

Bamboo (Guadúa Cane) in the Province of Santa Elena

MERA, Manuel†, OLIVES, Carlos, SÁENZ-OZAETTA, Carlos*, and SOLORZANO-MÉNDEZ, Víctor

Universidad de la Península de Santa Elena

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According to data gathered at the provincial level, 53.06% of establishments where the cane is located in the canton Santa Elena is sold, highlighting its location both in the regional town and along the road axis of Route Spondyllus. The 36.73% of those offices is located in the La Libertad and finally the difference, ie, a 10.20% is located within the canton Salinas is therefore important use of bamboo in the Province of Santa Elena.

Bambu, Customers, Marketing

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*Correspondence to Author (carlos_saenz_oz@yahoo.com)

† Researcher contributing first author.

Introduction

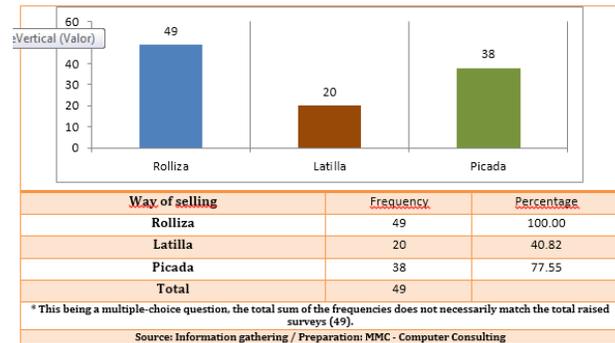
In regards to La Libertad, eighteen establishments are located in the regional town because this county has no rural parishes. Of twenty-marketing establishments cane, six are located within the cantonal head, seven in the town of Manglaralto, four in San Pablo, three in Colonche and only one in Ancon. Specifically the locations mentioned in the Parish Manglaralto are: Montañita, Olon, Libertador Bolívar, Sinchal and Valdivia. San Rafael and Zapotal: Within Chanduy reference populations is made. Within Colonche considered: Jambelí, Palmar and Manantial de Guangala. Finally mentioned in Ancon to the town of El Tambo.

According to the data, 34 of the 49 areas surveyed, ie 69.39%, takes between one and five years in the market selling cane; seven, ie 14.29%, is between six and ten years in the business; and the 10.20%, representing five local, carry eleven to fifteen years in the marketing of this input. In addition two locals who have between 21 and 30 years in this business, which are the oldest in terms of sales records cane.

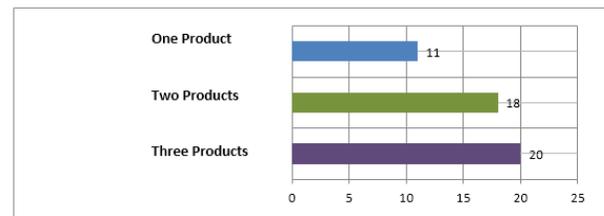
Among the different types of rods marketed within the local respondents, a trend that corroborates much of the establishments if you know the type of reed markets, ie distinguish between gentle and brave manifests. About seven local unaware of the type of reed that distributes six say they also sell the giant bamboo. * This being a multiple-choice question, the total sum of the frequencies does not necessarily match the total raised surveys (49).

On the marketing and usede Santa Elena

Ways in which sugarcane is sold

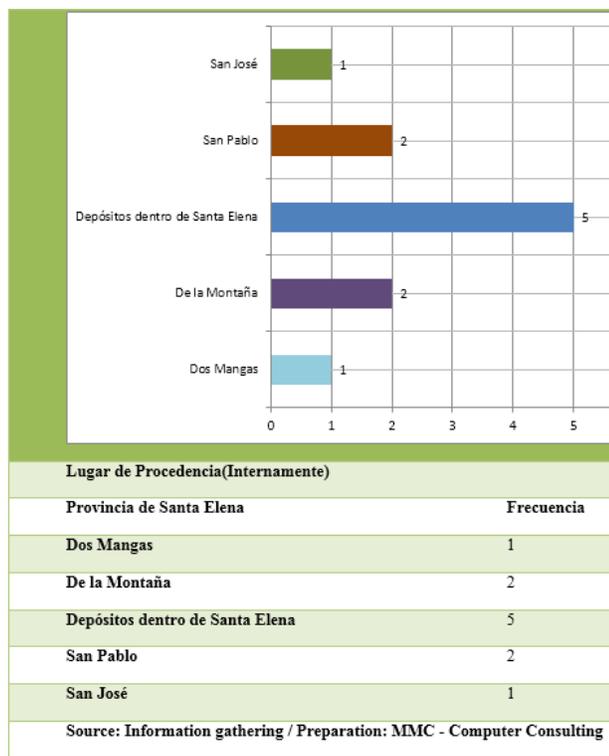


The data show that in the totality of existing premises in the province of Santa Elena marketed plump tackle; less than half, ie 20 local, sell lath shaped cane; and about 38 establishments expend chopped cane. The following information is presented but based on the sale of one, two or all three forms of cane at once by setting:



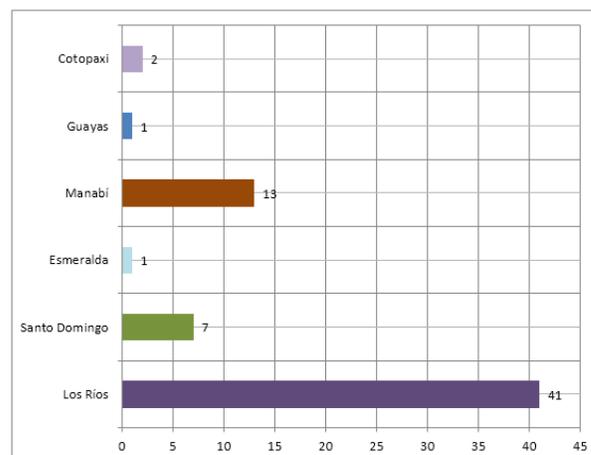
The data show that 40.82% of the local market cane three ways, ie, plump, lath and minced. The 36.73% sold only two forms of sale may be the combination of round and plump minced or latillada, and only the 22.45% of establishments specifically sells the plump rod.

Place of origin



Talking about the place of origin two criteria were established as data collection. One finding the place of origin within the province of Santa Elena and secondly find the most common places of origin cane out of it. The main results are:

With regard to the province of Santa Elena, the most common places according to the survey for sugarcane are: Dos Mangas, timber yards Santa Elena, San Pablo, San José and directly from the mountain.



The most common places of origin and which are outside the province of Santa Elena are in the province of Los Rios, Quevedo, Valencia, Buena Fe and Mocache; in the province of Manabí, El Carmen, Paján, Jipijapa and Portoviejo; the province of Santo Domingo; Cotopaxi, Moraspungo and La Manna; Esmeraldas Province; and finally in Guayas, the El Empalme.

Among the main problems that occur when purchasing cane distributors inside and outside the province of Santa Elena the 55.10% stated that the cane is very thin, the 51.02% mentioned that comes with deformities or crooked, the 24.49% refers to the cane is wet, among other drawbacks.

20% of the sample did not have any problem to bother selling cane in different types. Within the Other category representing 4.08% can be found that the cane was cut into bad weather and comes in different sizes.

As for the size of the cane, all establishments sell reed of six meters, and only on request (but not often) sell cane seven and 10 meters.

Prices cane seven meters range between 4 and \$ 3, and cane ten meters can cost between 5 and 6. It should be noted that this type of measure is not common in marketing and rarely can be obtained upon request.

Trading price of cane six meters (standard size)

Caña rolliza de 6 metros			
Canton	Average	Maximum Price	Minimum Price
Santa Elena	2.40	3.50	1.80
La Libertad	2.09	2.50	2.00
Salinas	2.12	2.30	2.00
Total	2.26	3.50	1.80

Source: Information gathering / Preparation: MMC - Computer Consulting

On average, the cost of plump cane is lower in the La Libertad in the rest of the districts of the province, this may be because the existing establishments that sell close together geographically, the market price to be affected and thus less competitive. This trend is also maintained when the cane is marketed in the form of lath and minced.

Cane latilla of 6 meters			
Canton	Average	Maximum Price	Minimum Price
Santa Elena	2.75	3.60	2.20
La Libertad	2.30	2.50	2.00
Salinas	2.43	2.50	2.40
Total	2.39	3.60	0.50

Source: Information gathering / Preparation: MMC - Computer Consulting

Cane picada of 6 meters			
Canton	Promedio	Maximum Price	Minimum Price
Santa Elena	2.69	3.60	2.10
La Libertad	2.17	2.80	2.00
Salinas	2.28	2.40	2.20
Total	2.40	3.60	2.00

Source: Information gathering / Preparation: MMC - Computer Consulting

The 68.09% of forest industries said they buy up to 499 rods, 25.53% between 500 and 999 rods per month and the difference over 2000. In the La Libertad 2 locations were identified with purchases over 2000 units, as in the regional town of Santa Elena.

The data reveal that 81.25% of the total forest industries said they sold up to 499 rods, 12.50% between 500-999 canes per month, being the most representative data. Only 7% maintained sales between 1500-5000 reeds.

The peak months are selling cane guadúa January February March, December, corresponding to the peak tourist season was evident that the months of December and January sales increase significantly due to the winter season and beach season. As of September starts growing product demand that the owners of premises, houses among others begin construction for the season.

There are several uses for bamboo cane. Among the most common is the use of reed fencing house, followed by the use that is given as a building material walls, for construction of both houses and cottages. Only 10% of respondents stated that used for crafts.

According to the data found, the main suppliers of bamboo artisans in the north, are local forest industries. Many report that they get glimpsed the mountain and only one purchase Quevedo said, Rivers Province; should be emphasized that when getting the products themselves choose cane due to the size of the products; many prefer to buy fine crafts reeds. The main sites of buying guadúa cane furniture and crafts are the noble Corporation Guadua and Dos Mangas, San Jose, Olón, La Entrada, and New Site Communes.

Conclusions

Customers for handicrafts are basically local tourists and domestic tourists who come to visit the province, especially in the northern sector.

Sales in the month are on the beach season. A craftsman average seasonal crafts can sell up to 4 in a weekend what evidence would not pay for itself selling these products.

The days of selling handicrafts are the weekends, this is due to customers by being domestic and foreign tourists visit the beaches these days. With respect to the months we sell coincides with selling in

The prices of the products differ because there are no prices set by craftsmen; the market is very dynamic and values of furniture and crafts are a function of the customers, the seasons and the needs of craftsmen.

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