

**The Impact of Swine Flu Outbreak in Retailing
Pig Business in Malabon Central Market**

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ABSTRACT

The swine flu outbreak that happened in 2020-2023 affected the local pig retail industry, producing economic, behavioral, and operational challenges. A study was conducted at the Malabon Central Market in SY 2023-2024 to determine the impact of this outbreak in a local market. While declines in pork demand and rising production costs were expected outcomes, this study uncovered localized resilience strategies employed by small and mid-scale retailers. Using qualitative case analysis, the research highlights how vendors coped with the impact of the swine flu outbreak through informal supplier networks, consumer education efforts, and diversification into processed products and alternative sales channels. These findings elucidated the resilience theory and crisis communication frameworks by demonstrating how grassroots initiatives mitigate consumer fear and stabilize market operations during health crises. The study further identified gaps in government response and emphasized the importance of community-driven interventions in sustaining profitability. By situating Malabon's experience within broader discussions of food supply chain vulnerability, the research offers new perspectives for policymakers, practitioners, and scholars

seeking to strengthen agricultural resilience against future outbreaks.

Keywords: Swine Flu Outbreak, pig retailing, resilience strategies, consumer trust, crisis communication, biosecurity