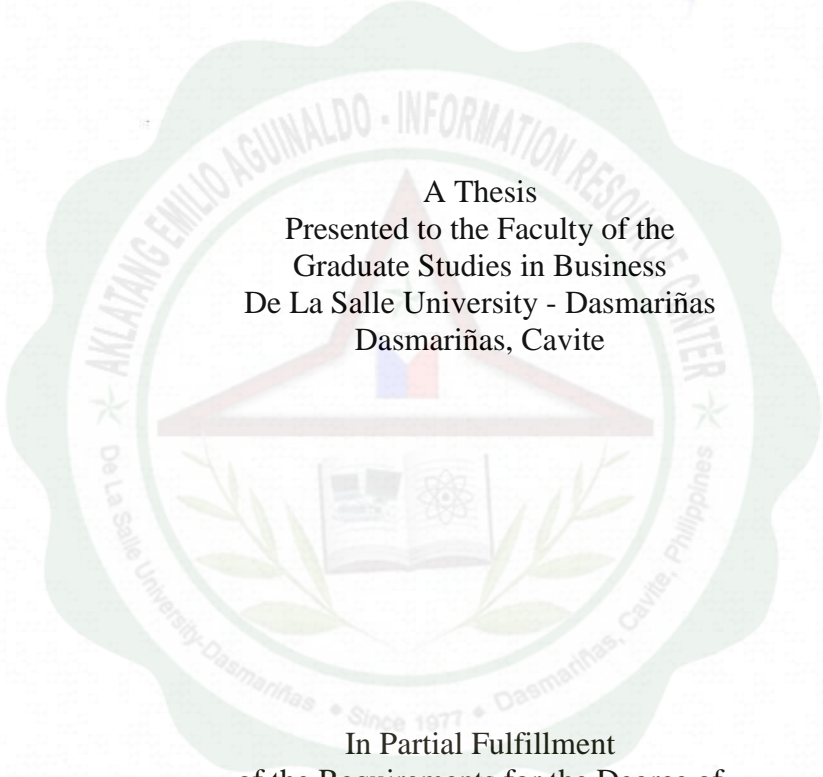




**De La Salle University – Dasmariñas**

**GRADUATE PROGRAM**

**SPIRITUALITY AND BUSINESS SUSTAINABILITY: A CASE OF  
COFFEE FARMS IN AMADEO, CAVITE**



A Thesis  
Presented to the Faculty of the  
Graduate Studies in Business  
De La Salle University - Dasmariñas  
Dasmariñas, Cavite

In Partial Fulfillment  
of the Requirements for the Degree of  
Master of Business Administration

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March 2015



## ABSTRACT

“If you pay attention to these laws and are careful to follow them, then the Lord your God will keep his covenant of love with you, as he swore to your ancestors...He will bless the...crops of your land—your grain, new wine and olive oil—the calves of your herds and the lambs of your flocks in the land he swore to your ancestors to give you.” Deut 7:12-13

From 1993 to 2013, coffee statistics for the province of Cavite indicate that there has been no yearly growth in production; in fact, negative growth has occurred during some years (Philippines Statistics Authority [Bureau of Agricultural Statistics]). In the municipality known as the coffee capital of the Philippines, Amadeo, Cavite—located in upland Cavite—an increasing number of farms are becoming idle. In addition, farms are converting from agriculture to commercial or housing developments. This problem is also on the rise in other neighboring agricultural towns, all considered to be the food basket of Cavite and Metro Manila. Why so many family-owned coffee farms in Amadeo have become unsustainable and why selling or converting them to nonagricultural land has become attractive to land owners’ is unknown. If a link can be established between the spirituality of farm owners’ and the sustainability of their farms, then not only would the problem of food supply be addressed, but researchers would have a better understanding as to what makes any type of family-owned business sustainable.

In this study, I collected data on farm owners’ spirituality and analyzed the data to determine its relationship to the sustainability of their farms. I used a



composite of personal spirituality, social responsibility, and stewardship to define spirituality. Sustainability consisted of four components: sustainability of family needs, transferability of farm, plans to sell, and plans to convert to nonagricultural land. The results showed that personal spirituality was positively associated with farms sustaining family needs. Stewardship practices showed mixed results: using non-chemical pesticides was positively associated with sustainability, but those who rested their land and applied crop rotation were less likely to have farms sustain family needs. Social responsibility practices also showed mixed results: those who paid their employees minimum wage or higher were more likely to sell their farms; while those who provided employee benefits were less likely to sell their farms, but more likely to convert them to nonagricultural land.

Although minimal research has been done in the area of spirituality and business, my preliminary research discoveries suggests that further study will yield intriguing and impactful results. Therefore, I have made and enumerated recommendations for further study.



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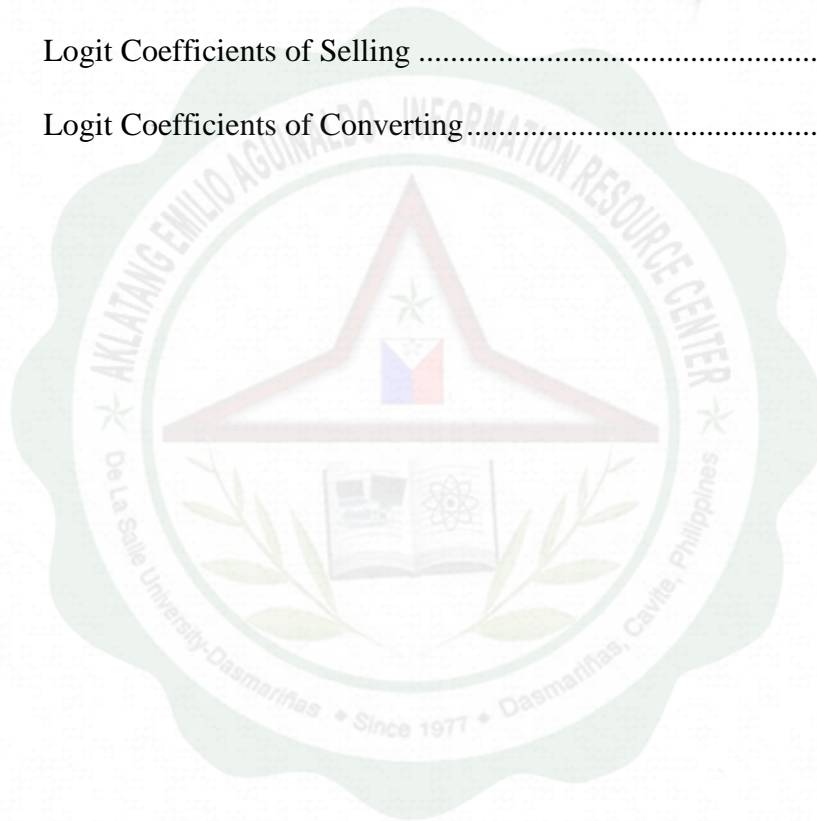


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