

Understanding the Status of Coffee Farming in Lipa City: A Basis for Developing a Needs Assessment Framework

Maria Luisa C. Velasco¹, Maria Lerma Papa-Latina², Lorenz Barro³

<https://orcid.org/0009-0008-0077-9487>¹, <https://orcid.org/0009-0004-7602-5834>²,

<https://orcid.org/0009-0003-6351-4308>³

maluisa.velasco@ub.edu.ph¹, lerma.papalatina@ub.edu.ph², lorenz.barro@ub.edu.ph³

High School Department, University of Batangas, Lipa Campus, Batangas, Philippines

Abstract

The Philippine Coffee Industry faces decline amid global market expansion, with Lipa City, Batangas – historically the cradle of Philippine coffee - exemplifying this trend. This study investigated coffee farming status in Lipa City to develop a needs assessment framework for evidence-based revitalization strategies. The research employed a mixed-method approach grounded on the Sustainable Livelihood Framework. Data collected from 38 coffee farmers across seven barangays through validated surveys and semi-structured interviews were analyzed using descriptive statistics and multiple regression modeling to examine relationships between six capital assets, namely, human, natural, physical, social, cultural, and financial, and farmers' perceptions across domains. Findings revealed a critically aging demographic (63.16% aged 60+ years old). Multiple regression analysis demonstrated that Natural Capital was the predominant predictor significantly influencing Economic Opportunity, Government Support, and Technology Adoption. Conversely, Human Capital showed a significant negative relationship with perceived Government Support, suggesting institutional misalignment. This study concludes that sustainable farming revitalization in Lipa City is contingent on natural resource conservation and enhancement. The findings contribute to the broader discourse on agricultural sustainability and provide actionable insights for policymakers seeking to revitalize traditional farming in developing countries.

Keywords: Agricultural economics, Sustainable Livelihood Framework, Multiple Regression Analysis, Lipa City