



# POLICY BRIEF

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## Boosting Dairy Milk Production in CSU-Piat

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### Key Findings and Policy Implications

- CSU-Piat's Dairy Center is making a 15% profit, showing financial success. However, low milk supply - about 20 liters daily - limits their production. To help it grow, support should focus on affordable funding, training, and incentives for better technology while helping the dairy farm improve breeding, feeding, and health can increase milk output.
- About 60% of milk is processed into products, and 40% feeds calves to keep the herd healthy while operations like sales and inventory are manual, slowing the center down. Hence, the promotion of sustainable farming that balances these needs

can improve efficiency and an affordable digital tools and training can make these processes faster and more accurate.

- Moreover, distribution is informal and limited, restricting market reach. Therefore, building formal retailer partnerships, improving logistics, and providing incentives can expand sales.
- Finally, a little customer feedback is collected which limits improvements. Thus, engaging customers and gathering feedback will help the center improve products and grow sustainably.



## Background

CSU-Piat's Dairy Center plays a vital role in the Cagayan community by providing fresh, healthy milk to families, schools, and local markets. It also supports farmers and students through job creation and practical training in dairy farming and business. The center contributes to better nutrition and promotes sustainable agriculture in the region. However, the center faces challenges like a low supply of raw milk and manual operations for sales and inventory tracking, which slow growth and limit market reach mainly to nearby areas. This study examined the entire milk production and sales process and identified ways to improve efficiency with technology, expand sales through more retailer partnerships, and collect customer feedback. The aim is to help the dairy center grow, support local farmers, create jobs, and provide more people with quality, locally produced milk.



Figure 1. CSU Piat's product display.



Figure 2. Milk distribution initiative during the pandemic.



## Research Objective

- Describe and analyze CSU-Piat's Dairy Center operations and value chain activities.
- Identify challenges and opportunities to improve efficiency and expand market reach.
- Recommend strategies to increase milk supply, enhance systems, and support sustainable growth.



## Methodology

The study used a descriptive research method, which means the researchers carefully observed and described how things work at the dairy center. Information were gathered by talking directly with the people in charge through focus group discussions and one-on-one interviews. These conversations helped the researchers understand the daily operations, challenges, and opportunities in the production and sale of milk. Then, the collected information were analyzed by looking at how each activity adds value to the dairy center, based on a well-known business framework called Porter's Value Chain.

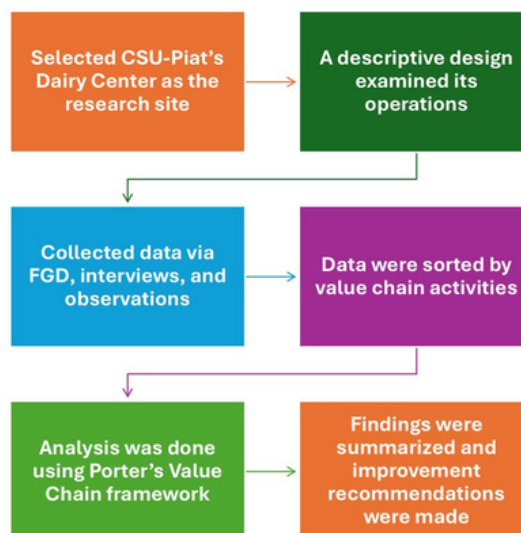


Figure 3. Research method.



## Key Findings



Figure 4. Research key findings.

The study shows that the dairy center is profitable, earning a 15% profit, but faces several challenges. On average, 20 liters of milk are collected daily, with most processed into products and the rest used for calf health. While handling and quality control are effective, the processes are mostly manual, limiting efficiency. Production is also restricted by low milk supply, and the absence of electronic systems makes business management difficult. Furthermore, distribution remains informal and limited to nearby areas, reducing customer reach.







## Recommendations

- Adopt computerized systems to record and track sales and inventory, improving business management and reducing errors.
- Establish formal partnerships with local grocery stores and retailers to expand market reach beyond the university.
- Conduct regular customer surveys to gather feedback for enhancing products and services.
- Increase raw milk supply by improving cow care and management practices.
- Collaborate with experts, teachers, and researchers to bring in innovation and improve product quality.



## Conclusions

- CSU-Piat's Dairy Center supports the local community by providing fresh milk and creating jobs and training opportunities.
- The center is profitable but limited by low raw milk supply and manual processes.
- Manual tracking and informal distribution restrict efficiency and market reach.
- Using technology, expanding retail partnerships, and gathering customer feedback can improve operations and sales.
- Increasing milk supply and working with experts will enhance product quality and production.
- Addressing these areas will strengthen the center and benefit the community. With more accessible and nutritious milk.



## Regulatory and Legislative Agencies/ Organizations Benefiting from the Results



**Figure 5.** CSU-Piat's former Campus Executive Officer, Dr. Vicente S. Binasoy Jr., featuring CSU Piat's dairy products at the CSU Dairy Research and Development Center.



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## EDITOR'S NOTE

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Figure 6. CSU-Piat's dairy processing facility.



Figure 7. CSU-Piat's milking parlor.



Figure 8. CSU-Piat's Brand Logo.



Figure 9. CSU-Piat's dairy products.

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