, Panabo City, Tagum City and Mawab in Southeastern Mindanao; and Manila.

4.4.2 Agri-Business /Agri-Industrial/ Industrial Establishments

As of 2001, a total of twenty-eight (28) agri-business, agri-industrial and industrial establishments have located in Sta. Cruz occupying a total area of 2,033.5086 hectares.

Classified under agri-business are: Ayala Agricultural Development Corporation producing cattle, bamboo, coconut and related products in 707.1766 hectares; Aquamines and Prawn Farm involve in milkfish and prawn culture in 12 hectares; Aquamines coconut plantation of 45.6272 hectares; Filinvest Sugarcane Plantation cultivating sugarcane in 348 hectares; Alegre Farms producing cattle and coconut in 33.8 hectares; SODACO Farms producing cattle & tropical fruits in 383.8383 hectares; the Tan Kim Kee Estate producing cattle and coconut in 219.5162 hectares property; the Almendras Estate has an actual 103 hectares cultivated into mango, corn and banana plantations in

West Astorga; the five (5) individual poultry farms located in barangays Darong, Tuban and Bato with a total of 10.1000 hectares and the CARP beneficiaries of the Almendras Estate have 27 hectares planted to coconut and banana.

The eight (8) agri-industrial establishments are the Franklin Baker Company, and Coco Davao Incorporated that processes desiccated coconut; GSL Food Enterprises, into banana chips processing; Pontmain Resources, maker of coco coir; BB-Fred and Aries BL, into extraction of coconut white meat; the Señorita Piggery and Feed Mill and the SODACO Dairy and Meat Processing, all occupying an aggregate area of 95.5858 hectares.

The six (6) industrial companies are the San Miguel Corporation that brews beer; Pryce Gases and Refilling Plant, that supplies LPG; Horizon Aggregates and Legaspi Concrete Products that crushes aggregates; and Adhi Lao Pre-cast Company that is into pre-casting of construction materials, (the latter's construction was however suspended as of this writing); the TNP Rubber Processing (which temporarily closed operation in mid-2002), all with a total area of 47.8645 hectares. These industries are located in Darong, Astorga, Coronon, and Zone IV. (Annex 1.12)

4.5 TOURISM

Twenty-two (22) existing tourist spots were identified and classified as follows: adventure, eco-tourism and agri-tourism. The municipality boasts of fine beaches in the shores of Darong, Astorga, Coronon, Zones I, III and IV that prompted the land owners to develop some 9 beach resorts. These are YMCA, Cebulan Beach, Soriano Beach and Restaurant, Quarry Beach, Carajo Beach, Tajos Beach, Agripina Beach, Camp Palm Spring Beach and Bacolod Beach. If one wants nature

tripping and enjoy the euphony of birds singing and feast his/her eyes on marine life and underwater garden, they can go to the Bird Sanctuary in Tagabuli and the Fish Sanctuary in Pasig Island, respectively. For adventure-seeker and sports enthusiasts, Mt. Apo offers an exhilarating trek via the Sibulan trail; the thrill of criss-crossing or shooting the rapids by tubing the frothing and crystalline waters of Sibulan River; the enjoyment of exploring the 3 pools of Palaca Hot Spring; the wonder and awe of viewing the solid 150-meter drop of the Tudaya Falls; and the sense of victory upon reaching the highest mountain peak in the Philippines. (Annex 1.13)

For those whose interest is on agriculture, a visit to SODACO Farms in Upper Inawayan will give them the opportunity to see the varied agri-business development introduced, see the durian plantation and taste this exotic fruit from the South. Tagabuli bay is also hosts to fish cages and artificial reefs.

The 27-hectare sprawling San Miguel Brewery Complex is also one of the industries that is considered to bolster the tourism industry in Sta. Cruz.

Motorists and local residents who are lovers of seafood frequent the row of Talisay food houses by the seaside along national highway in Zone I. In a day, the average client of these eateries is estimated at 200 people. Though modest in facility, Sta. Cruz has 46 small restaurants and eateries currently servicing both local residents and commuters/ passers-by. About 24 of these are found in the urban barangays of Zones I and III. The rest are in Astorga, Bato, Coronon and Tuban. (Annex 1.14)

All of these attractions were able to generate an average of 1,100 visitors annually.

Around 15 potential tourist spots like water falls, creeks, hot springs, caves, mountains and educational institutions were identified for development and promotion. These are Kibarangan Busay; Rogationist Academy School; Bugis and Pangin Creeks; Garuk, Siniban and Mainit Hot Springs; Tacub Tingting and Saliducon Caves; Boloy, Tagabuli, Tinago and Dakilan Falls; Tinibag Bato; and Mt. Buribid.

Table 32 -POTENTIAL TOURIST SPOTS, 2001

NAME / TYPE	LOCATION	DISTANCE FROM POBLACION (KM.)
Tagabuli Falls	Loago, Tagabuli	7
Kibarangan Busay	Kibarangan, Coronon	8
Rogationist Academy School	Inawayan	21
Tinibag Bato	Matutungan	11
Bugis Creek	Saliducon	8
Pangin Creek	Saliducon	8
Garuk Hot Spring	Sibulan	30
Siniban Hot Spring	Sibulan	21
Mainit Spring	Sibulan	30
Tacub Tingting Cave	Tudaya, Sibulan	21
Boloy Falls	Tibolo	28
Tinago Falls	Tibolo	28
Mt. Buribid	Tibolo	28
Dalikan Falls	Tibolo	28
Saliducon Cave	Saliducon	8

Sources: OMPDC (RRA September 10-October 31, 2001)
PAIC Office

Historical tourism is another potential judging from the town's history and the presence of relics such as old Spanish buildings, memorabilia and historical landmarks.