

Sustainability Practices of Homegrown Restaurant: A Case Study of a Rural Farm in Bukidnon

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received: January 14, 2026 Accepted: February 14, 2026 Published: March 15, 2026</p> <p><i>Keywords:</i> Binahon Farm, Home Grown Restaurant, Sustainability</p>	<p>A homegrown restaurant is typically a restaurant that is locally owned and operated, often with a focus on using locally sourced ingredients and reflecting the local culture and cuisine. Homegrown restaurants are often considered to be more authentic and unique than chain restaurants or franchises because they are created and run by people who are passionate about their community and their food. The study investigated the experiences and challenges of the Binahon Farm Restaurant owner, manager, and employee. In which they attain sustainability in terms of the three pillars, namely economic, environmental, and socio-cultural, despite challenges. The study employed the qualitative narrative case study method of research and used the semi-structured interview guide question. The data was analyzed using the thematic analysis modeled by Braun and Clarke (2006). Results revealed that Binahon Farm engaged in organic farming and home-grown resources mainly to deliver quality food to its visitors as well as to the family. Experiences of economic, environmental, and sociocultural practices lead to sustainability. Economic practices as sustainable practice were achieved through online selling, innovation of products, management of plantations through intercropping, and providing the needs of customers' demand for organic products. Environmental practices lead to more customers desiring agritourism in terms of natural amenities, freedom from pollution, and refreshing surroundings through the preservation of nature. Attaining socio-cultural sustainable practices of promotion of culture through sharing of arts and music with others and supporting the Indigenous people by providing trainings and livelihood.</p>

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1. Introduction

Restaurants are essential components of the hospitality industry which has the power to provide and influence the environment sector of commerce. The hospitality industry encompasses a wide range of activities. The operation of restaurants needs to understand the aspects and impacts of the environmental dimension resulting from the activities of this vital segment of the economy, investigating the application of the three pillars of sustainability: environmental, social, and economical in food services. Many studies encompass the importance of sustainability in the literature, but few explore which indicators are most applied or detail their implementation in food services (Maynard et al., 2020).

Restaurants as a food industry is complex for the introduction of new products especially using home grown resources, it is widely regarded as an important element of competition between restaurant

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managers and that the successful management of new product development is a key determinant of their catering business performance. Focusing on sustainable food practices in restaurants that improve the health of the people, land, and food, has the potential to reach a broader population not served by smaller food outlets, possibly resulting in improved dietary and health outcomes. (Pinard et al., 2014). Economists often insist on long-distance food trade Efficient because communities and countries can buy their Food from the cheapest supplier, but the loss of local food Independence comes with many invisible costs – for the environment, In the agricultural landscape and the agricultural community (Halweil 2002). The main contribution of this research is to increase understanding about the various pillars of sustainability in restaurants that uses home grown resources.

The varieties of food and related services that full-service restaurants can serve are not limited by geography in the rapidly growing global food sector. According to Regional Development Council Region Mindanao, 2011 A 4.95% average increase in offerings was seen for the sector that includes food services. Annual growth rate the industry also contributed in some way. The food service industry participants in the area, especially Home-Grown Restaurants, contributed significantly to the Northern Mindanao regional economy and the industry sector (Bilog 2017)

This interest in Home Grown food is almost catching. It can fast become easier and less expensive for school's cafeterias, restaurants, government officials, and households to use the raw materials that are grown at home into their menu and goods as more farmers develop a variety of crops for local markets (Halweil 2002). In the Philippines Government support through the Department of Trade and Industry (DTI) had support Home Grown Restaurants for funding one example of this is the Restaurant Mabuhay Dinagat Restaurant and Catering Services, which was approved by Bottom up Budgeting (BuB). The strong government support both in local and national agencies encourage the researcher to explore on the different sustainability practices of Home-Grown Restaurants.

2. Literature review

The Food and Agriculture Organization of the United Nations (2020) emphasized that hospitality industry is a vast and resource-intensive part of a complex global food system. Food production has a significant impact on the environment, with the global mass of livestock alone accounting for 14.5% of all anthropogenic greenhouse gas emissions. With damage to ecosystems and worsening global warming, awareness of environmental sustainability is increasing, and the form of green consumption is becoming more common. Restaurants, which are subject to change, cater to customer preferences, so many have adopted unique procedures.

As food is a fundamental part of the restaurant experience, there is no doubt that food continues to have a significant impact on customer satisfaction. A key challenge facing the restaurant industry today is the delivery of quality food that not only appeals to customers but also outperforms the competition (Jehlička, P., and Daněk, P 2017). For consumer preference for eco-friendly products has grown, so has consumer interest in sustainability management in the hospitality industry.

According to the article of Sadowski (2015) Home-grown restaurants connect with local food movements, organic farming, and advocate for health and life. As this type of concept flourishes, many restaurateurs will want to embrace the idea of farm-to-table restaurants. Connect with life advocates. Also, Home-grown restaurants can be found in a variety of locations, including urban and rural areas.

They can specialize in a particular type of cuisine or offer a varied menu. Some local restaurants have their own gardens and farms where they grow their own produce.

The complexity created by the globalized economy is rapid population growth promotes energy, natural resources, and food consumption at an unprecedented level. Increasing consumption and increasing population are putting a strain on this environment, and consumers, are noticing their collective impact. These conditions created the background for sustainability (Freeman 2011). Competitive advantage is dynamic; businesses maintain an edge. It is necessary to ensure that external pressure is continuously evaluated, adapted, and responded to the change will be explained to the employee. Sustainable communication is the company's goal for employees is sustainability practice

The food service industry participants in the area, especially Home-Grown Restaurants, contributed significantly to the Northern Mindanao regional economy and the industry sector. Restaurants are essential components of the hospitality industry, which has the power to provide and influence the environment sector of commerce. The hospitality industry encompasses a wide range of activities. In the article of Caiado et al., (2018) This not only benefits the local economy, but also ensures food freshness and quality.

Sustainability is a popular concept that includes environmental protection, economic growth, and social justice (Sandberg et al., 2019). Although sustainability is becoming more popular in various enterprises, research into business sustainability strategies in the field of hospitality management, particularly in the fast-food industry, is still in its early stages (Torlak et al., 2019). Prioritizing locally sourced, organic and sustainably produced ingredients to reduce the carbon footprint associated with transportation and support environmentally friendly agricultural practices.

Alsetoohy et al., (2021) indicated that each sustainability dimension and overall sustainability of the local food supply chain had strong positive effects on destination branding. The environmental dimension of the local food supply chain had the steepest positive impacts on branding the destination followed by the social dimension while the economic dimension had the least effects. Restaurants that have socially responsible activities such as the choice of environmental-friendly suppliers and the cooperation with local suppliers contribute to the brand image of the business (Modica et al., 2020). In addition, implementing recycling and composting programs, minimize single-use items, and adopt practices to reduce food waste.

The socio-cultural sustainability maximizes the social well-being of customers, employees, suppliers, and all other supply chain stakeholders affected by the operation of the supply chain (Xu & Gursoy, 2015). The socio-cultural aspects surrounding locally produced food form the most important sustainability dimension for consumers. The socio-cultural aspects of sustainability probably have the greatest influence on the consumption of locally produced food, although economic and environmental aspects also impose on consumer perceptions.

Locally produced food can provide opportunities for sustainable rural livelihoods and enhance the socio-cultural identity of a region. Many value-added impacts of local food networks can be substantial since locally produced food can be seen as an alternative counter-movement to global supply chains and retro-innovations that are driven by sustainable. In addition, ensuring fair wages, providing a safe and inclusive work environment, providing employee benefits, and promoting work-life balance. Local

engagement includes supporting local charities, participating in local events, sourcing from local suppliers to support the local economy, and working with customers to raise sustainability awareness. also promoting diversity and inclusion in recruitment process, promote an inclusive work culture, and ensure equal opportunities for all employees.

3. Methodology

This study had utilized a narrative case study design. It is a qualitative study in which the researcher collects data from an individual or individuals about a specific life event or events that occurred to share and retell the story. Narrative case study design is appropriate in the study since it allows us to understand complex social phenomena while retaining the holistic and meaningful characteristics of real events through narratives (Yin, 2003). The strength of this approach is being able to look at this restaurant's operations and sometimes dig deeper to identify exceptions that may exist. Leads us to a more comprehensive description of the process, opportunities, and limitations of using or setting up a homegrown restaurant. The story of Binahon Farm can be deeply understood in a narrative case study.

4. Research Locale

The study was conducted at Binahon Farm Restaurant in the province of Bukidnon, located in Sitio Bologan, Barangay Songco, Lantapan, Bukidnon. The farm can be reached by riding a public utility jeepney or any vehicle bound to Lantapan along a bumpy and dusty road.

5. Participants of the Study

The participants of this study were purposively selected according to their contribution to the operation of the Binahon Farm Restaurant. The participant will be (1) an owner, (2) a manager, and (3) an employee that worked for more than 3 years.

6. Ethical Considerations

To protect the respondents' morale/integrity, the writer assured the respondents their information turned out to be confidential and that no one knew about their participation. The researcher will send it to the respondents, informing them of the study to conduct. The researcher will ask permission through a letter of consent for their participation, whether they are willing or not. Respondent's decisions are respected.

For the participants, the research assured them that all collected information was considered undisclosed. All responses are kept confidential to preserve their anonymity. IATF guidelines on the safety of the participants were carried out, just like physical distancing and the use of face masks.

7. Data Gathering Procedure

This research followed the proper protocol as a standard operational procedure in conducting the study. A formal letter will be sent to the Binahon Farm with notes by the adviser. When the letter is assured, the researcher will approach the following personnel to be interviewed with the research questionnaire.

To protect the morality and integrity of the respondents, the authors ensured that their information was kept confidential and that no one was aware of their participation. Informed consent was obtained from school administrators and teachers. Respondent's choice will be respected. Participants were

assured by the survey that all information collected was confidential. Confidentiality and data protection standards were adhered to. We keep all replies confidential to protect your anonymity. Additionally, IATF safety guidelines were followed, including physical distancing, spraying alcohol, and wearing face masks.

8. Data Analysis

Using thematic analysis of Braun and Clarke (2006) as the underlying analytical method, this study focused on identifying patterned meanings or themes across the dataset. We examined sustainability practices at Triple Bottom Line. An item statement analysis was performed, and a thematic coding process followed. Researchers identified patterns from participant responses through data incorporation, coding, classification, and theme development. Researchers have created narrative accounts of translated themes and established their impact on existing literary works.

9. Result and Discussion

9.1 Economic Sustainability Practices, Enablers, and Hindrances

Binahon Farm received most of the government support for agriculture in the province of Bukidnon. They enjoyed the support on training, both in-house and sponsored, and the provision of several pieces of equipment. Before the pandemic hit the country in 2020, the Binahon Farm already was a recipient of training from ATI (Agriculture Training Institute), DTI (Department of Trade and Industry), LGU (Local Government Unit), and DOST (Department of Science and Technology). as stated by the participant.

We have government support like ATI (Agriculture Training Institute) Bayanihan start-up capital DTI (Department of Trade and Industry) and DOST (Department of Science and Technology) for the set-up and soft launch (Participant 1)

The Government supported it's the production of goods by giving them machineries and equipment. With this, Binahon farm needs to comply with their regulatory standards and certification process in Government to have their full support.

Also, one of the reasons why Binahon Farm was able to engage in their Home-Grown Restaurant was because of the emerging need of the community. Binahon Farm is situated in a remote area of Bukidnon, where farming serves as the main source of income. To help the community, they hire them as staff in their farm and restaurant. Train them with the basic knowledge and skills of organic farming as stated by participant 1.

“Dako gyd kaau mi ug effort sa trainings and On the Job Trainings para future ready sila for employment sa other institution if ever gusto sila mu adto sa mga lain lugar mu trabaho. Ang mga training puds mao maka tabang sa mga IP for Education attainment nga skills” We exert efforts on training and on-the-job training so that, they are future-ready for employment in other institutions If they wanted to be employed in other places. The training we provide will help the Indigenous People’s education attainment of skills. (Participant 1) “

9.2. On Economic Benefits

The Binahon Farm started with the emerging needs of the family as they went along with operation with many raw materials, which they call surplus, that are distributed to malls and other companies that

need their products. They started as a small-scale farm, which can provide the needs of the family. They realized that much of their products in their farm were not able to be consumed because it was already too much for a medium-size family. According to Eyhorn et al. (2019), sustainable agriculture and food systems' concern is to provide adequate, nutritious food for all at the same time; the environmental impact is minimized, and producers can earn a decent living. Participant 1's statement reflects this.

“In the first place kami gyud ga farm para naay magamit and makon sa family. The other raw surplus products for the distribution of orders in outlets and malls” In the first place we engaged in farming for the reason that it can supply the needs of the family. The other raw surplus products for the distribution of orders in outlets and malls (Participant 1)“.

The restaurant industry is one of the major players in the service sector in many Asian countries. Relatively competitive in nature due to intense competition within the industry due to the increasing number of new entrants offering differentiated food and services (Boo 2017). As a farm, they conceptualized home-grown resources, which has been a new trend for most restaurant businesses and contributes significance to the economy.

Online selling is one of the avenues that Binahon Farm used in attaining sustainability during the pandemic. It is a fact that all businesses have been greatly affected by the pandemic, which led to closure and bankruptcy.

To cope with this economic challenge, online selling has been the new trend and an alternative means to make sure that the business will still operate. With this new technique, businesses, especially in the food industry, have been leading in the market since food is a vital key to survival. Hence, in order for Binahon Farm to not lose profit and still operate during the pandemic, they grabbed the opportunity to dwell in an online selling strategy for sustainability, which in turn became fruitful as they continue to strive higher in the competitive world of the business market.

According to Yang et al. (2020), the e-commerce marketplace has grown rapidly over the past decade as more and more customers are online. This shift in how consumers shop is driven by a variety of factors, some unique to markets and countries, and the result of global changes. In the statement to the statement of participant 1

“Naka come up mi ug deliveries kami gyd naka una atong door to door nga delivery ga post mi sa facebook daun kana amoa mga products gina butang namo sa basket which is complete set na daun like naa mga fresh eggs pork meat mga vegetables kina price daun namo siya like 2500 to 5000 depende sa kadakoon sa basket ug kana materials naa dinha sa iyaha.” We came up with deliveries which were one who first implemented this. We post products on Facebook which we include on the basket. The finish product will be a complete set which includes fresh eggs, pork meat, and vegetables, then we would price ranging from 2500 pesos and 5000 pesos that depends on the size and material of the basket. (Participant 1)

To cope with this economic challenge, online selling has been the new trend and an alternative means to make sure that the business will still operate. With this new technique, businesses, especially in the food industry, have been leading in the market since food is a vital key to survival. Hence, in order for Binahon Farm to not lose profit and still operate during the pandemic, they grabbed the opportunity to

dwell in an online selling strategy for sustainability, which in turn became fruitful as they continue to strive higher in the competitive world of the business market.

Li et al. (2021) highlighted that the digital platforms in marketplace serves as a survival method during the pandemic, restaurants innovate to shifting in e-commerce for mobility as customer turned to online option for convenience and protection. In the statement of participant 1

“Nagstart gyud ang home grown restaurant tugod sa needs sa customer na kailangan nga lutoon ang mga raw materials” The start of the home grown restaurant was the assessment of the customer needs that the raw materials should have a finished product (Participant 2)

Typically, the start of a homegrown restaurant was based on the concept of utilizing available resources to meet consumer needs. The fact that the homegrown restaurant started from scratch as a small farm means it is the right strategy to utilize resources such as converting raw materials into finished products to provide the needs of the consumers. Most of the resources that Binahon Farm uses in their business are typically composed of harvested fruits and vegetables that are easily perishable. Hence, in order to lessen wastage of these resources, it is a good strategy to incorporate it in a homegrown restaurant and at the same time provide the needs of the consumers.

9.3 On Involvement of the Indigenous People

Training Indigenous People (IP) for organic farming can have multiple benefits, such as promoting sustainable agriculture, preserving traditional knowledge and practices, and providing economic opportunities for local communities. Helping one another greatly helped Binahon Farm attain sustainability. Participants 1

“Priority gyd namo sa employment sa community 80% ang amoa employee kai ang mga IP sa 7 tribes sa Bukidnon like talaandig manobo, Higaonon kai naa gyd sila mga farming skills which is dali lang sad sila tudloan.” We prioritize employment in the community in fact eighty percent (80%) in our employees are members of the 7 tribes of Bukidnon like Talaandig, Manobo, Higaonon, because they have the farming skills already and they learn easily. (Participant 1)

The promotion of Bukidnon culture is one of the objectives of Binahon Farm. There are various ways of promoting culture; it could include education, festivals and celebrations, art and literature, media, and tourism. One initiative of Binahon Farm Restaurant is inviting local artists during their events in their place; this includes showcasing native products that are locally available in the area for income and promotion of local products and culture.

According to the article by Richards and Duif (2018), culture and tourism have always been closely linked. Cultural sights, attractions, and events are important motivations; travel itself creates culture. In which the statement of participants 2 and 3 was emphasized.

“Usually na gina answer kai aside from farm to table gina promote pud namo ang culture kai amoa pud kai ang staff namo didto kai mga lumad we are not just promoting food but also the culture.” Usually my answer to that question, aside from farm to table we also promote culture because our staff came from local lumads in the area. We are not just promoting food but also the culture. (Participant 2)

“Mao nang number kai most of our staff kai came from the lumad sa community naa sad mi mga near by farm sa amoa place ga purchase pud mi ug mga products sa ilaa as well as ga tudloan pud namo sila organic farming nga pwde sad ibaligya didto doul man gud sad amo place katong sila tatay waway every time nga naa big event sa farm gina invite pud namo sila to perform also apil magbaligya sa ilang goods.” Our number of staff are coming from the lumad community, We also have near by farms which we purchased the their products as well as teaching them organic farming that they can sell in other places. The place is located near a local artist “tatay waway” everytime there is a big event in the farm we usually invite them to products and sell their products at the same time” (Participant 3)

To achieve socio-cultural sustainability, it is important to consider factors such as cultural diversity, social cohesion, and community empowerment. Such efforts may involve preserving cultural heritage sites and traditions, promoting local arts and crafts, and encouraging community participation in decision-making processes. The effort also involves addressing social inequalities and promoting social justice. This may involve ensuring access to basic services and resources, promoting gender equality, and creating opportunities for marginalized groups. Binahon Farm has intensified the promotion of culture in their restaurant by hiring highly capable staff who are members of the seven (7) tribes of Bukidnon. In which they exert great effort in training this personnel so that they can share their knowledge with other individuals, either members of their tribe or people who want to learn.

As one of the businesses near the area of Barangay Lantapan, Bukidnon, Binahon Farm Restaurant prioritizes the employment of “Lumad” in their operations since it is located near the tribes of Talaandig, Manobo, and Higanon. Most of their employees came from these tribes, which, according to them, means they are easily taught the necessary skills, which participants 1 and 2 emphasized in their statements.

“Priority gyd namo sa employment sa community 80% ang amoa employee kai ang mga IP sa 7 tribes sa Bukidnon like talaandig manobo, Higaonon kai naa gyd sila mga farming skills which is dali lang sad sila tudloan” We prioritize employment in the community, in fact 80% percent of our employees are coming from the seven (7) tribes of Bukidnon like Talaandig, Manobo and Higaonon due to they are easily taught with farming skills.” (Participant 1)

“90% percent gyd ang Indigenous People (IP) nga employeed sa farm talaandig and higanon” Ninety percent of our employees are Indigenous People (IP) that are employeed in the farm are the tribes from Talaandig and Higanon” (Participant 2)

9.4 On Environmental Support

Binahon Farm Restaurant also emphasized environmental protection, not only generating but also promoting awareness of environmental protection and conservation, which are important to the sustainability of a homegrown business.

Farming fruits and vegetables is a sustainable and eco-friendly option for a restaurant. By growing your own produce, you can reduce your carbon footprint, eliminate the need for packaging and transportation, and minimize food waste.

As Binahon Farm, they usually grow their raw materials on the farm, not only promoting sustainability but environmental protection since all waste organic materials are being used as fertilizers. According

to the statement of Participant 1, they use all organic raw materials, but not one hundred percent (100%), since Participant 2 indicates that some of the raw materials, like spices, flour, and seasonings, are being outsourced outside the farm since they cannot produce them or they are not available in their area.

“Ang naka unique and market strategy namo which is naka pa taas gyd sa amoa sales kai all organic gyd amoa ginagamit nga raw materials sa amoa mga produced products from farm to table. What is unique in our marketing strategy which makes our sales high is the all organic raw materials being used in our produced products from farm to table” (Participant 1)“

“I can say nga 80%percent ra dili mi maka engn nga 100% kai naa basically mga gulay raman gud ang gina produce sa farm like flours and basic seasonings like spices nga uban pareha anang mga powdered pepper, Salt Granulated Sugar etc gina palit namo siya gawas. Source out pud mi ug sea food kai naa man mi sa bukid so wala jud mi available nga makuha na seafood products so gina palit namo siya sa gawas” I can say that eighty percent (80%) of our raw materials came from the farm. Cannot say that we are one hundred since the farm produces only vegetables. Like flours basic seasoning, spices, powered pepper, salt, granulated sugar etc. are outsourced outside the farm. Another thing is seafood products because we are in the mountains with no bodies of ocean, we usually outsourced this.” (Participant 2)

One of the unique parts of Binahon Farm Restaurant is the use of organic fertilizers in the raw materials that they are producing. Organic farming practices are designed to work with natural systems rather than against them. It uses natural methods to control pests and weeds and rotate crops. It means improving soil health and avoiding synthetic pesticides and fertilizers. This way, organic farming helps reduce pollution, conserve water, and protect biodiversity. Fertilizers are used to improve soil fertility, but the intensive use of inorganic fertilizers in agriculture causes numerous health problems and irreversible pollution. (Sharma et al., 2017)

“Maka laag man guyd ka sa lain2x nga mga restaurant pero ang Binahon Agroforestry Farm so I can say kai magdepende siya sa perception sa mga tao ako kai vegetarian man ang naka unique lang gyd sa agroforestry ga offer sila mga products kai ng all organic aside sa food gina share sad nila ang culture sa Bukidnon.” We can go to other places that have many kinds of restaurants what is unique about Binahon Agroforestry Farm, is I can say that it depends on the perception of an individual when they practice being vegetarian, also I would like to include that Binahon is unique because they are offering all organic food and also shares the culture of Bukidnon. (Participant 3)

One of the strengths of Binahon Farm is the relaxing natural amenities found in the area because it is situated near the mountain parts of Bukidnon. Having such amenities attracts visitors who like being in nature and fondly eating all the organic food that they can enjoy. In the statement of Participant 2.

“Wla gyd kai amoa gina focus rag gyd namo kai fruits trees daun gapamalit sila ug mga seedlings didto sa farm naa daun guest nga pang gutomon and nag suggest nga what if naam oy mga products dri like food beverages and accommodation kai naa man pud uban nga guest nga gusto bitaw magstay sa farm kai refreshing, dghan pud siya amenities solemn ang place daun bugnaw nice ang surroundings.” What we focused on before is fruit trees then customers would buy seedlings in the farm. One of the guests suggested that if they have products in a farm like food, beverages, and accommodation, due to some

of the guests would like to stay on the farm because it is very refreshing. Also, the farm has many natural amenities, a solemn place, and beautiful surroundings.” (Participant 2)

This is one of the reasons why Binahon farm was able to engage in doing Home-grown procedures and thus the restaurant was born because of the needs of customers and guests (table 1).

Table 1. Owners and employees describing their operating and managing experience

Themes	Description
Pandemic Disruption	<ul style="list-style-type: none"> ✦ Lockdown ✦ Close Restaurant due to pandemic and regulatory standard ✦ Low income due to no guest and customer ✦ Many workers
Changes in the operation to survive	<ul style="list-style-type: none"> ✦ Rotation of workers ✦ Continued farm operation ✦ Door to Door Delivery ✦ Food in the Basket innovation

Source: Thematic Analysis (2025)

9.5 On Pandemic Disruption

One of the struggles of Binahon Farm was the pandemic. During this time there was limited action on the operation due to guidelines on social distancing and limited face-to-face procedures. Mainly the Binahon Farm restaurant operation was hindered because of this. Struggles with the operation were namely lockdown, closed restaurants, low income, and many workers to be paid. Participant 1 entails the experience of Binahon Farm during the pandemic.

“Naa gyd labi na gyd krn nga pandemic ok ra to sauna kai maka engn gyd ko nga sustainable siya kai tanan raw materials kai ga gikan man sa farm labi na mga fertilizers kana mga vegetable waste namo amoa ginabuhat ug fertilizers ang resources is naa ra gyd ang labor ra daun nga magharvest sa amoa mga tanum. Daun here comes the pandemic grbe gyd ka drain down kai 20% lang amoa income 80% ang expenses.”We struggled a lot especially on the pandemic, It was ok before because all the raw materials are from the farm especially the fertilizers which mostly coming from our organic waste and then, it will be harvested by our farm workers. Here comes the pandemic we were so drain down because our income is only 20% and 80% percent were our expenses” (Participant 3)

This challenge continued throughout 2020 to 2021. Especially because of the large number of workers, they cannot simply close the business, which will have a negative impact on the community. Binahon Farm tried to strategize on how they will continue their operation even though there are guidelines on social distancing and limited face-to-face.

Many of us had experience with lockdown, a challenging and stressful experience. It has required significant adjustments to daily routines, social interactions, and work arrangements. Many people have had to work from home, which can be isolating and challenging to maintain productivity. Parents have had to juggle work and childcare responsibilities while also homeschooling their children. People have

been unable to see friends and family in person, attend events, or participate in leisure activities that they enjoy.

Lockdown has also had an impact on mental health, with many people experiencing increased levels of anxiety, depression, and loneliness. The lack of social contact and the uncertainty about the future have made it difficult for people to stay positive and motivated.

On the other hand, some people have found lockdown to be a positive experience. For example, some have appreciated the opportunity to spend more time with their families, pursue hobbies, or learn new skills. The reduced commuting time and increased flexibility of remote work arrangements have also been appreciated by some. According to the statement of participant 2, which describes their experience during lockdown.

“Di man gyd na mawala biggest struggle is katong pandemic naa baya to total lock down as in nag close gyd mi mostly ang trabaho kai sa field ra” Struggles cannot be prevented, during the pandemic since the implementation of total lockdown our restaurant was closed. The work available was only fieldwork. (Participant 2)

On Changes in Operation to Survive

Binahon Farm was able to come up with a solution about surviving the pandemic. To be able to come up with a solution to the pandemic, changes of operations must be made to survive. As they went along with the pandemic, they established procedures on the rotation of workers, continued farm operation, and innovation in marketing, which included online selling, door-to-door delivery, and the food-in-the-basket start, which are subthemes in the changes of operation to survive.

As Binahon Farm was realized to retain their employees and secure their source of income, an innovative way to help the employees was doing employee rotation. Moving employees from one position to another within an organization—the purpose of this is to enhance the skills and knowledge of employees and also provide them with new challenges and experiences and to ensure that the farm has a workforce that is versatile and capable of performing multiple tasks. As stated by participant 1,

“Daghan kaau ko ug workers nga dili namo pwde byaan permiro ga rotation mi pero dghan ga reklamo kadugayan mo toh laban laban lang gyd atleast naka sustain ra mode of survival pa krn medyo naka survive na” We have many workers which we cannot ignore, when the rotation was implemented and there were many complains about work. As time goes time by we fought and fought which we attain sustainability, now we survived. (Participant 1)

This is supported by the article by Oparanma & Nwaeke (2015) that stated rotation programs give employees the opportunity to develop their careers in one place and climb the ladder of management to the top. Which is promotion from one level to another based on ability, efficiency, productivity, and effectiveness in performing specific tasks.

Despite the pandemic disruption, Binahon Farm has continued its farm operations in producing its own raw materials for their restaurant operation as well as their supply chain. Many organizations have had to adapt and change their operations to continue functioning while keeping their employees, customers, and communities safe. Some of the strategies that businesses have employed to continue

operating during the pandemic include remote work, social distancing, hygiene and sanitation, and flexible schedules. According to participant 3

“Nag Struggle ang farm even worker lang na feel japon nako ang struggle sa management kai padaun raman japon ang operation sa farm ga struggle sila kai wla sila sweldo kai wla man income kai ge close man ang farm” We struggled a lot, even though we are just workers we can also feel the struggle of the management in terms of their operations and income. Since Management still continued to support us even though its restaurant was close with no money to paid their workers”(Participant 3)

Even though the pandemic struck Binahon Farm, they continue their operations even without guests visiting the farm and restaurant. Being flexible, they established a good revenue stream from stocks prepared for their next operation. Another way to survive the challenges of the pandemic is by implementing innovative marketing strategies. Since limited face-to-face was implemented as well as social distancing, Binahon Farm was able to innovate in their marketing strategy to sell their products and generate income.

What innovation in marketing Binahon Farm did when the pandemic struck was the online selling method through Facebook. Selling on Facebook offers many benefits for your business. Reach large audiences quickly and easily, and the platform's built-in tools make it simple to create and manage your storefront. Facebook also offers various advertising options to help businesses reach more potential customers. Participant 1 emphasized the statement on online selling.

“Sa facebook pud nga post mi sa amoa mga products e pm ra daun namo ang customer or katong gacomment atong mga post namo magsabot daun mi if asa namo siya edelivery. So mao gyd ni nka tabang sa amoa para ma sustain namo ang amoa operation sa farm. Tugod sa tabang sa mga online users nga ga share2x sa amoa mga posting mao daun na tugod ato medyo naka income2x mi gamay peo dghan gehapon mi damages like mga egg.” On the online flat form facebook we posted our products. Then customer would private message us or comment on our post for the products they ordered. We would agree on location where it would be delivered. This really help in sustaining the operation of the farm. The Online users greatly help us on sharing our post because of this we generated a little income but still their were damages example of this are cracked eggs. (Participant 1)

Binahon Farm also innovated door-to-door delivery in relation to online selling. Door-to-door delivery of products is a popular method for businesses to provide convenient and efficient service to their customers. With this method, products are delivered directly to the customer's doorstep, eliminating the need for customers to visit a physical store or location. People commonly use the terms "intermodality" and "multimodality" when discussing freight transportation. The above system is the sequential combination of different transport modes that enables more efficient, effective, socially and environmentally friendly door-to-door freight transport (Babić 2022).

To implement door-to-door delivery, businesses need to have a reliable delivery service in place. This may involve hiring a third-party delivery service or setting up their own delivery network. In either case, it's important to ensure that the delivery service is reliable and can provide timely delivery of products to customers. As stated by participants 2 and 3

“Ang ge himo namo ato kai naginnovate mi amoa products farm mao to nagventure mi into online selling naa mi door to door nga delivery didto sa areas sa lanpatan, Valencia, and even Cagayan de oro” What we did is we innovated products from the farm and we ventured on online selling which includes door to door delivery in the ares of Lantapan, Valencia, Malaybalay and even in Cagayan de oro (Participant 2)

Mao rag gyd to siya ang amoa gebuhat online selling nalang mi sa mga vege’s door to door house delivery aron maka income pud mi. naa mi basket depende sad order presentation lang siya amoa facebook page mao ni amoa gina offer kana goods amoa gina door to door naa pud mi cale and cucumber naa sad mi pastries namo kai carrot delivery kato ra dili namo kaya e produce.” This is what we did, we post our products online then we deliver it door to door to have income. We have the product basket which depends on the order of the consumers which was posted on our Facebook page. The products include cale and cucumber also pastries like carrot cakes”. (Participant 3)

To cope with these challenges, Binahon Farm also innovated products like what they call “Food in a Basket.” This pertains to a basket full of their planted raw materials, which include eggs, vegetables, dressed native chicken, vinaigrette, lemongrass juices, and pastries. According to the article by Jeong et al. (2019), product innovation (PI) is the effort by businesspeople who manufacture products to improve or develop them (table 2).

Table 2. Experiences becoming sustainable Practices

Themes	Description
Economic Practices	<ul style="list-style-type: none"> ❖ Online selling to sustain the operation ❖ Scheduled plantation on intercropping and multicroping ❖ More demand for organic products
Environmental Practices	<ul style="list-style-type: none"> ❖ More customers need natural environment ❖ Food free from artificial spray
Socio Cultural Practices	<ul style="list-style-type: none"> ❖ Support for Indigenous people by promoting their culture inviting, local artist, sharing arts and music

Source: Thematic Analysis (2025)

A product that is manufactured to be a superior product. The pandemic has accelerated the pace of innovation in many industries, as businesses have had to adapt quickly to changing consumer needs and preferences. By focusing on customer needs and leveraging technology and creativity, businesses can continue to develop innovatively.

9.6. On Economic Practices

Achieving economic practices requires building economic systems that sustain productivity and growth over the long term without depleting natural resources or causing significant damage to the environment and society. Here are some strategies for achieving economic sustainability. Binahon Farm attained sustainability because of their dedication and hard work, in which they didn’t give up despite any challenges.

One of the drivers of sustainability in Binahon Farm was online selling. This innovative way of marketing products helped in facing the challenges of the pandemic. Selling online allows for more efficient use of resources such as inventory management and shipping. This reduces waste and reduces transportation costs. One avenue that Binahon Farm used was Facebook selling. In this activity, they posted their products online and had the customer evaluate their product reference; then, by using the Facebook Messenger chat box and comments, they were able to cater to the customer without having much effort on advertising it physically or paying an ad company. According to the statement of participant 2

“I would say nga oo gyd kai economic wise kai totally zero gyd ang income atong pandemic pero kai kailangan man nimo ipa sweldo imo mga tao so mao tong one-way continuous Japon pag tanum didto sa farm tugod atong online selling.” I would say that we are sustainable economic wise we were totally zero in our income when the pandemic struck, since we need to pay our workers one way around we continued our operation. Planting crops and online selling was the method we used (Participant 2)

This innovative marketing approach helps businesses achieve sustainability. Advertising it on media sites like Facebook made Binahon Farm more popular with the public because of the thousand shares of their products and services on the farm. . Social media presence can be viewed as an additional variable to consider when developing a communication strategy. Private label is a hybrid component of the promotional mix and therefore integrated as an integral part of an organization's integrated marketing communication” (Gonzalez et al., 2016; et al., 2016; Mangold and Faulds, 2009).

Another technique that Binahon Farm used was the scheduled plantation using intercropping and multicropping. Intercropping is an agricultural technique in which two or more crops are grown together on the same land. This technology involves planting plants with different growth habits, nutrient requirements, and maturity times to maximize the use of resources such as sunlight, soil nutrients, and water. Participant 2 describes the experience of intercropping and multi-cropping.

“Isa sad nganu nka survive mi ka staggered amoa pagtanom ang amoa vegetable didto sa farm daun nagintercrop mi nga gigamitan namo ug multicroping lahe2x siya nga commodity didto per area which is kana mo shoot sa lain2x nga environmental factos for growth sa amoa raw materials na himo na daun siya ug cycle” One Reason we survive was the staggered plantation of vegetables on the farm we also used the procedure on intercropping and multi-cropping which differentiates commodity per area. As this technique goes this fall on the different environmental factors which affects growth of raw materials then make it as a cycle. (Participant 2)

According to the article by Mousavi & Eskandari (2011), the advantages of intercropping in crop production compared to pure cultivation are interactions between constituents of cover crops and differences in environmental resource competition. Intercropping also enhances biodiversity by providing habitat for a variety of insects, birds, and other wildlife. This helps to promote a healthy ecosystem and improve the resilience of the agricultural landscape and can reduce the need for synthetic fertilizers and pesticides. By growing different crops together, farmers can utilize natural pest control methods, such as companion planting or crop rotation, to manage pests and diseases. In support of the article (Lulie 2017), it stated that intercropping often offers higher cash returns than sustainably grown single crops. Intercropping generally provided higher yields and financial benefits than crops grown singly.

The growing demand for healthy and organic foods is increasing since diseases are caused by unhealthy food. One of the goals of the Binahon Farm Restaurant is to promote good food and healthy food that is enjoyed and shared by everyone. This promotion attracts consumers and guests and has become a sustainable procedure for their company. Consumers who choose organic food believe it is healthier, safer, and more sustainable than conventionally grown food. Organic farming practices also have several environmental benefits, such as reduced pollution, improved soil quality, and increased biodiversity. In addition, many people choose organic foods. Because it tastes good and is of high quality. In the statement of the participant, which emphasized the importance of Binahon Farm as essential.

“Especially ni agi gyd mi ug close peo pag evaluate sa DOT (department of Tourism nga Essential Gyd mi) tugod sad sa kadakoon sa farm ma kaya ug social distancing.” We undergone being close but after the evaluation of the Department of Tourism which were branded as essential because of the large area of the farm which can follow social distancing (Participant 1)

In the article by Basha et al. (2015), consumer awareness of the detrimental effects of these highly contaminated foods is increasing. Instead, more and more people are turning to organic foods. Natural food includes agricultural foods not treated with chemical fertilizers, pesticides, herbicides, or other synthetic chemicals during manufacturing, processing, or storage.

9.7. On Environmental Practices

Binahon Farm aims to protect and nurture the environment. Which was also the indicator of their sustainability, being located in a mountainous area in Bukidnon that promotes the environment, which they have rigorously done by planting and sustaining the area.

One of the indicators of environmental sustainability is proper use of the land, maintaining healthy soil, and using organic matter. Binahon Farm was able to achieve sustainable procedures that align with the global trend of maintaining our environment, according to the statement of participant 2.

“Naa mi mga tanum like kanang mga coffee beans, Cocoa Diversified man gud kaau ang farm ubay ubay gyd ang iyang mga products” We have planted tree crops like coffee beans, cocoa tree, and many more. Because of the diversified plants in the farms there are many products produced. (Participant 2)

Binahon Farm has diversified its products as indicators of environmental sustainability; they created a farm with a wide variety of crops, which they can use as raw materials for their finished product in their restaurant. According to the article "Traditional Views on the Role of Organizations in Environmental Sustainability" (Ones 2012), Pit economic activities for environmental responsibility. Binahon Farm, with diversified raw materials in their farm, can attain environmental sustainability because of the many products they can produce and market.

Binahon Farm is the leading forest park here in Bukidnon with the use of natural amenities, which customers can enjoy and get away from pollution and noise in the city. Natural amenities can attract tourists, provide recreational opportunities, and boost local economies. Additionally, they can increase property values and attract businesses to the area. It is also associated with improved physical and mental health. For example, spending time in nature reduces stress, strengthens the immune system, and reduces the risk of chronic disease. In the statement of participant 3

“Katong pandemic nga pwede na maka gawas naa lang mga protocols like social distancing daun magfacemask lang. Mostly amoa mga guest ato kai kana taga cities mga tao hilig mu adto bukid ug solem nga place mao to naka bawi2x mi one-year nagstop amoa operation daun 2021 ni balik na daun ang normal operation.” During the pandemic the guidelines allowed visitation and protocols of social distancing and wearing face. Mostly of our guest during this time were person from the city which liked going in mountainous and solemn places. In this time, we already recovered some of our losses because of the one year stop operation. Then in 2021 normal operation resumed. (Participant 3)

According to the article by Sylla et al. (2017), ecosystems provide services that support the well-being of people living within and around urban and rural boundaries. Although the benefits of green space in urban environments have been well studied, peri-urban areas have been less addressed by researchers than cities. The purpose of this study is to assess the importance of environmental amenities in peri-urban areas by using hedonic pricing methods to assess whether people are willing to pay for environmental goods and services.

Environmental amenities can provide opportunities for outdoor recreation, such as hiking, fishing, and birdwatching. These activities can provide physical and mental health benefits, as well as social opportunities. They can also attract tourists to an area, which can bring in additional revenue to local businesses and stimulate the economy.

9.8. On Socio Economic Practices

Sociocultural sustainability acknowledges that social and cultural values, beliefs, traditions, and practices shape human communities. She emphasizes the importance of maintaining and promoting these values and practices to ensure the long-term survival of human societies. In line with the success of Binahon Farm, they also supported the cultural aspects of their community, in which they display products, services, and employment in their area that greatly help in the success of their business.

Supporting Indigenous People was one of the aspects of Binahon Farm in helping its surrounding communities. Binahon also conducted training on indigenous people and found their area in which they would purchase some of their products that are outputs of their training. In the statement of participant 1.

“Ga conduct mi ug trainings didto sa lanpitan para mga IP’s didto sa organic farming as well amoa sad sila ga supportahan like buying their product.” We are conducting trainings in Lantapan Bukidnon for Indigenous People as teaching them organic farming. In line with this we are also supporting them by buying their products. (Participant 2)

Indigenous peoples often have deep ties to the land and traditional knowledge of how to protect and care for it. By supporting indigenous peoples, they can also support efforts to protect the environment and promote sustainable practices.

They often face significant obstacles to social and economic development, such as poverty, lack of access to education and health care, and discrimination. Supporting indigenous peoples can help overcome these obstacles and foster social and economic development.

9.9. Proposed sustainability Framework for Homegrown Restaurants Sustainability

This model outlines how a homegrown restaurant started and maintained sustainability. As shown in figure 1, a homegrown restaurant such as the Binahon Farm started as a small farm that primarily focuses on agricultural resources as the main business target. From then on, they decided to take a big step in the world of business and invested in creating an organic restaurant using their own resources.

Despite facing the challenges of a highly competitive market, they upheld sustainability and conducted strategic analyses to establish an organic restaurant that could outperform the competition. The strategy that the organic restaurant made was to collaborate with community and government support for a mutual advantage.

Partnership with the government will gain organic restaurant training and equipment for innovation of products, which they can sell on an online platform in return for compliance with government requirements. On the other hand, partnership with the community Binahon Farm will provide trainings on organic farming, which they received from the government, and share it with the community. Then the community will share their output with Binahon Farm by selling their product to them, which are the organic raw materials they produced. Aside from this, Binahon Farm will also provide employment to the community.

Hence, the organic restaurant must have a strategic analysis to compete in the world of business and to maintain sustainability. This support from a third party made it possible to operate a sustainable and profitable business.

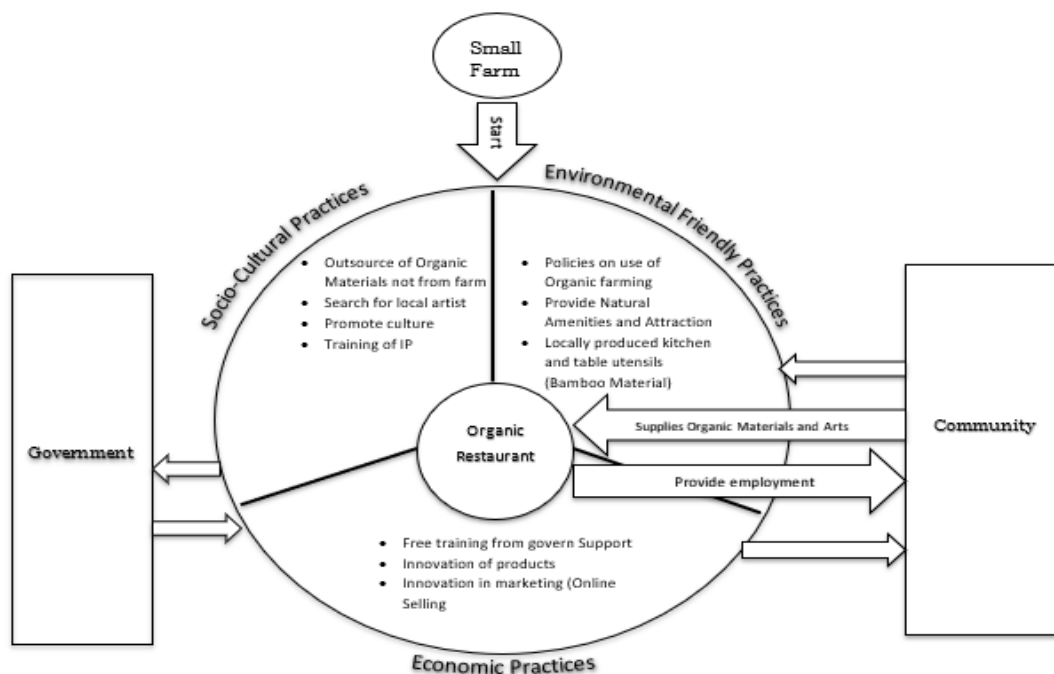


Figure 1. Rymeel's Homegrown Restaurant Sustainability Framework

Source: Self framework (2025)

In the following themes generated, Binahon Farm engaged in organic farming and homegrown resources mainly to deliver quality food to its visitors as well as to the family. With the help of government support through trainings, immersions, and providing the necessary equipment, Binahon Farm can share their quality food and products with the public through supplying malls, supermarkets, and other establishments.

Binahon Farm was also able to help the community by sharing their knowledge about organic farming, which helped their nearby communities in livelihood and employment, as well as sharing the culture of the Indigenous people in their area. Environmentally, Binahon Farm was able to help the environment by promoting the planting of trees and using organic fertilizers in their planted crops, preventing soil erosion of the land.

It was found out that the employees and owners described their operating and managing experience through pandemic disruption in which lockdown occurred, the restaurant was closed due to regulations of the pandemic, there was low income because of no guests and customers, and there were many workers to be paid. To survive, these changes in the operation were done. How they did it was a rotation of workers that they described as taking turns in reporting. Another is the continued farm operation to stock products for the distribution. Innovation of products and services is done by online selling, food-in-a-basket products, and door-to-door delivery.

Based on the themes generated, the following experiences had become sustainable practices in terms of economic, environmental, and socio-cultural aspects. Binahon Farm Restaurant was able to attain economic sustainability because of the practice of online selling and scheduled plantation of intercropping and multicroping. Also, it was due to increasing demand for organic products. In addition, Binahon Farm Restaurant was able to attain environmental sustainability because more customers want agritourism, which is natural amenities found in the environment. In socio-cultural sustainability the practices enabled Binahon Farm to attain this by supporting indigenous people in promoting their culture, sharing their arts and music, and providing them with livelihood and employment for guests and visitors.

In the developed framework of the study, it has been found that a homegrown organic restaurant such as the Binahon Farm started from a small farm. Hence, it is important to indulge in socio-cultural, environmental, and economic practices as one of the vital keys to becoming sustainable in the competitive world of business. With these practices, a sustainable homegrown restaurant must need support from the government and community to be able to implement standard operations, as well as to maintain productivity and profitability. The collaboration of an organic restaurant with government and community provides benefits for both parties in terms of sustainability. Economic sustainability is attained through trainings, innovation, and immersion, while socio-cultural sustainability promotes culture and local resources. In addition, environmental sustainability is attained through utilization of natural organic resources for farming, provision of amenities, and production of local products.

10. Conclusions

The engagement of Home- Grown resources of an organic restaurant through government support in training, equipment, and immersion: we can produce quality food, which is free from artificial spray. We can also provide healthy food to customers and visitors. Economic benefits will also come along

more than this raw material produced by the organic farm; we can supply it to other channels in malls and supermarkets. In terms of environmental support in the study, the use of organic fertilizers prevents soil erosion, and by planting crops and trees, natural amenities will come along. In addition, we can help indigenous people in our area by providing training and promotion of culture through arts and music as well as employment.

From the operating and managing experiences of owners and employees, we can conclude that pandemic disruption can lead to changes in the operation to survive. In this, innovation in marketing manifested through online selling, door-to-door delivery, and product innovation to generate income.

Experiences of economic, environmental, and sociocultural practices can become sustainable. Economic practices can be sustainable through online selling, innovation of products, management of plantations through intercropping, and providing the needs of customers' demand for organic products. In terms of environmental practices, because more customers want agritourism in terms of natural amenities, free from pollution and refreshing surroundings, by providing this we can help in the preservation of nature, which we can pass to future generations. In addition, to attain socio-cultural sustainability, practices of promotion of culture through sharing of arts and music with others and supporting the Indigenous people by providing trainings, livelihood, and employment are needed, which Binahon Farm was able to achieve.

The conclusion drawn of the developed framework is the start of a homegrown organic restaurant, which started from a small farm that indulges in economic, environmental, and socio-cultural practices that support the community with the help of the government in sharing its knowledge through training, equipment, and immersions in creating innovative products and procedures. This can also be used as a framework for other businesses who wish to explore starting a homegrown restaurant business.

Acknowledgements

Sincere appreciation and thanks to the Binahon Farm administration for allowing the researchers to conduct the study

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