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Profile and Business Status of Soft Broom Producers in Santa Ana Cagayan

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ABSTRACT

This study investigated the profile and business status of soft broom producers in Sta. Ana, Cagayan. Using a descriptive research design, data were collected through survey questionnaires and interviews. Results showed that most producers are middle-aged, have completed elementary or secondary education, and rely on broom-making as their primary livelihood. Production is generally small-scale, family-based, and dependent on locally sourced tiger grass. Business operations are informal and face constraints such as limited access to capital, marketing support, and wider distribution networks. Despite these challenges, producers employ practical strategies like direct selling and low-cost promotions to sustain their trade. The study concludes that soft broom production contributes to household income and local employment but remains constrained by lack of resources and market access. Government support in skills training, cooperative formation, and financial assistance is recommended to strengthen the industry's sustainability.

Keywords: *soft broom production, tiger grass, micro-enterprise, Sta. Ana Cagayan*

INTRODUCTION

Background of the Study

The Philippines is known for its rich handicraft industry, which has long provided livelihood opportunities for rural communities. One of the most common and enduring crafts is the production of soft brooms, locally referred to as *walis tambo*. These are widely used in Filipino households and remain in constant demand because of their affordability, usefulness, and cultural familiarity. In many rural areas, broom making has become a traditional source of income, particularly for families with limited access to formal employment or agricultural land. It requires minimal capital, relies on locally available raw materials such as tiger grass and bamboo, and can be carried out within the home. For these reasons, soft broom production has become both a household industry and a supplementary source of livelihood for many Filipinos.

In Sta. Ana, Cagayan, broom production continues to thrive. Many families engage in this activity either full-time or part-time, making it an important contributor to the local economy. The abundance of raw materials and the steady demand for brooms in both local and regional markets sustain this industry. However, despite its significance, broom making often remains informal and small in scale, with producers

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facing challenges such as limited capital, fluctuating demand, lack of standardization, and weak marketing support.

Recognizing these challenges, it is important to study the profile and business status of soft broom producers in Sta. Ana. By documenting their demographic characteristics, business practices, and the problems they encounter, this study aims to provide insights that can inform interventions to support the industry. Understanding their situation can help in developing programs for skills training, market expansion, and financial assistance, ultimately strengthening the livelihood of local broom producers and preserving this traditional craft.

Research Questions

This study aimed to determine the profile and business status and profile of soft broom producers in the municipality of Santa Ana, Cagayan.

Specifically, the following questions were answered:

1 What is the profile of soft broom producers in terms of:

1.1 Age

1.2 Sex

1.3 Religion

1.4 Civil status

1.5 Number of Children

1.6 Highest educational attainment

1.7 Occupation of spouse

1.8 Other sources of income

2. What is the business status of the respondents as to:

2.1 Number of years in soft broom production

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2.2 Number of family members involved in soft broom production

2.3 Supplies, materials and equipment owned for soft broom production

2.4 Average number of soft brooms produced per production

2.5 Source of raw materials for soft broom making

2.6 Nearest market for soft brooms

2.7 Average income from soft broom production

3. What are the agencies of government or institutions providing assistance to soft broom producers and what form of assistance do they provide?

4. What are the problems encountered by soft broom producers in their business?

Significance of the Study

The findings of this study are expected to be beneficial to the following:

- Soft Broom Producers. The results may help them recognize their strengths and weaknesses in production and business practices, and identify areas for improvement.
- Local Community. Since broom making contributes to livelihood and employment, the study highlights its importance to the economic activities of Sta. Ana and its potential for community development.
- Local Government and Policy Makers. The results may serve as a basis for designing support programs such as skills training, financial assistance, and marketing interventions tailored to the needs of broom producers.
- Future Researchers. The study may serve as a reference for further research on rural industries, handicrafts, and small-scale business development.

Literature Review

The production and business practices of soft broom makers are influenced by several factors, including the demographic profile of producers, the availability of raw materials, production and marketing practices, and the challenges faced in sustaining the craft. This section presents related literature that provides context for the present study.

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Effect of Plant Density on Growth and Yield

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Lapasam et al. (2015) studied *Thysanolaena maxima* (tiger grass), a wild grass cultivated by farmers in Meghalaya, India. Results showed that plant density had little effect on growth and yield during the first year but became significant in the second year. A spacing of 1.5 × 2.0 meters produced the optimal number of tillers, panicles, and plant height, though 1.0 × 1.0 meter spacing was most suitable for maximum panicle production. These findings highlight the importance of proper spacing in optimizing tiger grass yields.

Llewellyn (2015) further emphasized the ecological and economic benefits of broom grass in Nepal. Beyond serving as a vital source of income—particularly for women—broom grass provides forage for livestock, promotes soil conservation, prevents landslides, and improves soil quality. Its ability to outcompete invasive species and retain soil nutrients underscores its ecological value alongside its role in supporting household economies.

Tiger Grass Farming and Broom Making

Tiger grass (*Thysanolaena maxima*), locally known as “boi-boi” in Ilocano and “tambo” in Tagalog, holds significant ecological and economic importance in the Philippines. As a hedgerow, it helps control soil erosion and conserve water; as a raw material, it sustains soft broom production for local livelihoods. Orallo et al. (2006) reported on a community-based tiger grass plantation project in Bagulin, La Union, under a partnership with ERDS-CAR and local government units. Intercropping tiger grass with upland rice, banana, and yam not only maximized land use but also provided additional household income. The plantation produced an initial 44,000 panicles, with a projected 15% annual increase. This project demonstrated that tiger grass could be promoted as a sustainable livelihood commodity under the One Town, One Product (OTOP) program, supported by proper propagation, cultural management, harvesting techniques, and market linkages.

Market Analysis of Household Cleaning Tools

The global and local demand for household cleaning tools, including soft brooms, continues to grow. Smith (2019) reported a steady rise in consumer spending on cleaning products, driven by increased hygiene awareness. Nielsen’s (2020) consumer surveys found that affordability, durability, and ease of use were top priorities among buyers, while eco-friendly materials and ergonomic designs are gaining attention (Jones, 2021).

Lee and Kim (2018) observed that digital marketing strategies—such as social media campaigns, influencer collaborations, and online advertisements—play a growing role in broom promotion. Procter & Gamble (2022) demonstrated the effectiveness of branding efforts that emphasize reliability, user testimonials, and emotional appeals. Similarly, Retail Insight (2023) highlighted the role of retail partnerships and strategic product placement in supermarkets, hardware stores, and e-commerce platforms in ensuring accessibility and visibility.

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Sustainability trends are also shaping the market. Green et al. (2020) noted that manufacturers are increasingly integrating eco-friendly materials and practices to align with consumer expectations and environmental regulations. Doe et al. (2021) argued that while price competition and shifting consumer preferences pose challenges, opportunities lie in innovation, product differentiation, and the use of digital technologies for competitive advantage.

Regional Perspectives on Broom Grass

Niveditha et al. (2015) studied broom grass production in Srikakulam, Andhra Pradesh, and concluded that it is an economically viable non-timber forest product that can provide income security for tribal communities if cultivated on a larger scale. James (2016) highlighted Mizoram's favorable topography for broom grass cultivation and emphasized the crop's economic value, given its consistent domestic and international demand. Singh (2014) noted that Northeast India is the largest producer of brooms in the country, with an industry worth over Rs 100 crore. The North Eastern Regional Agricultural Marketing Corporation (NERAMAC) continues to facilitate broom procurement and trade, indicating its growing market potential under initiatives like the Clean India Mission.

Synthesis of Literature

The reviewed studies highlight that soft broom production is deeply linked to ecological, economic, and social factors. Research on *Thysanolaena maxima* demonstrates its dual role in promoting environmental sustainability through soil conservation and providing income security to rural and tribal communities (Lapasam et al., 2015; Llewellyn, 2015; Niveditha et al., 2015). Local experiences, such as the Bagulin, La Union project, confirm the viability of tiger grass farming as a community-based enterprise that can be integrated with other crops to increase household income (Orallo et al., 2006).

Meanwhile, literature on consumer trends reveals an expanding market for household cleaning tools, shaped by affordability, durability, and sustainability concerns (Smith, 2019; Jones, 2021; Green et al., 2020). This indicates that while soft broom production remains a traditional craft, it also holds potential to expand through modern marketing and eco-conscious branding (Lee & Kim, 2018; Retail Insight, 2023).

Regional analyses in India further demonstrate that broom making can grow into a multi-million industry with proper government support, organized cooperatives, and wider distribution (James, 2016; Singh, 2014). These lessons can be applied to the Philippine context, where small-scale, family-based producers often face challenges in capital, training, and market access.

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In the context of Sta. Ana, Cagayan, the literature suggests that while soft broom making remains an important source of livelihood, its sustainability and profitability depend on addressing resource constraints, strengthening marketing strategies, and securing government or institutional support. This research builds on these insights by examining the profile, practices, and challenges of local producers, aiming to provide recommendations for enhancing their economic resilience and sustaining this traditional craft.

Conceptual Framework

This study is guided by the Input–Process–Output (IPO) model, which outlines the logical flow of the research. The framework identifies the respondents' demographic profile, business characteristics, and external factors as inputs. These inputs undergo systematic data gathering and analysis (process), resulting in an assessment of the business status of soft broom producers (output).

INPUT	PROCESS	OUTPUT

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1. Demographic Profile of Respondents 2. Business Characteristics 3. External Factors	• Gathering and consolidation of data from soft broom producers • Statistical analysis • Thematic analysis	Business Status of Soft Broom Producers

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METHODS

Research design

This study employed a mixed-methods approach, combining both quantitative and qualitative techniques to provide a comprehensive understanding of the profile and business status of soft broom producers in Sta. Ana, Cagayan. The quantitative component focused on frequency counts, percentages, and rankings, while the qualitative component involved interviews and descriptive insights to capture the lived experiences of the respondents.

Locale of the study

The research was conducted in the municipality of Sta. Ana, Cagayan, a coastal town in the north-eastern part of the Philippines. Several barangays in the area are known for soft broom production, which serves as an important livelihood activity for local residents.

Respondents of the study

The respondents were soft broom producers residing in Sta. Ana, Cagayan. The sample was drawn purposively from barangays known for broom making. A total of 25 producers participated in the study. Table 1 presents the distribution of respondents across barangays.

Table 1. *Distribution of Respondents*

BARANGAY	SAMPLE	TOTAL
Sta.Clara	15	12
Kapanikian	10	9
Rapuli	10	4
Total	35	25

Instrumentation

The primary data-gathering tool was a researcher-made questionnaire that was designed to capture respondents' demographic profiles, production practices, business operations, and challenges. The instrument was validated by subject matter experts and pilot-tested to ensure clarity and reliability.

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Data gathering procedure

The researchers first secured permission through a formal letter endorsed by their instructor. The letter was then presented to barangay officials and potential respondents, along with a clear explanation of the study's purpose and procedures. After obtaining consent, questionnaires were distributed and answered by participants at their convenience. Completed questionnaires were retrieved personally by the researchers, who then organized and tallied the responses for analysis.

Data analysis

Quantitative data were processed using frequency counts, percentages, and rankings to describe the respondents' profiles and business status. Qualitative responses from interviews were thematically analyzed to supplement and validate the quantitative findings, providing deeper insights into the experiences of the broom producers.

Ethical considerations

The study adhered to ethical standards in conducting research. Informed consent was obtained from all participants, with the purpose of the study and their rights explained prior to participation. Respondents were assured that their answers would remain confidential, be used exclusively for academic purposes, and would not cause them any harm. Formal consent letters were also signed by barangay officials and endorsed by the researchers' instructor.

RESULTS

Table 2. *Profile of the Respondents*

Table 2.1 *Age of Respondents*

The largest age group among the respondents is 61 years and above (32%), suggesting that soft broom production is a craft primarily sustained by older individuals. This may indicate a generational gap, as younger people appear less engaged in the industry, raising concerns about the long-term sustainability of the livelihood.

Age Group	Frequency	Percentage
36–40 years old	2	8%
41–45 years old	4	16%
46–50 years old	5	20%
51–55 years old	4	16%

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Age Group	Frequency	Percentage
56–60 years old	2	8%
61 and above	8	32%
Total	**25**	**100%**

Table 2.2 *Sex of Respondents*

Most respondents are male (60%), showing that soft broom production in Sta. Ana is male-dominated. However, the notable share of female producers (40%) reflects that broom-making remains a family-centered livelihood with shared labor across genders.

Sex	Frequency	Percentage
Male	15	60%
Female	10	40%
Total	**25**	**100%**

Table 2.3 *Civil Status of Respondents*

A majority of respondents are married (76%), which suggests that broom-making is typically a household livelihood supported by family participation. Marital status may influence labor availability and the stability of production.

Civil Status	Frequency	Percentage
Married	19	76%
Separated	5	20%
Widowed/er	1	4%
Total	**25**	**100%**

Table 2.4 *Number of Children*

Most respondents have 1–3 children (68%), suggesting relatively small family sizes. While this may help reduce household expenses, it may also limit the available labor pool for family-based broom-making operations.

Number of Children	Frequency	Percentage
1–3	17	68%
4–6	7	28%
7 and above	1	4%

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Number of Children	Frequency	Percentage
Total	**25**	**100%**

Table 2.5 *Religion of the Respondents*

The majority of respondents are Roman Catholic (68%), followed by Church of Christ (28%). This reflects the local religious landscape, which may shape community values and work practices.

Religion	Frequency	Percentage
Roman Catholic	17	68%
Church of Christ (COC)	7	28%
Mormon	1	4%
Total	**25**	**100%**

Table 2.6 *Ethnicity of Respondents*

Nearly all respondents identify as Ilocano (96%), showing strong cultural ties and possibly a regional tradition of broom-making passed down across generations.

Ethnicity	Frequency	Percentage
Ilocano	24	96%
Tagalog	1	4%
Total	**25**	**100%**

Table 2.7 *Educational Attainment of Spouse*

The majority of respondents' spouses have low educational attainment, with 37% completing only elementary education and 21.1% not finishing elementary. Very few reached higher education levels, which may limit opportunities for income diversification and business improvement.

Educational Attainment of Spouse	Frequency	Percentage

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Elementary	Undergraduate	4	21.1%

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Educational Attainment of Spouse	Frequency	Percentage
Elementary Graduate	7	37.0%
High School Undergraduate	5	26.3%
High School Graduate	1	5.2%
College Undergraduate	1	5.2%
Master's Graduate	1	5.2%
Total	**19**	**100%**

Table 2.8 *Occupation of Spouse*

More than half of the spouses are housewives or unemployed (52.6%), showing that many families rely heavily on broom-making as their primary source of livelihood. A smaller portion (37%) are self-employed, while only a few are in formal jobs.

Occupation of Spouse	Frequency	Percentage
Government Employed	1	5.2%
Self-Employed	7	37.0%
Housewife/Unemployed	10	52.6%
Laborer	1	5.2%
Total	**19**	**100%**

Table 2.9 *Source of Income*

Aside from broom-making, farming (52%) is the most common secondary livelihood, while 24% have no other income source. This reliance on agriculture makes families vulnerable to risks such as market fluctuations and climate change.

Other Source of Income	Frequency	Percentage
Farming	13	52%
Buy and Sell	1	4%
Pension	4	16%
None	6	24%
Labor/Service	1	4%
Total	**25**	**100%**

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Table 3.1 *Age when Started Making Brooms*

Most respondents began broom-making between ages 36–45 (36%), suggesting that many entered the craft during mid-life. Very few started in their youth, which may indicate declining interest among younger generations.

Age Group	Frequency	Percentage
20 and below	2	8%
21–25 years old	2	8%
26–30 years old	2	8%
31–35 years old	2	8%
36–40 years old	5	20%
41–45 years old	4	16%
46–50 years old	2	8%
51–55 years old	3	12%
56–60 years old	1	4%
61 and above	2	8%
Total	**25**	**100%**

Table 3.2 *Number of Years in Business*

Almost half of the respondents (48%) have been in the industry for less than 10 years, while only a small number (16% combined) have sustained broom-making for more than 30 years, showing that long-term participation is less common.

Years in Business	Frequency	Percentage
Below 10 years	12	48%
10–15 years	4	16%

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16–20 years	3	12%

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Years in Business	Frequency	Percentage
26–30 years	2	8%
31–35 years	2	8%
36 years and above	2	8%
Total	**25**	**100%**

Table 3.3 *Family Involvement in Production*

A majority (60%) of respondents involve family members in broom-making, highlighting the household-based and labour-intensive nature of the craft.

Family Involvement	Frequency	Percentage
Yes	15	60%
No	10	40%
Total	**25**	**100%**

Table 3.4 *Supplies, Materials and Equipment Owned*

All respondents (100%) rely on basic, traditional tools such as tiger grass, thread, knives, and wooden handles. The lack of modernized equipment shows the industry's dependence on manual and low-cost production methods**.**

Materials, Supplies & Equipment	Frequency	Percentage
Tiger Grass	25	100%
Thread/Knives	25	100%
Wooden Handles/Sticks	25	100%
Transport (e.g., tricycle/van)	25	100%

Table 3.5 *Average Number of Soft Broom Produced every July*

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More than half of the respondents (56%) produce 141 or more soft brooms monthly, indicating high production capacity among certain producers. On the other hand, a small proportion (16%) produce only 1–20 brooms, showing disparities in production scale.

Quantity Produced (Pieces)	Frequency	Percentage
1–20	4	16%
21–40	1	4%
41–60	1	4%
81–100	3	12%
141 and above	14	56%
Total	**25**	**100%**

Table 3.6 *Source of Raw Materials and Market Access*

Most producers (60%) grow their own tiger grass, while the rest depend on local suppliers (40%). Sales mainly occur in public markets (40%) and neighbourhoods (32%). Interestingly, 88% rely on experienced broom makers for information, showing limited access to formal training and institutional support.

Variable	Frequency	Percentage
Source of Tiger Grass		
Own Farm	15	60%
Local Suppliers	10	40%
Sales Outlet		
Neighborhood	8	32%
Public Market	10	40%
Passersby	7	28%
Source of Information		
Gov't Agencies (DTI/DOLE/DOST)	1	4%
Local Government Unit (LGU)	2	8%
Experienced Broom Makers	22	88%

Table 3.7 *Average Monthly Income from Broom-Making*

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Nearly half of the respondents (48%) earn only ₱1,000–₱5,000 monthly, reflecting a subsistence-level livelihood. A small group (12%) earns more than ₱15,000, suggesting income disparities within the industry.

Income Range (₱)	Frequency	Percentage
1,000–5,000	12	48%
6,000–10,000	9	36%
10,001–15,000	1	4%
15,001 and above	3	12%
Total	**25**	**100%**

Table 3.8 *Pricing Basis*

All respondents base their pricing on production volume rather than cost analysis or market demand, reflecting limited knowledge of strategic pricing practices.

Pricing Basis	Frequency	Percentage
Depends on Volume of Production	25	100%

Table 4. *Government and Institutional Support*

None of the respondents reported receiving financial, technical, or institutional support. This shows a critical gap in government and NGO assistance, which could otherwise help strengthen and professionalize the broom-making industry.

Agency/Institution Providing Assistance	Frequency	Percentage
None	25	100%
Form of Assistance Provided	**Frequency**	**Percentage**
None	25	100%

Table 5. *Problems Encountered*

A majority of producers (68%) reported experiencing problems in their business. The most pressing challenges include climate change (16%), lack of materials (12%), and buyer complaints (12%). Seasonal limitations, lack of production space, and absence of buyers also contribute to the instability of the broom-making livelihood. These findings emphasize the vulnerability of the industry to both environmental and market-related risks.

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Variable	Frequency	Percentage
Do you encounter problems in your business?		
Yes	17	68%
No	8	32%
Specific Problems Encountered		
Lack of materials	3	12%
Climate change	4	16%
Seasonal constraints	1	4%
Calamities	2	8%
Complaints from buyers	3	12%
Lack of wide lot (space)	2	8%
No buyer	2	8%

DISCUSSION

The findings of the study reveal that soft broom production in Sta. Ana, Cagayan is largely sustained by older individuals, particularly those aged 61 years and above (32%). This indicates a generational gap where younger people show less interest in the industry. Such trend raises sustainability concerns, as the future of broom-making may be at risk if no younger individuals engage in the craft.

In terms of sex, the industry is male-dominated (60%), though the participation of women (40%) highlights the family-centered nature of broom-making. Most respondents are married (76%) and maintain small families with one to three children (68%), suggesting that broom-making often serves as a household livelihood that depends on family labor.

Cultural and religious factors also play a role, with 96% identifying as Ilocano and 68% as Roman Catholic, reflecting the local demographics and possibly linking broom-making to traditional practices. However, the spouses of many respondents have low educational attainment, with only 5.2% completing high school, and over half are unemployed (52.6%). This pattern underscores the limited alternative income opportunities and the dependence on broom-making as the main livelihood. Farming also emerges as the most common secondary income source (52%), but it carries risks tied to climate and market fluctuations.

The business characteristics further highlight the labor-intensive and small-scale nature of production. Most producers started broom-making at mid-life (36–45 years old) and nearly half (48%) have been engaged for less than ten years. Family involvement is crucial, with 60% of respondents relying on household members to support the craft. Despite the importance of broom-making, modernization is absent: 100% of respondents depend on manual tools and traditional techniques without advanced equipment.

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Production capacity varies widely, but more than half (56%) produce over 141 brooms monthly, showing the potential for income generation despite limitations. Sources of raw materials are mixed, with 60% cultivating their own tiger grass and 40% relying on local suppliers. However, market access is narrow, with sales limited to neighborhoods (32%) and public markets (40%). Notably, 88% rely on experienced broom makers for information, reflecting the absence of structured training or institutional guidance.

Financially, broom-making remains a subsistence livelihood. Nearly half of producers (48%) earn only ₱1,000–₱5,000 per month, while a small minority achieve higher incomes. Pricing is based solely on production volume, indicating a lack of pricing strategies informed by cost, demand, or market trends.

A critical finding is the complete absence of government or institutional support. None of the respondents reported receiving financial, technical, or policy assistance, highlighting a significant gap that prevents the industry from scaling up and becoming more competitive.

Finally, the industry faces multiple challenges. Most respondents (68%) encounter problems such as climate change (16%)**,** lack of materials (12%), and buyer complaints (12%). Seasonal variability, calamities, lack of space, and absence of buyers further aggravate the vulnerability of this livelihood. These issues reflect the fragility of broom-making as a micro-enterprise and the urgent need for interventions that address resource scarcity, market stability, and resilience to environmental risks.

CONCLUSION

The study found that soft broom production in Sta. Ana, Cagayan is primarily sustained by older individuals, indicating a generational gap and raising concerns about the long-term continuity of the craft. The industry is male-dominated yet still family-oriented, with married individuals and their households contributing significantly to broom-making activities. Despite its cultural importance and contribution to household income, broom production remains small-scale, labour-intensive, and largely informal.

Producers rely on manual methods and limited market access, which restricts income growth. Most earn at a subsistence level, with broom-making serving as their main or supplementary livelihood alongside farming. The absence of government or institutional support further limits their ability to expand production, modernize tools, or access wider markets. Moreover, challenges such as climate change, raw material scarcity, seasonal variations, and unstable buyer demand highlight the fragility of the trade.

Despite these constraints, broom-making continues to play a vital role in sustaining local families, contributing to both income generation and cultural preservation. With proper interventions, the soft broom industry holds potential for sustainability and growth as a viable micro-enterprise in the community.

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RECOMMENDATIONS

To address the challenges and strengthen the sustainability of the soft broom industry in Sta. Ana, Cagayan, the following recommendations are proposed:

1. Financial Support

- Government agencies such as DTI, DOLE, and DOST should provide financial assistance or low-interest loans to soft broom producers to support business growth.
- Subsidies for raw materials, particularly tiger grass, may be introduced to ease the impact of shortages caused by climate change and seasonal variability.

2. Technical Skills and Capacity Building

- Organize regular training on advanced broom-making techniques, product diversification, and sustainable tiger grass farming practices.
- Provide modern tools and equipment to improve productivity and reduce heavy manual labor.

3. Market Expansion

- Develop branding strategies that highlight the eco-friendly and handcrafted qualities of soft brooms to appeal to wider markets, including international buyers.
- Encourage the use of e-commerce platforms, such as social media and online marketplaces, to expand consumer reach.
- Facilitate partnerships with retailers, distributors, and trade fairs to strengthen market presence.

4. Community Collaboration

- Form producer cooperatives or associations to promote resource sharing, knowledge exchange, and stronger bargaining power.
- Encourage family participation by offering targeted training so household members can contribute more effectively to broom-making and marketing.

5. Raw Material Sustainability

- Establish communal tiger grass plantations, supported by local governments or NGOs, to ensure a steady and reliable raw material supply.
- Explore storage methods for surplus tiger grass or alternative raw materials to mitigate seasonal shortages.

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6. Infrastructure Development

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- Provide shared production facilities equipped with improved tools and technologies to lower costs and boost efficiency.
- Offer transportation assistance or subsidies to help producers' access wider markets and raw material sources.

7. Government and Institutional Support

- Strengthen partnerships between producers, LGUs, government agencies, NGOs, and private institutions to ensure access to financial and technical aid.
- Promote soft broom production under national initiatives like the "One Town, One Product" (OTOP) program to increase visibility and institutional backing.

8. Research and Development

- Encourage further studies on innovative production methods, alternative materials, and additional applications for tiger grass.
- Develop cost-efficient and environmentally sustainable strategies to address climate change impacts and raw material challenges.

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