

RESEARCH MEETING WITH THE WYDLWOOD COFFEE PROJECT
Sep 12, 2022
181 NORTHPLACE RESIDENCES
BAGUIO CITY

Attendees:

Dr. Amador Peleo IV
Dr. Aliya Peleo
Dr. Cecilia Mercado
M. Carmelita Amistad
M. Eliza Joyce Palaroan
M. Lani De Guzman
M. Glory De La Pena
M. Ma. Araceli Tambol

- Dr. Madz presented PRELIMINARY ASSESSMENT ON BENGUET COFFEE PROJECT focusing on RESEARCH part of the project
- Group to CAPITALIZE ON EXISTING PROPOSAL FOR COFFEE HERITAGE PROJECT
- Publishable papers to be able to participate in IAFOR Tokyo Conference on Education and Development on March 30, 2023 or on Social Sciences on May 23, 2023 as well as Wenzao International Conference on Southeast Asian Studies in Kaohsiung in October 2023 (Both Docs have connections with organizers of these conferences)
- MAIN CHALLENGE: BUDGET REQUIREMENTS
- POTENTIAL RESEARCH THEMES were likewise presented to the group with initial assignments as follows:
- NOTE: BUSINESS STATE OF COFFEE - NO MORE COFFEE TO ROAST AS OF THE MOMENT which means LOCAL DEMAND FOR COFFEE is SUPER HIGH
- Doc Madz presented a sample scenario of Philippine Coffee Business: A coffee shop that seats 10, assuming it is producing 50 cups a day of 20 grams each cup would need at least 1 ha of coffee for a year.
- STATE OF BENGUET COFFEE PROJECT: Community Development with Academic Research and Business Development Project
- GOAL: LINK 1 COFFEE SHOP TO 1 SMALL FARM IN BENGUET

RESEARCH THEME	PROMOTER	DETAILS
IDENTIFYING BAGUIO COFFEE CULTURE Research problem: Despite having access to specialty-grade coffees,	MAM JOYCE PROMOTERSHIP CLASS	Respondents: Coffee Shop Profiling in Baguio City - May visit KAPE BANTAY and speak with Mr. Okada

<p>coffee consumption, service and hospitality in Baguio City is predominantly based on commodity-grade coffee</p>		<ul style="list-style-type: none"> - KAI CAFE
<p>IDENTIFYING COFFEE AS HERITAGE IN DOMOLPOS, TINONGDAN, ITOGON, BENGUET</p> <p>Research problem: Despite preliminary study that identifies the potential for Domolpos as a provider of specialty-grade coffee, the community is not know for either the quality or production of its coffees</p>	<p>BENGUET COFFEE PROJECT TEAM</p>	<p>Possibly not just Domolpos coffee but can be in other areas in Benguet</p> <ul style="list-style-type: none"> - Docs suggested Caliking Atok - brand not yet established - Respondents: Coffee farmers/associations
<p>DEFINING THE NATURE OF CUISINE-RELATED CONSUMPTION MOTIVATED TRAVEL IN BAGUIO</p> <p>Research problem: Despite the designation of Baguio as a UNESCO creative city, much of the food and drink related to the tourism industry in the city are uncreative repetitions of consumables found elsewhere in the country</p>	<p>BENGUET COFFEE PROJECT TEAM</p>	<p>POSSIBLE TOPIC could be the COFFEE CULTURE in BAGUIO CITY that the TEAM CAN LIKEWISE work on</p> <ul style="list-style-type: none"> - Interview Senior Citizens on coffee experiences - Sensory - Record, Document, video - Let them sign consent - Prepare standard questions for them to answer - Can be Focus Group or Key Informant - M. Tabanda, S. Lopez, S. Maniquis, Knights of Columbus were suggested - Can create a BOOK on COFFEE CULTURE in Baguio City - Doc Madz to send references on COFFEE CULTURE - Interview Dainty, Luisa's, Star Cafe, Kafagway

		<ul style="list-style-type: none"> - Interviews can be used as replicable experience of Old Baguio - Can interview clergy - there must be connection between clergy and coffee drinking - Coffee can really mean let's talk rather than just drink coffee
<p>DELIMITING COFFEE-RELATED GOVERNANCE IN BENGUET</p> <p>Research problem: despite material proof that Benguet can provide specialty-grade coffee, practices and processes of local and national governance continue to promote the production and consumption of commodity-grade coffee</p>	<p>COLLABORATION RESEARCH with KAPE TI UMA and WYLDWOOD</p>	<p>Group to share research theme to Finance and Economics</p> <p>Interview: Municipalities Barangay Officials on Coffee</p> <ul style="list-style-type: none"> - Policies on misbranding of coffee
<p>LINKING COFFEE PRODUCTION WITH FOOD SECURITY AND FOOD SOVEREIGNTY IN BAGUIO AND BENGUET</p> <p>Research problem: despite the coffee-related Good Agricultural Practices (GAP) guidelines of the Department of Agriculture (DA) and numerous coffee-related agroforestry training programmes, increasing local participation in the coffee sector has not been a major concern for government officials, bureaucrats and residents of Baguio and Benguet</p>		<p>Imbalance between coffee promotion and coffee production</p> <ul style="list-style-type: none"> - Ethical issues - Misbranding
<p>FRAMING THE</p>		<p>How much is Benguet Coffee</p>

<p>INTERNATIONALIZATION OF COFFEE FROM BENGUET</p> <p>Research problem: despite the activities of foreign nationals in the coffee industry of Baguio and Benguet, the international trade or international reputation of Benguet has not expanded since the 2017 - 2022 Coffee Industry Roadmap</p>		<p>known abroad?</p> <ul style="list-style-type: none"> - Interview coffee shops who sell coffee abroad - Interview foreigners who come here for coffee
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DELIVERABLES:

- Group to meet on WEDNESDAY, 1230 - 130pm for a short meeting on next steps of the project. (Research Themes; Scheduling; Introduction of Project to SOCMED; SLU website; etc)
- VENUE: Travel Agency Lab which will serve as temporary office for the Benguet Coffee Project
- Assign groups for the 6 research themes
- Schedule short lectures on COFFEE HERITAGE AND HISTORY by Wyldwood to introduce the project (Information campaign)
- Work on COFFEE CULTURE OF BAGUIO CITY