

ABSTRACT

The value chain analysis of *P.orientalis* in Roxas City, Capiz was studied on April 2023 by doing key informant interviews. The study aimed to determine the different socio demographic profile of the value chain actors, the different gender roles for men and women in the value chain of *P.orientalis*, the different issues, concerns, and intervention of the value chain actors of *P.orientalis*, and the correlation between years of experience of the *P.orientalis* value chain actor.

The study showed that after the *P.orientalis* was collected by the collector, it will directly go to the *P.orientalis* middlemen then the vendors. The outcome of the value chain analysis of the *P.orientalis* production in Roxas City, Capiz showed that most (48.38%) of the *P.orientalis* value chain actors is a collector. In terms of value chain socio-demographic profile most (32.26 %) of *P.orientalis* value chain actors ranges from forty – six (46) to fifty – five (55) years old. In terms of civil status, most (58.06 %) of them are married. The issues, concerns and intervention of the value chain actors are high current of water, unclear water, lack of buyers and lack of supply, and their solutions are don't conduct collecting activities, use eye googles, negotiate and low price. Several strategies were recommended in terms of the solutions to their issues and concerns in *P.orientalis*. Only the correlation between the two variables in collector actors have negative correlation and is statistically significant.

Keywords *P.orientalis*, value chain analysis, Roxas City, Capiz value chain actors