

# Philippines - Retail Price Survey 2011

**Bureau of Agricultural Statistics (BAS)**

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## Overview

### Identification

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ID NUMBER  
PHL-BAS-RPS-2011-v2.0

### Version

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VERSION DESCRIPTION  
v2.0: edited at Central Office, not anonymized, for internal use

PRODUCTION DATE  
2012-09

### Overview

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#### ABSTRACT

Launched in 1968 under the Agricultural Marketing News Service (AMNEWSS), monitoring of retail prices of agricultural commodities is a continuing activity of the Agricultural Marketing Statistics Analysis Division (AMSAD) of the Bureau of Agricultural Statistics (BAS). Its main responsibility is to gather and disseminate timely, reliable and accurate information on prices.

Retail prices are important determinants of supply and demand levels. They influence decisions related to the type and volume of agricultural production activity and provide guidelines for policy formulation and executive action. Therefore, collection and compilation of retail prices deserve careful attention to be more meaningful to its intended users. The continuously increasing requirement for market price statistics has prompted the Bureau to look for more innovative means of monitoring this information. Hence, the implementation of the integrated AGMARIS-AMNEWSS.

The general objective of integrated AGMARIS-AMNEWSS is to implement a comprehensive and responsive marketing information system for unprocessed agricultural commodities traded in major local/provincial market centers as well as in strategic terminal markets throughout the country. Specifically, the survey aims to: 1) conduct price survey of retail prices at various frequencies at pre-determined major trading centers throughout the country; 2) immediately process information at the field level and thereafter disseminate these particularly to the farmers; 3) operationalize an information exchange subsystem among Provincial Operations Centers; 4) publish and disseminate national level reports for policy makers and other interested groups or persons; 5) conduct periodic evaluation of the system that will be the basis for planning improvements on AGMARIS implementation; 6) establish linkages with national and provincial media; 7) conduct statistical analysis of quantitative market information being generated.

KIND OF DATA  
Sample survey data [ssd]

UNITS OF ANALYSIS  
Retail prices of agricultural goods. (Retail prices are prices at which retailers sell their goods or commodities to consumers in the marketplace.)

### Scope

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#### NOTES

**MARKET:** Generally the main public markets within the provincial capital or key city. In provinces with more than one (1) market, additional markets for monitoring are selected based on the following criteria: 1) Size of the market in terms of volume traded; 2) Floor area of wet market; 3) Number of traders and consumer patronage; and 4) Strategic location along main roads and intersections and accessible to main transport routes.

**COMMODITY:** The agricultural products referred to as the Provincial Retail Market Basket (PRMB), for which retail prices are to be collected are listed in the retail price collection forms. The number of commodities monitored in the different markets varies by province. A province can have as many as 77 to 139 commodities covered for retail prices. Generally, the following are the major criteria for the selection of commodities in the PRMB: 1) Included in retail market baskets of the National Statistics Office (NSO) and the National Wage Productivity Commission (NWPC); 2) Prices are frequently requested by researchers; 3) Priority crop/item in the province; and 4) Prices are regularly aired over radio. The following are the criteria in the selection of commodities to be monitored: **CROPS** 1) National priority among food commodities; 2) Substantial quantities marketed by many farmers and brought by the traders; 3) High value commodity with strong potential demand; 4) Not dominant estate crops or strongly controlled commodity systems; 5) Considerable price fluctuations; and 6) Priority commodity in the province as expressed by the local government. **FISH** 1) Marine species (unprocessed); 2) Available year round; and 3) Substantial volume of fish catch marketed by many fishermen and bought by many fish traders. **LIVESTOCK** 1) Substantial quantities marketed by many livestock raisers and brought by many traders; 2) High value commodity with strong demand; and 3) Traded in a significant number of livestock “oksyon” markets (LOMs) in the province.

**RESPONDENT:** retailer with permanent stalls in the market covered.

#### TOPICS

Topic	Vocabulary	URI
agricultural, forestry and rural industry [2.1]	CESSDA	<a href="http://www.nesstar.org/rdf/common">http://www.nesstar.org/rdf/common</a>

## Coverage

#### GEOGRAPHIC COVERAGE

National Coverage (17 regions including the National Capital Region)

#### GEOGRAPHIC UNIT

Province - covers 81 provinces

#### UNIVERSE

Retail prices of all agricultural commodities.

## Producers and Sponsors

#### PRIMARY INVESTIGATOR(S)

Name	Affiliation
Bureau of Agricultural Statistics (BAS)	Department of Agriculture (DA)

#### FUNDING

Name	Abbreviation	Role
Bureau of Agricultural Statistics	BAS	

## Metadata Production

#### METADATA PRODUCED BY

Name	Abbreviation	Affiliation	Role
Alegria A. Mota	AAM	Bureau of Agricultural Statistics	Documenter
Ermina V. Tepora	EVT	Bureau of Agricultural Statistics	Reviewer

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# Sampling

## Sampling Procedure

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The selection of retail markets was based on the results of the Survey on Retail Markets conducted in 1986. The survey considered the volume of commodities traded, number of market day and others. The provinces with selected retail markets based on the set criteria are covered for the retail price survey.

The commodities covered for retail price were chosen based on the following criteria:

1. grown or produced in the province by many farmers;
2. included in the national market;
3. substantial volume marketed with strong potential demand;
4. commodities handled by specialized agencies;
5. considerable price fluctuations;
6. frequently requested by researchers and local government agencies; and
7. regularly aired over the radio

Respondents for the retail price survey are retailers with permanent stalls or place of business to sell their goods. The selection of respondents involves the listing of all retailers doing business in the market or collection area. In choosing the samples for each commodity, the retailer are stratified according to their location or place of business in the market or collection area since the location where a trader conducts business in the market may have an effect on prices. Stratification levels are important to ensure that the samples will represent the different prices in the market. For instance, in most markets, it is observed that prices of commodities sold outside the market are lower than those sold inside. This could be due to the higher costs incurred by retailers who occupy stalls inside the market. Example of stratification levels for retail markets are as follows: inside the market, outside the market, along street A, along street B, etc.

A list of substitute respondents is prepared per collection day. The substitutes are interviewed in case the respondents originally scheduled suddenly become unavailable or unable to buy and sell during that day.

For each commodity or item, at least five (5) respondents are interviewed purposively per collection day. As with wholesale price respondents, samples in retail price monitoring are rotated at the end of a collection period, example weekly. The length of time in which the respondent will be in the sample depends on the frequency of price collection in the market. For markets with price collection done three times (3) a week or less, respondents are rotated every two (2) weeks. Otherwise, rotation of respondents is done weekly.

In rotating samples, the first three (3) respondents are dropped and the last two (2) are carried over.

## Deviations from Sample Design

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In cases where respondents are limited, the samples are taken purposively and no rotation is done until the list of respondents is increased.

## Weighting

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No weights were used.

# Questionnaires

## Overview

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Retail prices of agricultural commodities are obtained from respondents through direct interview by regular market reporters (MRs) in the POCs using the following specific collection forms:

1. CF 3A - for retail selling prices of AGMARIS commodities
2. CF 2B - for retail selling prices of AMNEWSS commodities

Such collection forms contain the following parts:

1. Commodity name;
2. Respondent's name
3. Price per unit
4. Comments/relative supply level
5. Price range (low/high)

## Data Collection

### Data Collection Dates

Start	End	Cycle
2011-01-01	2011-01-30	January
2011-02-01	2011-02-28	February
2011-03-01	2011-03-31	March
2011-04-01	2011-04-30	April
2011-05-01	2011-05-31	May
2011-06-01	2011-06-30	June
2011-07-01	2011-07-31	July
2011-08-01	2011-08-31	August
2011-09-01	2011-09-30	September
2011-10-01	2011-10-31	October
2011-11-01	2011-11-30	November
2011-12-01	2011-12-31	December

### Data Collection Mode

Face-to-face [f2f]

### Data Collection Notes

Retail prices are generally collected during peak trading days and time. In most provinces, retail prices are collected on Mondays, Wednesdays and Fridays from 7:00 to 9:00 in the morning. The rest of the provinces have their specific days and time of collection depending upon the operations of the market covered.

Collection for retail prices is done irrespective of holidays.

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### Data Collectors

Name	Abbreviation	Affiliation
Market Reporter	MR	Bureau of Agricultural Statistics

### Supervision

Supervision is being done by the Provincial Agricultural Statistics Officer (PASO) from data collection, processing and

analysis. The number of market reporters being supervised by the PASO depends on the number of markets covered by the province.



## Data Processing

### Data Editing

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Editing, encoding and generation of monthly provincial reports are done in the POCs. Prior to encoding, the accomplished questionnaires are manually edited for validity and consistency. The data files undergo validation using an editing program based on pre-set validation criteria such as consistency check, range check and acceptability and validity of data.

### Other Processing

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Data processing for retail prices is decentralized at the POCs. The monthly outputs are submitted to the Central Office (CO) in electronic and hard copy files during the first week of the following month after the reference month. As soon as the consolidation of provincial reports is done for the national/commodity level, the outputs are then integrated into the existing database ready for access by both internal and external data users.

In the case of computer breakdowns, manual processing procedures is done at the Provincial Operation Center (POCs) to arrive at the provincial average monthly prices.

# Data Appraisal

## **Estimates of Sampling Error**

Not applicable.

## **Other forms of Data Appraisal**

The review of data on retail prices is done in the Provincial Operation Centers and Central Office against the following indicators: 1) consistency with PRMB and commodity specifications; 2) consistency with trends; 3) possible inputting errors; and 4) abrupt changes.

The observations of the Market Reporters in the market as to the supply situations and other developments during the actual interview are also utilized in the review of the data.