ABSTRACT

Wine making by indigenous people is a dying tradition that is used in rituals and symbolic ceremonies which has never been sufficiently documented before. This study is conducted to determine the production, processing, and marketing of Pangase wine as an identity of the Subanen Tribe. It was conducted in the municipality of Siayan. The descriptive method of research was used in the study. In the production of the Pangase wine, three main raw materials are utilized, namely: cassava tubers, rice hull and a concoction of herbs called “tapay” (made from 24 to 60 herbs). The Pangase wine undergoes fermentation process in a ceramic jar called “bandi” or “tibod” for two weeks to three years. The wine, as a product, is unique and distinct and has few competitive substitutes. Its potential in the market is promising, however, at present there are few known producers to supply it. From interviews conducted, the respondents perceived that the product has high marketability rate, very profitable, high tourist attractiveness, and is very beneficial to the health of the users.

Keywords: Pangase, Production, Marketing, Subanen,
3) To determine the cultural beliefs and rituals in the production and consumption of Pangase wine,

4) To analyze the condition of the Pangase wine industry in the area in relation to Michael Porters five competitive forces in marketing,

5) To determine the perceptions of the respondents about the Pangase wine in terms of its marketability, profitability, tourist attractiveness and health benefits.

Research Methodology

The descriptive method of research was used in the study. It was conducted in the selected Barangays of Siayan, Zamboanga Del Norte particularly Datagan, Gonayen, Muñoz, Poblacion and Paranglumba. Four processors of Pangase wine and 16 wine users/drinkers were interviewed in the study. Members and employees of the Pangase Association in Poblacion Siayan were also the key informants of the study. All the important data/information were given by the association. The collection of data was also aided by an interview schedule. Frequency and arithmetic means were employed in the analysis. Narrations of the respondents were also taken into consideration in eliciting important information. As to the analysis of the marketing environment, the five competitive forces of Michael Porter were thoroughly explained. On the other hand, the perceptions of the respondents as to the products marketability, profitability, tourist attractiveness and health benefits were interpreted based on the Likert Scale.

Results and Discussions

Raw Materials Needed in the Production of Pangase

There are three main raw materials needed in the production of pangase wine. These are:

1. Cassava tubers (*Manihot esculenta*), also called ‘kamoteng kahoy’ is extensively cultivated as an annual crop in tropical and sub-tropical regions for its edible starchy, tuberous root, a major source of carbohydrates. It is also used to make alcohol beverages (http://en.wikipedia.org/wiki/cassava).

2. Rice hulls (rice husks) are the hard protective coverings of grains of rice, and are used as a ‘press aid’ to improve extraction efficiency (http://en.wikipedia.org/wiki/rice_hulls).

3. Tapay is a concoction made from 24 to 60 species of plant herbs

Among the main ingredients, tapay (consists of 24-60 herbs) is the most important component in Pangase wine production. The quality and spirit of the wine depends on how the tapai is made and its degree of proportion in the mixture. One of the important ingredients that should always be present in the tapai concoction is *Blumea balsamifera* or “gabon”. In its preparation, the Subanen tribe believes that weather plays an important role in determining the quality and taste of tapay. Sweet or bitter tapay are produced during dry season and sour or tasteless mixture are the result during rainy season. The source of tapay are usually from the tops and roots of a number of herbs and the amount and specification of the mixture is a guarded secret passed to a selected few throughout the generations.

Processing Procedures Pangase Wine

a. Pangase Wine Processing Procedures

1. Collecting the major raw materials such as cassava tuber, rice hull, and “tapay” concoction which is made of 24-60 species of plant herbs.
2. Peeling of the cassava tubers and thoroughly washing it. It should be made certain that the cassava tubers are clean before cooking.

3. Cooking the peeled cassava tubers for forty (40) minutes.

4. Removing the cassava tubers from the kettle and chopping uniformly. Letting the cooked and chopped cassava cool for 20 minutes.
5. Pulverizing one (1) measurement of “tapay” and spreading it thoroughly on the cooked and chopped cassava tubers for mixing.

6. Mixing the cassava tubers and “tapay” thoroughly and spreading the mixture into a flat surface area.

7. Putting the mixture in the rattan basket “bukag” filter and sealing it with banana leaves for 2-3 days (called ‘inaman’).

8. After 3 days, the stored mixture (called “inaman”) is mixed with ¼ kg or more of rice hull.
9. The resulting mixture is placed inside a ceramic jar (called “tibod or bandi”), sealed and stored for 2 weeks to 3 years for fermentation process.

10. The jar is labeled with the date of storage or sealing.

11. After 1 week, the fermented product is ready for consumption. The longer the wine is stored, the more it can produce its own juice called “lihing” (Subanen term) and will taste better if stored longer for a few months or years.
Cultural Practices and Beliefs

The accepted belief among the makers of tapay is that weather plays an important role in determining the quality and taste of the mixture in relation to the process of mixing the various herbs. Preparing the concoction during dry season will result to sweet or bitter taste while if done during rainy season will have a sour or dull taste. Elders strictly follow the practice of having only one person to perform the mixing of the various herbs. The purpose of this is to prevent the exchange of negative words or utterances if two persons are present which, they believe, will have a profound effect in the taste and quality of the mixture. Another person can only be allowed in the process if the elders have an immense trust and confidence in that person.

In the consumption of the Pangase, the wine is sipped using a small bamboo called “hasam”. The small bamboo is well selected and designed in such a way that it will serve as drinking pipe or tube to sip the juice (lihing). In the absence of a bamboo, an aluminum tube (used as television antenna) is used. When the gallon or jar is already out of juice (lihing), a litter or liters of water is/are added to produce another wine.

The Subanen elders believe that when sipping the wine, strict rituals and behavior should be observed as it may affect the outcome of the drinking session. For example, during the session, it is strictly prohibited to make unnecessary jokes, comments, or negative utterances because it is believed that these actions will result to immediate drunkenness by the drinkers that will ultimately result to trouble, disorder, or discord among the participants. It is further the belief that it will bring bad luck among group members.

To make the wine more delicious or tasty when swallowed, jewelries should be removed from the body of the drinkers. Any violation to this belief causes the wine to become tasteless, bland, or “matabang”.

Subanen elders consider Pangase as a spiritual or holy wine. That’s why during processing, the processor should observe silence and should avoid from comments and praises. Some processors even practice the traditional prayer called “yamyam or oracion” to keep away bad spirits.

Presently, rituals and beliefs are slowly vanishing since the wine is extensively known for neighboring towns and barangays and some users prefer their present lifestyles particularly in young adults and teenagers who keep on consuming the wine.

Analysis of the Pangase Industry Using Michael Porter’s Five Competitive Forces

Potential Entrants. Considering the eagerness of the local government to promote the product as identity of the tribe of the locality, there will be an increase in demand of the product. The Non-Subanen (tourists or non-tourists) will be very curious in the processing of the product and eventually can be the future competitors. This will be the time when the Subanen identity through wine will be at risk. The non-disclosure of the “tapay” processing to any of the Non-Subanen can be the best remedy of preserving the culture.

On the other hand, the elder Subanen disclosed that the potential processors among the young Subanen generations are becoming fewer. Thus, only few of the members of the tribe will venture in the production. Besides, only few of the Subanen are engaged in business, joining into this industry would only be for their leisure.

Suppliers. There are few processors of Pangase Wine who are from the remote barangays of the municipality of Siayan. Their skill in processing was handed down from their forefathers.

As to the supply of Pangase, a number of producers can be found in the remote barangays of the municipality. However, the supply cannot cope with the demand of the said product especially during
special occasions and during the visits of the tourists. With this, Pangase Association is also producing this kind of product. A Pangase house is built as processing and storage. The Association sold the product for P500 per gallon. Once the Pangase house experience out of stock, the association referred the customers to other producers in the barangays.

Although the product of each of the producers is identical, the above scenario is a manifestation of no stiff competition in the market. Instead, the producers are cooperating each other in promoting the product. As part of promotion, a competition for the best Pangase wine is held during the Pangase Festival in the municipality.

As to the supply of inputs, the Association has contract producers of their raw materials (cassava, rice hull and tapay). During their scheduled processing, a dump truck of cassava tubers and 20 pieces of tapay are delivered. The association also pays P10 per sack for the labor in gathering rice hulls. The individual producers on the other hand have their own plantation of cassava and they only buy “tapay” from the neighboring barangays during market day. They bought rice hull for P30 per sack or sometimes free from the rice mills in the place.

All the producers encountered a problem of inadequate supply of raw materials particularly cassava tubers.

Buyers. The usual customers of the Pangase Processors are their neighbors and some residents in other barangays. A “suki” system of marketing is adopted because every customer has his own tastes. The taste of Pangase in every processor/producer differs. But when a producer is out of stock, he refers the customer to other producer. But for tourist customers, they would go first to the Pangase House for it is very accessible to transportation at the Poblacion. These tourists are the visitors of Siayan from other provinces and municipalities.

The demand of Pangase in the locality is high because every Subanen is familiar with Pangase as his/her tribe’s wine. Subanen prefer to drink this wine because it is beneficial to health. The demand of the said product is very high during the special occasions such as wedding and birthday celebrations, and thanks giving feast which is known as “Buklog”.

During these years, the demand of Pangase is becoming higher even without special occasions due to the little rise in the tourism industry in the province. Pangase is offered as gesture of hospitality not only in the special occasions but also to the tourists. In the absence of media promotions of the product, it is increasingly known through “taste and talk” method which is one of the best promotional strategies. People who tasted pangase wine will be the one to share to their friends about it. Although the wine is very popular mostly to adults due to its health benefits, teenager, young adults and adults who are males are also the consumers of Pangase.

The pricing method used by the individual producers/sellers is competitive pricing since they set their prices in accordance with the prevailing pangase price in the surroundings which is P250/ gallon and P500/ jar “bandi”. But for the association, it is the LGU who sets the price of Pangase wine (P500/ gallon and P1000/ jar “bandi”.

Even though the demand of Pangase wine is seasonal, the price is fixed. And the processors said that they have not encountered problems in marketing Pangase since it has no expiry date and could be stored for a longer time and the more it would be tasty (Interview with Ansulao in Datagan). In addition with, the marketing of Pangase has no hassle at all for the customers will be the one to go to house of the producers/ sellers to buy Pangase.

Substitutes. Locally, some are examples of possible wine substitutes: tuba (coconut wine), beers and many other bar drinks that are widely used and patronized by the local consumers. Among the product substitutes, tuba is the most affordable to common people because of its simple process and is the best substitute for the majority (63%) of the respondents. Tuba is cheap which can be bought at P7-10 per “bol. Other substitutes were kulafu (19%) if there is no tuba, tanduay (12% and
beer (6%). Compared to commercial wine, the Subanen believed that Pangase has an edge in the wine industry since it has health benefits.

However, the Pangase wine producers can be affected when the production of Tuba is increasing. In fact, the “PCA taps French Institute to make pilot study to promote coconut wine” (www.Pca.da.gov.ph/n 062208.ph.). This would bring a great impact to Pangase wine and since ‘tuba’ was first introduced to the consumers, the former needs to get some market share of the latter.
Cost and Return Analysis of the Production of 1 Gallon Pangase Wine

The raw materials are readily available in the area, so the cost of production is less. One gallon of wine can be produced with only P328.00 (Table 3). The ROI of 34.4% is already high considering the present market rate of interest of below 20%.

Unlike Tuba, Pangase is not displayed in the market even only during market day. That is why, the Pangase Association had thought displaying the Pangase in its house.

Table 3 Components and dimensions of Pangase Wine (1 gallon) production.

<table>
<thead>
<tr>
<th>Raw Materials</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cassava tubers</td>
<td>1 ¼</td>
<td>Can’s</td>
<td>60</td>
<td>75</td>
</tr>
<tr>
<td>Tapay</td>
<td>1</td>
<td>Pc</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Rice hull</td>
<td>¼</td>
<td>Kg</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Water</td>
<td>4 ½</td>
<td>pitcher</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Firewood</td>
<td>3</td>
<td>‘bundle’</td>
<td>20</td>
<td>60</td>
</tr>
<tr>
<td>Banana leaves</td>
<td>5</td>
<td>Pc</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Labor</td>
<td>1</td>
<td>-</td>
<td>180/day</td>
<td>180</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>P328</td>
</tr>
</tbody>
</table>

Selling Price per Gallon 500 P500
Net Inflow every Gallon P172
Return on Investment (ROI) 34.4%

Source: Pangase Association, Siayan, Zamboanga del Norte

Perceptions of the respondents on the product in terms of Marketability, Profitability, Tourist attractiveness and Health benefits
Market is a lifeblood of every business. When the 16 processors and users were asked as to the marketability of Pangase (Table 4), they believed the Pangase wine is profitable (4.81), high in demand (4.94), affordable (4.81) and showed bright opportunity in the career (4.81). Since the product is new and unique, promotions can make the product more saleable in the future. The measure of saleability of the product or service is through its uniqueness (www.collinsdictionary.com/.../saleability).

As to the profitability of the product, Pangase Wine Maker really believed that this enterprise is profitable as manifested by its low cost of production for only P328 per gallon of wine. One gallon can be sold at P500. The less cost of production is brought about by the availability of raw materials which are sometimes free. The Association sold an estimated 20 jars (bandi) and 50 gallons for 1 year. However, the said amount is still less than its capacity to produce.

Respondents strongly believed that the Pangase wine can attract tourist in their locality. The uniqueness of the product coupled with its health benefits can convince the tourists to purchase. In fact, during key informant interviews, users believed that Pangase is better than the other conventional wine that are usually found in rural areas. As the LGU started promoting this wine, it observed that many individuals who came from the neighboring towns and provinces to visit relatives have tasted and appreciated the product. Thus, travelers have no reason to visit certain destinations that have nothing to offer (scholar.lib.vt.edu/theses/available/etd-11142000-15560052/unrestricted/frontmatterDissertationDefense.pdf).

As to the beneficial effect of the wine, respondents strongly believed that the intake of Pangase in a moderate amount may prevent stroke. However, this belief can still be verified because it has no scientific evidence yet. Since most of the ingredients of Tapay are herbs, the wine then might have medicinal value. But the wine should be subjected to chemical analysis. But accordingly, Native wines produced in the Philippines are all 100% chemical free, because they are all produce in a natural process. (www.trebonsomreb-word.com).

Table 4. Perceptions of the Respondents towards marketability, profitability, tourist attractiveness and health benefits of Pangase wine.

<table>
<thead>
<tr>
<th>STATEMENTS</th>
<th>RESPONDENTS PERCEPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKABILITY</td>
<td>AWM</td>
</tr>
<tr>
<td>Pangase wine is saleable</td>
<td>4.81</td>
</tr>
<tr>
<td>Pangase wine is high in demand</td>
<td>4.94</td>
</tr>
<tr>
<td>Pangase wine is affordable by small farmers</td>
<td>4.44</td>
</tr>
<tr>
<td>Pangase wine showed bright opportunities as a business venture</td>
<td>4.81</td>
</tr>
<tr>
<td>PROFITABILITY</td>
<td></td>
</tr>
<tr>
<td>Pangase wine is profitable</td>
<td>4.81</td>
</tr>
<tr>
<td>Pangase wine required less capital</td>
<td>4.69</td>
</tr>
<tr>
<td>TOURIST ATTRACTIVENESS</td>
<td></td>
</tr>
<tr>
<td>Pangase wine is good for tourist attraction</td>
<td>4.69</td>
</tr>
<tr>
<td>Pangase wine is better for the environment</td>
<td>4.75</td>
</tr>
<tr>
<td>Pangase wine is better value for money</td>
<td>4.62</td>
</tr>
<tr>
<td>Pangase wine is better than conventional wine</td>
<td>4.88</td>
</tr>
<tr>
<td>Pangase wine can contribute environmental protection (incentives to)</td>
<td>4.81</td>
</tr>
<tr>
<td>HEALTH BENEFITS</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Pangase wine is good for the health in reasonable amount</td>
<td>4.88</td>
</tr>
<tr>
<td>Pangase wine intake may prevent stroke</td>
<td>4.25</td>
</tr>
<tr>
<td>Pangase wine is harmful for health</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Conclusions and Recommendations

There are three main raw materials needed in the production of Pangase wine, namely: cassava tubers, rice hull and ‘tapay’ (made from 24 to 60 herbs). The Pangase wine undergoes fermentation process inside in a ceramic jar “bandi or tibod” for two weeks to three years. The product is usually offered as gesture of thank and appreciations. There are only few competitors/substitutes to pangase wine and there are many buyers but few suppliers and entry into the industry and is very easy for potential/new entrants. Based on respondent’s perceptions, the product has high marketability rate, very profitable, high tourist attractiveness and very health beneficial to the users.

The Local Government Unit of Siayan should pursue its objective to promote the Pangase Wine through suggested improvements of the related agencies not only to attract tourist in the place for the popularity of the product but to create employment for those who are skilled producers of the wine in the locality. The LGU will convince private and public industries for capital build-up upon the promotion of the product so that the wine will be processed in a thorough commercialized preservation since as to the wine will be promoted it will also begin convincing various segment of consumers and some new users maybe not prefer as to the present packaging of the product.

The skilled producers from the remote areas should keep the processing of “tapay” as trade secret so as to prevent the existing potential entrants in the market that would eventually break the preservation of Subanen culture. Further, the wine should be submitted to DOST for the analysis of the alcohol content. Also, the local government of Siayan shall register this wine to the Bureau of Food and Drugs and for possible chemical analysis.

References

www.trebonsomreb-word.com).
www.collinsdictionary.com/../saleability