

Department of Agriculture  
Bureau of Agricultural Statistics



# **MANUAL OF OPERATIONS**

## **INTEGRATED AGMARIS-AMNEWSS**

Agricultural Marketing Statistics Analysis Division (AMSAD)

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## **I. INTRODUCTION**

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

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

## **II. OBJECTIVES**

General: 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.

Specific:

1. To conduct wholesale and retail surveys of market price and other relevant marketing information at various frequencies at pre-determined major trading centers throughout the country;
2. To immediately process information at the field level and thereafter disseminate these particularly to the farmers.
3. To operationalize an information exchange subsystem among POC's.
4. To publish and disseminate national level reports for policy makers and other interested groups or persons.
5. To conduct periodic evaluation of the system that will be the basis for planning improvements on AGMARIS implementation.
6. To establish linkages with national and provincial media;
7. To conduct statistical analysis of quantitative market information generated.

### III METHODOLOGY

#### MARKET, COMMODITY AND PRICE COVERAGE

##### Market Coverage

At present there are **114** markets monitored for retail prices in 81 provinces/cities including Metro Manila. These are as follows:

	No. of Provinces	No. of Markets
AGMARIS	30	61
Non-AGMARIS	49	53
<b>Total</b>	<b>79</b>	<b>114</b>

The list of provinces and the specific markets covered for retail prices are found in Table 1 for AGMARIS provinces and Table 2 for the AMNEWSS or non-AGMARIS provinces.

Criteria used in the selection of retail markets under the AGMARIS price monitoring are as follows:

1. relatively medium to large in terms of volume traded, area of wet market and number of traders;
2. medium to large consumer patronage; and
3. strategically located along main roads and intersections and accessible to main transport routes.

For wholesale AGMARIS markets, selection is based on the following:

##### **Crop**

1. first point of sale or “bagsakan” within the province recognized by both farmers and traders;
2. site of active trading or substantial quantities of varied commodities;
3. accessible to major crossroads and market infrastructure; and
4. strategically located relative to production areas.

##### **Fish**

1. fish landing area within the province recognized by small fishermen and traders; and
2. site of active trading of substantial quantities of varied fish species.

**Livestock**

1. established “oksyon” market within the province as recognized by both raisers and traders; and
2. site of active trading of substantial number of livestock

Table 3 shows the list of wholesale and retail markets including the schedule of collection in AGMARIS provinces.

Under AMNEWSS, the selection of wholesale and retail markets was based on the results of the Survey on Wholesale and Retail Markets conducted in 1986. The survey considered the volume of commodities traded, number of market day as and others. See Table 5 for the AMNEWSS provinces reporting wholesale prices by commodity from January-June 1997. Table 6 also shows the commodities reported for wholesale prices by AGMARIS provinces from January to June 1997.

**Commodity Coverage**

Commodity coverage for retail prices varies by province. The list of agricultural products for which retail prices are to be collected are found in the retail price collection forms, namely:

- A. For cereals –MIS-2 and MIS-48
- B. For commodities other than cereals – CF 3A and/or CF-3B

Tables 3 and 4 shows the commodities monitored for retail prices by market in AGMARIS provinces.

The number of commodities monitored in the different market likewise varies by provinces. A province can have as many as to 139 items covered for retail prices. However, the national market basket for retail prices consists of only 63 items (Attachment 1).

Commodities included in retail price are group into:

1. Cereals
2. Fruit Vegetables
3. Leafy Vegetables
4. Beans and Legumes
5. Nuts
6. Condiments
7. Roots and Tubers
8. Poultry and Eggs
9. Meat
10. Fish and Fishery Products
11. Fruits

Criteria in the selection of AGMARIS commodities are as follows:

Crop

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 provinces 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.

For AMNEWSS provinces, the criteria used in the selection of commodities in the provincial retail market basket (PRMB) of provinces newly included under the retail price monitoring are:

1. prices are regularly aired over radio;
2. prices are frequently requested by individual researchers;
3. prices are frequently requested by other local offices besides NSO and NWPC;
4. priority crop/item in the province; and
5. included in NSO and NWPC retail market baskets;

The rest of the PRMBS were established based on consultations with the PASOs who in turn made consultations with local users of data. These were recently updated during the PRMB validation conducted by province.

For wholesale prices, the commodities covered include:

1. Cereals
2. Fruit vegetables
3. Leafy vegetables
4. Beans and legumes
5. Nuts
6. Condiments
7. Roots and tubers

8. Poultry and eggs
9. Meat
10. Fish and fishery products
11. Fruits
12. Commercial crops

The specific items monitored in AMNEWSS provinces by collection point and/or provinces are those enumerated under the old Manual of Operations of the Wholesale/Retail Monitoring. Based on 1997 data, however, commodities reported for wholesale prices especially for commercial crops appear few as shown by Table 5. Table 7 shows the LOMs currently monitored for cattle and carabao marketing statistics.

In the case of AGMARIS provinces, the list of commodities covered for wholesale prices are shown in Tables 3 & 4 together with the retail prices.

Distinction between AGMARIS and AMNEWSS Commodities – it will be useful to distinguish between an AGMARIS and an AMNEWSS commodity. An AGMARIS commodity is one which has been covered by the Marketing and Information Need Assessment (MINA) and eventually included in the AGMARIS as soon as the AGMARIS is operationalized by the POC. All other commodities which:

- a) Were not covered by the MINA; or
- b) Were covered by the MINA but not recommended for the AGMARIS are then called AMNEWSS commodity.

Price collection in AGMARIS provinces is not limited to the recommended commodities. The POC will continue to collect prices of commodities included in its wholesale and retail market baskets under the AMNEWSS but not recommended and eventually included in the AGMARIS.

As soon as commodity is considered as an AGMARIS commodity, it stops being considered as an AMNEWSS commodity although it may still be included in the provincial wholesale and retail market baskets. The AGMARIS commodities methodology will be used in the data collection, processing, analysis and information dissemination of the AGMARIS commodities.

Commodities included in the provincial wholesale and retail market baskets but not covered by the AGMARIS will be considered as AMNEWSS commodities for which the AMNEWSS collection methodology will be used.

Note that a commodity can be classified as an AGMARIS or AMNEWSS commodity. A commodity cannot be both an AGMARIS and an AMNEWSS commodity.

The long-term goal is to shift all commodities from AMNEWSS list to the AGMARIS list. As commodities move from the AMNEWSS list, so does the methodology shift from AMNEWSS to AGMARIS.

Adding commodities to the list. – The future, the POC may decide to include other commodities under AGMARIS. However, before a commodity could be included under the AGMARIS list, a condensed MINA should be done in order to determine what day and time of wholesale price should be collected, what day and time and from which types of trader's prices should be collected.

The POC personnel would undertake the condensed MINA for the prospective additional commodities and furnish the Central Office a copy of the report and the recommended revisions in the provincial AGMARIS.

Deleting Commodities from the list. – In the course of implementing the provincial AGMARIS, the POC may recommend that certain commodities be deleted in view of changing market conditions, i.e., the commodity does not conform with the criteria in the selection of commodities. The POC should first prepare a letter recommending the detection and citing the reasons for such. The detailed procedures are found in volume 9, Administrative Guidelines.

#### Price Coverage

Retail selling price is the price that will be collected in the retail price monitoring of the integrated AGMARIS – AMNEWSS. It is the price at which retailers sell their goods or commodities to consumers in the marketplace.

Under the wholesale price monitoring, the prices that will be gathered will be wholesale buying and/or wholesale selling. For AGMARIS commodities, wholesale selling prices will be collected when wholesale buying prices cannot be collected in the province. One rule of thumb in wholesale price collection using the AGMARIS methodology is that only one type of wholesale price will be collected for each commodity per market. If the wholesale buying price of a commodity can be collected then its wholesale selling price will not be collected in the same market.

In AMNEWSS provinces, wholesale selling prices in general will be collected in the public markets, in the fish landing markets, in the LOMs and for commercial crops except copra, tobacco and fibers.

Wholesale buying price is the price that traders pay commodities they buy in bulk from farmers/raisers/fishermen and fellow traders. Wholesale selling price, on the other hand, refers to the price at which traders or distributors sell their commodities in the bulk to retailers and other distributors.

#### **FREQUENCY OF COLLECTION**

In the AGMARIS provinces, the days and the time of collection of wholesale and retail prices vary from market to market depending upon the operations of the market covered (see Table 3). The AMNEWSS provinces, however, except for Apayao, Rizal and Siquijor, retail price collection is every Monday, Wednesday, and Friday from 7:00 to 9:00 in the morning (see Tables 1 & 2). Wholesale price collection, meanwhile, also varies in frequency from market to market as in AGMARIS provinces.

**DIRECTIVES FOR  
DATA COLLECTION  
(AGMARIS-AMNEWSS)**

## **DIRECTIVES FOR DATA COLLECTION**

There are four major functions in an information system: data collection, data processing, data analysis, and information dissemination. This chapter provides general directives and detailed operating procedures for collecting price and market data for the integrated AGMARIS-AMNEWSS.

It is important to remember that agricultural marketing systems are dynamic. Consequently, the information service needs to be reevaluated and adjusted to parallel the changes in trading patterns and marketing participants over time. Thus, semi-annual updates in the manual should be made to discuss possible changes in the following:

- Commodity and market coverage
- Type of price collected;
- List of respondents;
- Market layout; and
- Commodity specifications

During collection, the MRs will assess the supply conditions in the wholesale and retail market, interview traders, collect prices and accomplish collection forms. Below is a list of general directives followed by specific operating procedures for collecting prices and information on market conditions.

### **A. General Directives**

1. Allocate a substantial amount of time within market places and supply level data and keeping abreast of developments in the market or office.
2. Devise appropriate management and supervisory arrangements to insure quality control, especially through self-motivate, initiative, incentive, and rewards for superior performance rather than overseeing each assignment and imposing penalties for inferior work.
3. Assess the mentality of traders in order to understand their actual marketing information needs and patterns of obtaining information, to know how to increase their ability to use marketing information and their reactions as sources of marketing information.
4. Since data will be collected during early morning late afternoon or evening and on Saturdays and Sundays the PASO must adjust each MRs work hours so that these will total 40 hours per week

## **B. Collection Procedures**

### **Before Collection**

This section discusses the steps the MR will follow prior to actual collection of data. Steps 1 to 4 are applicable only to AGMARIS whereas Steps 5 to 8 are applicable to both AGMARIS and AMNEWSS commodities

1. Prepare an initial List of Respondents for AGMARIS commodities by market and type of price.

For AMNEWSS commodities it is not necessary to list down respondents. For AGMARIS commodities, however the MR should draw up an initial list of Respondents.

Ideally all traders of AGMARIS commodities should have been listed as well as plotted out in their respective market layout during the MINA and the TMA. This list will guide the MR in identifying respondents for AGMARIS commodities.

For wholesale markets, identify all the respondents by type of trader; for retail markets by location in the market. The trader type and location will serve as the bases for stratifying respondents for wholesale price and retail price collection respectively. It is important to identify all possible respondents to ensure that they are included in the sampling. Do not include in the list traders whose marketing practices leads to a pricing structure determined by factors other than supply and demand. An example of such type of trader is one who provides financing to farmers and traders coming from supply barangays. Because of these financing ties, he sets the wholesale buying price at a level lower than the prevailing price, the price difference serving as form of interest payment to the financier. Thus, prices collected from these types of trader will not be reflective of the real market prices. Separate lists should be drawn up for each type of price that will be collected for AGMARIS commodities; wholesale buying, wholesale selling, and retail selling prices.

### **WHOLESALE MARKETS**

For wholesale markets, identify the different types of trader that operate in the market, especially the dominant type or that which has the most number of traders.

List traders under the dominant type on the left most column, which we will call Set A, and those under the type with the second largest number of traders to the right of Set A, which we will call Set B. Show the total number of traders identified under each column heading. List in the succeeding columns other trader types in decreasing order, i.e., Set C will correspond to the type with the third largest number of traders, Set D with the fourth largest number of traders, and so on.

In case there are traders whose trader classification has not yet been determined, list their names in a separate column marked 'Others'. The MR should determine their trader classification and shift them to their respective columns as soon as their trader types are identified. It is expected that the MR will determine the classification of those listed under the 'Other's column within the first month of implementation. Thus, the 'Other' column should disappear from the list after one month of implementation.

For example, the MINA and TMA findings indicated that there are 5 types of squash traders in Tanauan as shown below:

Trader Type	No. of Traders
Large Distributor (LD)	6
Provincial Assembler/Large Distributor (PA/LD)	5
Medium Distributor (MD)	3
Regional Assembler/Large Distributor (RA/LD)	2
Interregional Assembler/Large Distributor (IRA/LD)	1

The initial List of Respondents will look like this:

#### Initial List of Respondents

Market : Tanauan Public Market  
Price Type : WSP  
Commodity : Squash

Set A LD ( n = 6 )	Set B PA/LD ( n = 5 )	Set C MD ( n = 3 )	Set D RA/LD ( n = 2 )	Set E IRA/LD ( n = 1 )
1. Mila Lao	Romy Dino	Mar Torres	Carlos Sy	Max Ramos
2. Manuel Cruz	Rudy Panay	Remy Paz	Emmy Lat	
3. Benito Go	Willy Prat	Baby Umbal		
4. Cris Roxas	Zeny Rosal			
5. Risa Talon	Cesar Uy			
6. Alex Santa				

It must be stressed that a list of respondent should be prepared per market, commodity, and type of price. However, for commodities that are usually handled together by traders, only one list for all these commodities will suffice. It is important in this case however, to indicate the commodities handled by each respondent since some respondents may not sell the complete set of AGMARIS commodity groups (e.g., vegetables, fruits).

For some commodities and markets, there may be only 2 types of trader. Using the previous example, the list will feature only Set A and Set B. In this case therefore, there will only be 2 levels of stratifying respondents.

Names of different types of traders operating in wholesale and retail markets covered by AGMARIS are shown in Attachment 5. The MR may add names to the list as he encounters other types in the course of his data collection activities. He will also determine the number of such traders under each type to enable him to identify the dominant type.

## **RETAIL MARKETS**

For retail markets, list down respondents per commodity group (not per commodity), by location, and by market. Retailers usually sell multiple products although some specialize in one to two products (e.g. rice and corn; garlic; coffee). The following are the commodity groups relevant to AGMARIS:

- a. Cereals
- b. Fruit vegetables
- c. Leafy vegetables
- d. Beans
- e. Roots/tubers
- f. Condiments and others
- g. Fruits

The location of a trader may have an effect on prices. For instance, in most markets it was observed that prices of commodities sold outside of the market are lower than those sold inside the market. This could be due to higher costs incurred by retailers who occupy stalls inside the market.

For a large retail market which is a conglomeration of several small markets, the small markets may serve as stratification levels. An example would be Batangas City Market composed of the old and new public markets.

Stratification levels may be a combination of any of the ways described above: inside the market; outside the market; along Street A; along Street B; Market A; and Market B. Examples of 3-level combinations are as follows:

### **Example 1:**

- a) inside the Market;
- b) outside the Market along Street A; and
- c) outside the Market along Street B:

**Example 2:**

- a) inside Market A
- b) inside Market B; and
- c) along Street A

The possibility of several combinations may prompt the MR to ask “How will I know which levels to list?”

In identifying the stratification levels, the MR should determine locations in which prices are noticeably and consistently different from each other. The objective of identifying these is to ensure that the sampling design captures the different prices in the market.

The stratification levels may vary across commodity groups. For instance, the levels or sets for cereals may be inside the market and outside the market, whereas those for vegetables may be along Street A and along Street B (in cases where vegetables are sold only outside the market). Similarly, different commodity groups may have different levels. For example, cereals may have 2 levels while fruits may have 3 levels.

In preparing the Initial List of Respondents for retail price collection, the MR should indicate all commodities sold by each trader since the list is by commodity group and not by commodity. To illustrate, the Initial List of Respondents for retail selling price of vegetables in Lipa City Public Market are as follows:

**Initial List of Respondents**

Market : Lipa City Public Market  
 Price Type : RSP  
 Commodity : Vegetables

Set A  
 Inside the market  
 ( n = 7 )

1. Ana Segura ( A, E, Sq, T, Cab )
2. Lina Santos ( A, E, Sq, T, Cab )
3. Rey Aquino ( A, E, T, Cab )
4. Jose Ramos ( A, E, Sq, Cab, T )
5. Rita Ladao ( A, E, Sq, Cab )
6. Lisa Sales ( A, E, T, Cab )
7. Arthur Nebra ( Sq, T, Cab )

Set B  
 Outside the market  
 ( n = 7 )

- Celso Real ( A, E, Sq, T, Cab )  
 Mona Cruz ( A, Sq, Cab )  
 Pat Santos ( E, Sq, T )  
 Nita Mayo ( A, T, E, Cab )  
 Agnes Bona ( A, Sq, T, Cab )  
 Vina Villa ( E, Sq, T, Cab )  
 Fe Unson ( A, E, Sq )

**Legend:**

A - ampalaya  
 Cab - cabbage  
 E - eggplant

Sq - squash  
 T - tomato

2. Convert the initial list of respondents into a Master List of Respondents by compressing the sets into 2 or 3 sets.

The general rules in compressing are as follows:

- Maintain Set A or traders under the dominant type.  
Do not combine or merge Set A with any set;
- The minimum number of respondents is 2 per set;
- The maximum number of sets per commodity or commodity group is 3;
- Combine a set which has only 1 respondent with another set, either with Set B or Set C. Sets with 1 respondent each can be combined; and
- If the number of sets exceeds 3, combine traders from the less dominant types into 1 set, and rename either as Set B or Set C.

In the example previously used for wholesale selling price collection of squash in Tanauan, the Master List will look like this:

Set A LD ( n = 6 )	Set B PA/LD ( n = 5 )	Set C MD, RA/LD, IRA/LD ( n = 3 + 2 +1 = 6 )
1. Mila Lao	Romy Dino	Mar Torres
2. Manuel Cruz	Rudy Panay	Remy Paz
3. Benito Go	Willy Prat	Baby Umbal
4. Cris Roxas	Zeny Rosal	Carlos Sy
5. Risa Talon	Cesar Uy	Emmy Lat
6. Alex Santa		Max Ramos

In the example used for retail price collection of vegetables in Lipa City Public Market, the Initial List will also be the Master list since there are only 2 sets, each set having more than 2 traders.

3. Prepare a Schedule for Interviewing Respondents and a Schedule of Substituting Respondents

After preparing the Master List of Respondents, the MR is now ready to prepare the schedule for interviewing respondents. This schedule will show the sequence as well as rotation of respondents. The sequence of respondents will be such that traders from different trader types or sets will be listed in consecutive order.

Thus, for three levels, Respondent #1 come from Set A, Respondent #2 from Set B, Respondent #3 from Set C, Respondent #4 from Set A, and so on. This sequencing

ensures that the different types of trader (for wholesale markets) and different locations (for retail markets) are proportionately represented in the sampling.

When all respondents have already been exhausted from a set, the first name that appears on the same set in the Master List will again be listed occurs when the number of respondents is not the same for all sets.

Since there will be 5 respondents per commodity, the sampling distribution arising from such sequencing of traders are as follows:

1. For 3 levels – 2 respondents from Set A, 2 respondents from Set B, and 1 respondent from Set C (2-2-1); and
2. For 2 levels – 3 respondents from Set A and 2 respondents from Set B (3-2).

In rotating samples, the general guidelines are:

1. For markets with price collection frequency of 3 times a week or less (per commodity or commodity group), rotate respondents every 2 weeks.
2. Should future marketing conditions warrant the increase in collection frequency for a specific commodity group in a certain market to 4 times a week or more (especially for wholesale price collection), rotate every week.
3. Schedule 5 respondents per collection period.
4. Prepare 3 substitute respondents per week.
5. In rotating samples at the end of a collection period, drops the first 3 respondents, carry the last 2 respondents, and add the next 3 respondents from the Master List.

a. Column headings for Tanauan:

#	Respondent	Set	Week No.			
			1	2	3	4

b. Column headings for other wholesale and all retail markets:

#	Respondent	Set	Week No.			
			1 & 2	3 & 4	5 & 6	7 & 8

In Tanauan, the longest period in which a respondent will be interviewed is 2 weeks at a frequency of 5 times a week (from Tuesday to Saturday). In the other wholesale markets as well as in retail markets, the maximum length of time in which a respondent will be sampled is 4 weeks at a frequency of 3 times a week.

Although only 5 respondents will be sampled per commodity, the MR must also indicate 3 substitute respondents per set, or the next 6 respondents (for 2 stratification levels) or 9 respondents (for 3 stratification levels). This is necessary to provide the MR 3 substitutes per set in case the respondents originally scheduled for that week has suddenly become unavailable or the respondent was not able to buy and sell a certain commodity for particular days.

The next section will now illustrate the step-by-step procedure in preparing the schedule of respondents.

c. Illustration #1: Tanauan; WSP; Squash

First Step:

#	Respondent	Set
1.	Mila Lao	A
2.	Romy Dino	B
3.	Mar Torres	C
4.	Manuel Cruz	A
5.	Rudy Panay	B
6.	Remy Paz	C
7.	Benito Go	A
8.	Willy Prat	B
9.	Baby Umbal	C
10.	Cris Roxas	A
11.	Zeny Rosal	B
12.	Carlos Sy	C
13.	Risa Talon	A
14.	Cesar Uy	B
15.	Emmy Lat	C
16.	Alex Santos	A
17.	Romy Dino	B
18.	Maz Ramos	C
19.	Mila Lao	A
20.	Rudy Panay	B
	And so on . . .	

Second Step:

#	Respondent	Set	Week No.					
			1	2	3	4	5	6
1.	Mila Lao	A	x					
2.	Romy Dino	B	x					
3.	Mar Torres	C	x					
4.	Manuel Cruz	A	x	x				
5.	Rudy Panay	B	x	x				
6.	Remy Paz	C		x				
7.	Benito Go	A		x	x			
8.	Willy Prat	B		x	x			
9.	Baby Umbal	C			x			
10.	Cris Roxas	A			x	x		
11.	Zeny Rosal	B			x	x		
12.	Carlos Sy	C				x		
13.	Risa Talon	A				x	x	
14.	Cesar Uy	B				x	x	
15.	Emmy Lat	C					x	
16.	Alex Santos	A					x	x
17.	Romy Dino	B					x	x
18.	Maz Ramos	C						x
19.	Mila Lao	A						x
20.	Rudy Panay	B						x
	And so on . . .							

Third Step:

#	Respondent	Set	Substitutes		
			1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
1 & 4	Mila Lao & Manuel Cruz	A	Benito Go	Cris Roxas	Risa Talon
2 & 5	Romy Dino & Rudy Panay	B	Willy Prat	Zeny Rosal	Cesar Uy
3	Mar Torres	C	Remy Paz	Baby Umbal	Carlos Sy

d. Illustration #2: Lipa City: RSP; Vegetables

First Step:

#	Respondent	Set	Commodities
1.	Ana Segura	A	A, e, Sq, T
2.	Celso Real	B	A, e, Sq, T, Cab
3.	Lina Santos	A	A, e, Sq, T, Cab
4.	Mona Cruz	B	A, Sq, Cab
5.	Rey Aquino	A	A, E, T, Cab
6.	Pat Santos	B	E, Sq, T
7.	Jose Ramos	A	A, E, Sq, Cab, T
8.	Nita Mayo	B	A, T, E, Cab
9.	Rita Ladao	A	A, E, Sq, Cab
10.	Agnes Bona	B	A, Sq, T, Cab
11.	Lisa Sales	A	A, E, T, Cab
12.	Vina Villa	B	E, Sq, T, Cab
13.	Arthur Nebre	A	Sq, T, Cab
14.	Fe Unson	B	A, E, Sq

Second Step:

#	Respondent	Set	Commodities				
			A	E	Sq	T	Cab
1.	Ana Segura	A	x	x	x	x	
2.	Celso Real	B	x	x	x	x	x
3.	Lina Santos	A	x	x	x	x	x
4.	Mona Cruz	B	x		x		x
5.	Rey Aquino	A	x	x		x	x
6.	Pat Santos	B		x	x	x	
7.	Jose Ramos	A	+	+	+	+	x
8.	Nita Mayo	B	+	+		+	+
9.	Rita Ladao	A	+	+	+		+
10.	Agnes Bona	B	+		+	+	+
11.	Lisa Sales	A	+	+		+	+
12.	Vina Villa	B		+	+	+	+
13.	Arthur Nebre	A			+	+	+
14.	Fe Unson	B	+	+	+		

Legend:

+ - substitute

Third Step:

#	Respondent	Set	Substitutes		
			1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
1, 3, 5	Ampalaya Ana Segura, Lina Santos, Rey Aquino	A	Jose Ramos	Rita Ladao	Lisa Sales
2, 4	Celso Real, Mona Cruz	B	Nita Mayo	Agnes Bona	Fe Unson
1, 3, 5	Eggplant Ana Segura, Lina Santos Rey Aquino	A	Jose Ramos	Rita Ladao	Lisa Sales
2, 6	Celso Real, Pat Santos	B	Nita Mayo	Vina Villa	Fe Unson
1, 3	Squash Ana Segura, Lina Santos	A	Jose Ramos	Rita Ladao	Arthur Nebre
2, 4, 6	Celso Real, Mona Cruz, Pat Santos	B	Agnes Bona	Vina Villa	Fe Unson
1, 3, 5	Tomato Ana Segura, Lina Santos, Rey Aquino	A	Jose Ramos	Lisa Sales	Arthur Nebre
2, 6	Celso Real, Pat Santos	B	Nita Mayo	Agnes Bona	Vina Villa
3, 5, 7	Cabbage Celso Real, Rey Aquino, Jose Ramos	A	Rita Ladao	Lisa Sales	Arthur Nebre
2,4	Celso Real, Mona Cruz	B	Nita Mayo	Agnes Bona	Vina Villa

In substituting respondents, the following are the guidelines to follow:

- a. When a respondent scheduled for sampling in a collection period has permanently stopped operating in the market or trading a particular commodity:

Strike out the name of the original respondent, replace him with the first substitute from the same set, and the substitute will now assume the respondent number of the original respondent.

- b. When a respondent scheduled for sampling in a collection period has temporarily stopped operating in the market or trading a particular commodity:

Replace the original respondent with the first substitute from the same set only for the collection period. Since this is only a temporary substitution, the respondent number will not be affected. In the next collection period, the substitute respondent will revert to his original sequence in the schedule. Thus, he may be covered again, not as substitute, but as the respondent for the new collection period.

This guideline applies to traders who are not able to buy and sell specific commodities on certain days of the collection period due to temporary inability to procure and sell (e.g., lack of supply, breakdown of transportation vehicles). This also applies to traders whose commodities have all been bought and have not yet purchased a new stock of commodities. This substitution mode may be prevalent during the onset of the harvesting and trading season of a certain perishable commodity (fruit or vegetable) when not all of the identified traders are able to sell that commodity yet, or during the last days or weeks of the production season when some traders have already stopped trading that commodity and instead shifted to other commodities in season.

- c. If the first substitute is not available, cover the 2<sup>nd</sup> substitute. If the 2<sup>nd</sup> substitute is still not available, cover the 3<sup>rd</sup> substitute. Note that the sequencing of substitutes should follow the sequence in the schedule.

The following section provides illustrations on how to substitute respondents, using the schedule of wholesale selling price collection of squash in Tanauan:

#### Scenario #1:

At the start of the price collection period (1-week period for Tanauan), the MR learned that Respondent #1 (Mila Lao) has stopped trading of mangoes permanently and instead chose to specialize in banana.

To substitute:

Shift respondent #7 (Benito Go) who belongs to the same Set A as Respondent #1 to permanently take the place of Mila Lao. Thus, the numbering of the Respondents under Set A will automatically change. Benito Go will now become Respondent #1. Cris Roxas, who was previously Respondent #10 will now be Respondent #7, and Risa Talon who was previously Respondent #13 will now be Respondent #10.

#### Scenario #2:

MR was able to collect prices from Respondent #1 (Mila Lao) for the first 3 collection days, from Tuesday to Thursday. However, on Friday, Mila Lao was not at the market. Fellow traders said that she had decided to stop selling in Tanauan permanently since she was incurring net losses.

To substitute:

Substitute Respondent #7 (Benito Go) for Mila Lao. Thus, Benito Go will now be Respondent #1 from whom prices will be collected for the rest of the collection period (Friday and Saturday). The numbering of respondents under Set A will automatically change: Cris Roxas (previously Respondent #10) will now be Respondent #7, Risa Talon (previously Respondent #13) will now be Respondent #10.

As in Scenario #1, the numbering of respondents will permanently change. For the next collection period (next week) which starts on a Tuesday, Benito Go will be dropped from the list of samples in accordance with the rotation guidelines.

#### Scenario #3:

MR was able to collect prices from Respondent #1 (Mila Lao) for the first 3 collection days, from Tuesday to Thursday. However, on Friday, Mila Lao was not at the market. Fellow traders said that she had left for Laguna where she will stay for some days and has decided to temporarily stop her activities for the rest of the week.

To substitute:

On Friday and Saturday (remaining days in the collection period), Benito Go will temporarily take the place of Mila Lao. On the next collection period (next week) which starts on Tuesday, Benito Go will again be covered as Respondent #7 this time (not as substitute for Respondent #1 anymore).

#### Scenario #4:

On Tuesday (first day of the collection period), the MR learned that Respondent #1 (Mila Lao) left for Cavite and will be back in time for Thursday price collection. The first substitute, Benito Go, although present in the marketplace, did not have squash for sale and was still waiting for his supplies.

To substitute:

Collect prices from the second substitute, Cris Roxas. If Cris Roxas is also unavailable or does not sell squash for that day, collect prices from the third substitute, Risa Talon.

It is important to note that the unavailability of a respondent does not necessarily mean that the MR cannot collect prices. There may be cases when the trader has designated a relative or a business partner to manage his operations. Assuming that the relative or the partner has maintained the same type of operation and is knowledgeable on the buying and selling activities entrusted to him by the original respondent, the MR can just delete the name of the previous respondent and instead change it into that of his relative or business partner while maintaining the same respondent number. The MR has to carefully ascertain that the relative or business partner has the same trader type as that of the previous respondent. If the scope of the operations and consequently, the trader type has changed, then the relative or business partner should not be as substitute for the previous respondent within the same set. They should be treated as new respondents to be added to the list of respondents.

There may also be instance, when the MR can collect prices from personnel or relative manning the stores of the respondents, rather than from the respondent himself.

#### **4. Be familiar with the market layout and update the layout regularly.**

Market refers not only to the area housed under a market infrastructure, but also to streets in the periphery of the market structure where trading occurs. Market may also refer to a conglomeration of two or more markets. For instance, Batangas City Market is composed of the new and old public markets.

Layout charts are used to identify the trading sites for AGMARIS commodities in each market, as well as the location of stalls or spaces of traders in the market. The exact locations (stalls or spaces) where specific traders sell commodities become sample sites for price collection.

## **5. Be familiar with the specifications of AGMARIS and AMNEWSS commodities.**

This procedure applies to both AGMARIS and AMNEWSS commodities. It is important for the MR to know the commodity specifications to avoid confusion as to which variety, size, class or grade of a commodity to collect prices. The MR's adherence to commodity specifications is critical since prices will be disseminated to the general public. The prices quoted should correspond to the specifications likewise being broadcasted.

The MR should note that commodity specifications may vary according to the type of price. For instance, the commodity specifications for wholesale buying price may differ from those for wholesale selling price. This implies that the trader performs some marketing functions (sorting, cleaning, trimming, washing, repacking, etc.) that cause the specifications to change. For AGMARIS, commodity specifications are identified by type of price: wholesale buying price and, wholesale selling price, and retail selling price.

- **For AGMARIS Commodities**

For AGMARIS commodities, the unit of measure used is that used in the market. Thus, prices of string beans will be collected and quoted in bundles since this is the unit of measure used in the market and familiar to farmers, traders and consumers. The importance of using the units of measure used in the market becomes more apparent when prices are disseminated to the different types of marketing participants.

The commodity specifications of AGMARIS commodities for wholesale and retail price collection are in the Agricultural Commodity Handbook Series.

- **For AMNEWSS Commodities**

It must be noted that for AMNEWSS commodities there are no commodity specifications for wholesale price collection. No specifications as to size, length, weight, and degree of maturity are required for a commodity.

When a commodity varies in quality, size, length, etc., the price to be reported should be that applicable to majority of the said commodity found in the market. For instance, if 50% of the commodity is of small size, 20% is of medium size, and 30% is of large size, the MR should report the price for the 50% indicating that the commodity is of small size. Other applicable descriptions of the commodity such as length should

likewise be indicated. A general specification for wholesale price collection is that the commodities should be fresh.

The main consideration in determining what characterizes the bulk of the commodity in the market may not always be size. It may be a combination of size, texture and freshness. The MR should use his own discretion in this aspect.

For retail price monitoring of AMNEWSS commodities, however, general specifications are fresh and of medium size.

Prices of AMNEWSS commodities are quoted either on per kilogram or per piece basis. Prices of some commodities that are not sold by kilogram or by piece need to be converted into per kilogram or piece. The units of measure to be used for wholesale price monitoring are the same as those used for retail price monitoring of AMNEWSS commodities.

Generally, the unit of measure to be used in gathering and reporting retail prices of AMNEWSS commodities is by the kilo. For the following items, however, per piece basis will be used:

- a. egg (duck and quail)
- b. muskmelon
- c. pineapple
- d. watermelon
- e. banana, bungulan
- f. mango, ripe, pico
- g. orange, sunblest
- h. apple, red (ordinary)
- i. coconut, mature

The specifications of AMNEWSS commodities for retail price collection are in the Agricultural Commodity Handbook Series.

▪ **Non-Conformity with Specifications**

If a commodity does not meet the specifications for AGMARIS and AMNEWSS, the MR should write in the price collection form “I.S.” or inappropriate specifications to denote that the commodity is available but not as specified. This situation usually occurs during the typhoon season wherein the commodities coming into the market are of inferior quality. During times of abnormal market behavior, the MR should explain in the collection form the cause of such behavior.

- Unavailability of Commodities

If a commodity is not available in the market due to seasonality patterns or natural calamities, the MR should write “N.A.” or not available. The MR should also include an explanation for the unavailability of the commodity.

### **During Collection**

Steps #1 to 5 pertain to preparatory activities that should be done before the MR undertakes price collection. Now the MR is ready to go to the market and collect prices of both AGMARIS and AMNEWSS commodities.

#### **6. Assess the relative supply level in the market.**

- For AGMARIS Commodities

The MR should be in the market at least 15 minutes prior to the actual collection schedule to assess the relative supply level in the market. For example, if the collection schedule for a market starts at 7:00 a.m., the MR should be in the market not later than 6:45 a.m.

Before collecting prices, the MR will go around the market to assess the overall levels for each selected commodity and observe the volume of transactions in the market. The supply level on the collection day will be compared with that on the previous collection day.

In wholesale markets, supply level is oftentimes directly related to the shipment or arrival of commodities coming from the port or from other provinces. Whenever there are shipments from other provinces, the supply level is noticeably higher. In such markets, the MR can ask people in the market whether shipments have arrived and for which commodities. By going around the market, the MR can observe and look for signs of large commodity arrivals such as container vans or commodities being unloaded from several trucks or jeeps.

The MR will likewise assess the supply level in the retail markets by observing transactions and interviewing key informants who are not respondents, such as laborers. The supply level in the retail market should ideally match the supply level in the wholesale markets from where the retail markets source their supply. The POC can verify the relationship between wholesale-retail market supply levels, if it so desires.

- For AMNEWSS Commodities

In markets where the MR will collect prices of AMNEWSS commodities solely, it is not necessary for him to be at the market 15 minutes before the actual collection time.

He can assess the supply level during collection of prices from respondents. He can, however, also employ the same techniques used for AGMARIS commodities, such as observing market activities particularly commodity arrivals, as well as interviewing other key informants in the market.

In the price collection forms, a space is provided for a brief description of the supply level for each commodity. The MR can characterize the supply level in any of the three descriptions: Deficit, Adequate or Surplus.

- Deficit Supply Level – a condition whereby supply is less than what buyers want to buy at prevailing prices if the commodity was readily available. This condition is expected during the off-season or lean harvest months of certain commodities.

Some indicators of a deficit supply level are as follows:

- a. Noticeable increase in the number of active buyers from distant areas;
  - b. Noticeable decreasing trend (over several weeks) in the volume traded of the specific commodity;
  - c. Noticeable sharp increase in posted prices compared to the previous weeks;
  - d. Noticeable decrease in the number of suppliers (farmers and traders) of that commodity; and
  - e. Traders interviewed explain that they would like to purchase more of the commodity and have sufficient capital to purchase more, but supplies are inadequate.
- Surplus Supply Level – roughly the opposite of the points mentioned above.
  - Adequate Supply Level – fits broadly between those two conditions.

Note that supply level will be assessed in both wholesale markets and retail markets.

In the relative Supply Level column of the price collection form, the MR should write a “D” for deficit, “S” for surplus, and “A” for adequate.

7. Interview 5 Respondents for each commodity.

- For AGMARIS Commodities

For AGMARIS commodities, interview 5 respondents for each commodity following the Schedule of Interviewing and Substituting Respondents.

- For AMNEWSS Commodities

For AMNEWSS commodities, collect prices from 5 respondents distanced apart from each other and located in different areas of the market.

The MR can maintain a fixed set of AMNEWSS respondents and can substitute whenever necessary. There are no hard and fast rules in substituting AMNEWSS respondents as long as 5 data points are collected per commodity.

The AGMARIS respondent for one commodity may also be an AMNEWSS respondent for another commodity. For example, an AGMARIS respondent for ampalaya may also be a respondent for okra and patola which are AMNEWSS commodities.

Do not use the same samples for both wholesale buying price and wholesale selling price for the commodity during the same collection period as the respondent may misinterpret this to mean interest in his profit margin. Furthermore, asking two types of price may confuse the respondent and may easily cause “respondent fatigue”. Thus, in asking the wholesale selling prices, the MR should find respondents not covered by wholesale buying price collection (AGMARIS methodology) during the same collection period.

Techniques used to collect prices during interviews could be one or a combination of the following:

- a. Listen to the actual transaction between a buyer and seller while observing the quality which fits within the targeted quality specifications. The price agreed upon by buyer and seller becomes one “price observation”; and
- b. Ask the sales price from either or both the buyer or seller of the commodity at that particular time of collection.

The first technique is especially useful when traders are extremely busy during the peak trading hours in the market.

The MR may write down the prices on a small notebook while in the market rather than in the actual price collection forms. Traders are mostly wary of interviewers who use structured forms.

Interviews should also be used to update the list of respondents for wholesale and retail prices of AGMARIS commodities. Interviews should be able to:

- a. Verify the trader classification, focusing on his buying and selling operations;
- b. Identify new traders, classify them by trader type, and add them to the master list; and
- c. Eliminate those traders who are not operating in the market anymore. Be wary, however, of traders who have specific days when they can be found in the market.

Adding or eliminating traders from the Master List of Respondents for AGMARIS commodities may also result in revising the market layout since the layout reflects the location of respondents.

It must be stressed that classifying traders is critical for wholesale price collection as the trader type will determine the levels of stratification and the number of samples per stratum.

Interviews would also help the MR to be aware of the new developments or changes in the market and how these changes affect the operations of the traders.

#### After Collection

#### 8. Fill out the Price Collection Form

The MR will fill out the following forms:

##### **A. For cereals and fertilizers:**

1. MIS-3 - for farm prices of palay/corn, wholesale and retail prices of corngrain/corngrits, and dealers' prices of fertilizers
2. MIS-4A - for wholesale selling prices of rice

3. MIS-4B - for retail selling prices of rice
4. MIS-3 - for farm prices of palay/com, wholesale and retail prices of corngrain/corngrits, and dealers' prices of fertilizers

**B. For commodities other than cereals and fertilizers:**

1. CF 1A - for wholesale buying prices of AGMARIS commodities
2. CF 1B - for wholesale buying prices of a few AMNEWSS commodities
3. CF 2A - for wholesale selling prices of AGMARIS commodities
4. CF 2B - for wholesale selling prices of AMNEWSS commodities
5. CF 3A - for retail selling prices of AGMARIS commodities
6. CF 3B - for retail selling prices of AMNEWSS commodities

Some differences between the forms used for AGMARIS commodities and forms used for AMNEWSS commodities are the following:

- a. It is not necessary to write the names of the respondents for AMNEWSS commodities; and
- b. In collection Form 2B, the MR has to write down the grade or size specifications of the commodities since there are no fixed specifications for AMNEWSS wholesale price collection.

The MR expected to briefly describe the market conditions and other relevant information on the column on comments. This column can be used to identify the sources of the commodities entering the market, reasons for shortage or surplus of certain commodities, as well as other factors affecting market operations.

DIRECTIVES FOR  
DATA ANALYSIS  
AND  
INFORMATION DISSEMINATION  
(AGMARIS-AMNEWSS)

## **VI. MNS DIRECTIVES FOR DATA ANALYSIS**

Marketing information generated by the AGMARIS will be analyzed by the POC as well as by other institutions.

### **Strengthening Staff's Knowledge and Analytical Capability**

The PASO shall designate a specific person among the existing work force in the POC who will help conceptualize and prepare reports, as well as prioritize and act on special requests for analytical reports. These reports would go beyond the routine or basic statistical types of analyses being undertaken by the BAS and should dwell not only on the “what” but more importantly, on the “why”. Examples of reports which the POC can prepare are:

1. Special Market Reports – can be prepared during abnormal market situations (e.g., after a calamity). This type of report can be transmitted to the BAS Director and local officials such as the Governor and Mayors.
2. Special Commodity Features – a report can focus on a commodity, looking at its historical price data, analyzing trends, and identifying determinants or factors contributing to uptrends or downtrends in prices.

The designated personnel will likewise be responsible for making referrals to the appropriate ICA partners with respect to requests for analysis rather than try to accommodate and internally increase the scope of services beyond manageable level.

To facilitate selection of personnel, the PASO may refer to the training profiles of each individual. Those who have undergone training in technical writing and basic agricultural marketing principles may be the appropriate persons to handle this task.

Table 5.1 shows the schedule of data processing and analysis that follow immediately after data collection. This type of processing refers only to primary analysis. Such type of analysis may dwell on the reasons why prices behaved in a certain pattern during the collection day. This information may be derived by the Market Reporters from the respondents as well as other key informants in the market.

### **A. Institutional Linkages**

The PASO and MRs will identify the appropriate institutions such as the local government, academic or agribusiness community, etc. with whom BAS could enter into collaborative agreements. Examples of such institutions are schools and universities engaged in marketing research and local government units interested in price monitoring.

POC personnel will initiate meetings with these institutions or individuals for thorough discussions on specific roles and responsibilities in data analysis. The expected output of

this activity will be an ICA in the form of a Memorandum of Understanding (MOU) between the POC and the identified institutions or individuals.

The primary role of the BAS-POC will focus on providing these institutions with agricultural information on an agreed frequency. The reports could be on a weekly, monthly, or quarterly basis depending on the end-users' needs or requirements. On the other hand, the contracted party will analyze the information provided by the BAS and come up with analytical reports, copies of which the BAS may request from the former.

## **B. Operational Evaluation**

After one year, the BAS-POC will initiate and conduct a local consultative session with its ICA partners, selected clientele and users of analytical reports (e.g., local government executives, planners, policy makers, and agribusiness representatives). The primary purpose of the consultation is to assess the initial and routine types of analyses being undertaken by the POC. The session participants are expected to identify the weak points of operations, thereby begin negotiations on the important changes that are deemed necessary to improve the analysis service.

## **VII. MNS DIRECTIVES FOR INFORMATION DISSEMINATION**

Information dissemination is a critical function of the information system as it serves as the culminating activity of the entire process. The data collected and the information derived from it becomes relevant only when the user gets hold of the information on time and is able to use the information for his own purposes. Considering that the users of the information emanating from the POC are farmers, traders, and consumers not only in the province but also in other areas, the importance of quick and timely dissemination of prices cannot be overemphasized.

Mass media (radio print and television) provides not only a means for disseminating information quickly but also allows BAS to engage in advocacy and increase the general public's awareness of the services of the Bureau. Mass media also educates the public on the use and relevance of marketing information. This improves access to and use of information by end-users.

Another important factor which could contribute to the success and sustainability of the AGMARIS-AMNEWSS in the province is the POC's initiative in forging interagency linkages on information dissemination. It is important to obtain the cooperation and commitment of such groups as the local government, the Department of Agriculture's Agribusiness Group and Agricultural Information Division, the Philippine Information Agency (PIA), the Kapisanan ng mga Brodkaster sa Pilipinas (KBP), and radios stations.

## **A. General Guidelines**

1. Designate a core group of 3 to 5 persons who will regularly undertake information dissemination activities and actively liaise with ICA partners. The PASO will

formalize this working arrangement by issuing an inter-office memorandum, copies of which will be furnished the AGMARIS Section of the Agricultural Marketing Statistics Analysis Division (AMSAD) in the BAS central office.

2. With regard to radio broadcasts, follow a gradual expansion strategy wherein ICAs with the radio stations with wide listenership are forged later when the integrated system is running smoothly.
3. Although the POC is expected to adhere to recommended dissemination media, it may initially start with radio broadcasts while firming up other media such as bulletin boards and print media.
4. The recommended schedule and time of radio broadcasts are ideal. However, as it is not the policy of the BAS to pay for airtime, the price broadcasts really depends much on the willingness of the radio station, particularly the station manager, to cooperate. The BAS will eventually have to settle for the time slot offered by the radio stations. Thus, the dissemination schedule and frequency recommended in this manual may not necessarily be what is being offered by the radio stations.
5. Maintain good public relations with personnel of the cooperating radio and television stations and newspaper companies. The BAS needs as much free airtime and print space as possible to effect the widest outreach of users as well as to build up its credibility among the general public. An unpleasant experience arising from poor performance or poor working relationship between BAS personnel and mass media would be difficult to erase from the latter's institutional memory.

Thus, the knowledge, attitude, skills and public relations of the core group of POC who will undertake information dissemination are crucial in serving the general public and in building up the image of BAS.

## **B. Site-Specific Dissemination Media**

In disseminating information to the general public, radio is the most useful and cost-effective medium for disseminating price information to farmers, traders and consumers, because of its pervasive reach. Its effectiveness in disseminating marketing information has been proven in the Marketing Information System (MARIS) Project pilot sites (1989-1991).

Radio reaches the largest number of audience at the quickest time possible at minimal costs to BAS and the clientele. Further, most farmers and traders have access to radio compared to other types of media.

The Impact Evaluation Study of AGMARIS Phase I sites (1994) has shown that the bulletin board is an effective medium next to radio. It provides a useful reference especially for producers who may have missed the radio broadcasts.

Print media (newspaper, magazine, newsletter, etc.) cannot effect the quick dissemination of information but is especially helpful for showing price trends. Printed materials are the ideal medium for information disseminated to policy makers. This medium can also be used in featuring other BAS activities and popularizing BAS technical bulletins published from time to time.

Television provides high exposure for BAS among middle-to upper-income consumers. However, materials for television need to be varied and interesting to be able to sustain the attention of viewers.

The MINA showed that farmers and traders are interested to receive information on prices at the Lagawe Trading Center for coffee; Bambang, Nueva Vizcaya for vegetables; Isabela for palay and corn; Hangar Market, La Trinidad Vegetable Trading Post and Divisoria for temperate vegetables; and Divisoria and San Carlos City, Pangasinan for mango. The preferred means of dissemination is through radio broadcasts, the preferred radio station is DZNC in Isabela, and the preferred time is any of the following time slots: 4:00 a.m., 12:00 noon or 7:00-8:00 p.m.

## **1. Radio Broadcasts**

The AGMARIS-AMNEWSS scheme will utilize radio stations based in Ifugao. Prices aired over the radio stations can reach farmers, traders, and consumers in the province.

The following are some guidelines to be followed in disseminating prices through the radio:

- Broadcast prices of AGMARIS and AMNEWSS commodities separately in different radios stations since different methodologies are used in price collection of AGMARIS and AMNEWSS commodities.
- Further, as much as possible, disseminate only one type of price per radio program so as not to confuse the listeners.
- DISSEMINATE PRICE RANGES ONLY, rather than prevailing and average prices. DO NOT DISSEMINATE AVERAGE OR PREVAILING PRICES. If prices of a certain commodity were broadcasted through the radio or posted on a bulletin board, the tendency for the user would be to look for that exact price in the marketplace. Therefore, broadcasting price ranges would prevent confusion as well as insulate the BAS from adverse reactions from the users.

Prices aired over stations based in the province should not be confined to those collected in the province. The radio script could include prices of selected commodities in the trading partner provinces. For example, Isabela-based radio station DZNC, whose signals could reach other provinces, may broadcast prices

collected in markets only in Isabela but also in its trading partner provinces such as Benguet, Mountain Province, Ifugao, and Metro Manila.

The MMOU transmits the prices of Divisoria from 7:30-8:30 a.m. through the SSB radio. Interested POCs, usually trading partner provinces can take note of the prices during this “radio conference”.

The BAS could prepare and submit educational materials to PIA’s “Information Bits”, a popularized broadcast material distributed to radio stations nationwide. The BAS could submit special features that can educate the listeners on marketing information.

Annex 7.1 shows a sample price broadcast script.

## **2. Print Materials**

Comparative analysis of prices of selected commodities in the different trading centers of the province, or of major market centers in the country could be submitted to newspapers or magazines. Other materials could dwell on market situationers or commodity outlook reports.

## **3. Television**

The main target group of information disseminated through the television is the consumers. Appropriate programs in which to disseminate prices would be those with educational format, or those catering to housewives.

Materials for television broadcasts need to be interesting to sustain the attention of the viewers. However, preparing materials for television may entail high production costs. Linking up with the DA’s Agricultural Information Division may help the BAS to come up with materials since it has the audio-visual facilities required in producing such materials.

## **4. Bulletin Board**

Price bulletin boards located in the major markets would be useful in guiding farmers, traders, and consumers on the prices of commodities in a market or in a major production area. The bulletin board should be located in area where people can easily see it and where it can be adequately guarded against bad weather, theft or vandalism. Funds for the establishment and maintenance of bulletin boards could be solicited from private sector groups or local government units (LGUs). Maintenance of bulletin boards in the market could be done by the POC personnel in coordination with the local government or traders’ groups, and those in the supply areas, by farmers’ groups which listen to radio broadcasts.

Annex 7.2 shows the suggested bulletin board format and dimensions.

### **C. MNS Networking Among POCs**

Aside from disseminating marketing information gathered from markets in the province, the POC will also receive and disseminate prices from its trading partner provinces. Networking between the POCs will be done through the single side band (SSB) radio. For example, Benguet POC will also receive and disseminate wholesale prices collected in Divisoria. Isabela will receive through its SSB radio wholesale prices from La Trinidad Vegetable Trading Post, Bambang Urdaneta (for vegetable prices) and Lipa City (for coffee prices). The Market Reporter in Isabela will then prepare a radio script that incorporates wholesale prices collected in all of these trading centers which will then be broadcasted by the radio station.

The POCs involved should agree on a schedule of price transmissions through the SSB radio so that the schedule of transmission as well as dissemination will be regular and timely.

Arrangements would be made so that prices from Metro Manila, Pangasinan, Nueva Viscaya and Benguet would be relayed to BAS-POC, Isabela through the SSB radio for transmission to radio station DZNC and eventual airing at the preferred time.

### **D. Schedule of Site-Specific Information Dissemination**

The Integrated AGMARIS-AMNEWSS features the quick dissemination of prices, i.e., prices are disseminated on the same day they are collected (except where prices are collected on the late hours of the evening).

Table 7.1 reflects not only the schedule of information dissemination but also the schedule of data collection and processing/analysis to show how these activities are undertaken in succession. Thus, delays in data collection would lead to subsequent delays in data processing and information dissemination.

Delays in disseminating prices should be avoided since this will affect the institutional credibility of BAS among its ICA partners and the general public.

### **E. Procedures in Disseminating Prices to BAS Clientele**

#### **Radio**

1. Finalize arrangements with cooperating radio stations and prepare a Memorandum of Agreement (MOA) between the BAS POC and the radio station. The MOA may stipulate the general terms (i.e., not specifying the dissemination schedule, frequency and program) or it may state all the specifics. If the former is used, then there may be the need to prepare the implementing guidelines which specify the details of the cooperative endeavor. In negotiating with the radio stations, the following arrangements should be discussed:

- a. Types of information for dissemination;
- b. Day, time and frequency of broadcast;
- c. Program in which information will be broadcasted;
- d. Means of transmitting information to radio station; and
- e. Schedule of submitting radio script or contacting radio station.

One radio station which offers two time slots for price information may broadcast different types of prices, as long as the methodology used in the collection of both types are the same. For instance, DZNC may broadcast retail prices of AGMARIS commodities in Santiago City Trading Center between 12:00 noon to 1:00 p.m. and wholesale buying prices of AGMARIS commodities in Cauayan Trading Center between 5:00 to 6:00 a.m. on the following day.

The PASO, together with the core group on information dissemination, will finalize the day, time and frequency of broadcast. It is important to maintain good rapport with managers and broadcasters of radio stations to ensure their cooperation and provision of free airtime.

Broadcasting of prices could be done through any of the following means:

- a. MR broadcasts live from the marketplace. This means:
  - MR will process the data manually at the marketplace and do computer processing later in the office;
  - Active interaction with traders and consumers in the market can be captured by live interviews; and
  - Handheld radio will be used by the MR in broadcasting prices and interviewing traders.
- b. MR delivers prices through the telephone which may be taped for broadcasting later, or broadcasted live by radio station. This means the MR will telephone the radio station at a designate time to report on prices and supply conditions.
- c. MR sends radio script to the announcer who broadcasts the prices. This means:
  - Time lag may ensue between price collection and price dissemination;
  - Announcer may not be able to elaborate on market conditions; and
  - Several types of radio scripts should be prepared to avoid monotony and sustain the interest of the listeners.

## 2. **Prepare the radio script**

The MR should prepare the radio script regardless of the means of dissemination. The radio script includes the types of price, markets from where prices were collected, time and date of collection, indicative supply levels and price ranges. Aside from prices in the major markets in the province and its trading partners, the radio script

could include interesting facts regarding the various commodity systems (use excerpts from the MINA Report): supply and demand linkages between supply provinces and the major markets in the provinces, other AGMARIS or BAS activities, the importance of marketing information, and how to use marketing information.

The script could also try other formats depending on the target clientele. If the radio station is assigned to broadcast retail prices for an audience mainly composed of housewives, the format could feature recipes wherein prices of fresh produce (ingredients) are incorporated in the script.

The script format requires that it be noted by the PASO prior to its dissemination through the radio station.

The preparation of the radio script is crucial in the sense that it should catch the attention of listeners and at the same time educate them. In cases of live broadcast by the MR, he should anticipate questions from the anchorperson and be prepared to answer. Thus, the MR should include in the script explanation or clarification of issue expected to be raised by the anchorperson.

The MR should always file a hard copy of the radio script every time he prepares one.

3. Call the radio station at the designated time and broadcast prices (for live broadcast), or send the radio script to the station (if the anchorperson will be the one to broadcast prices)

The MR should be prompt in contacting the radio station, or even provide some allowance in contacting the station in case of congested telephone lines.

In live broadcasts, the MR should relay the information clearly in a lively voice. He should be alert for cues from the anchorperson (e.g., when to shorten the broadcast) and be flexible in broadcasting. The MR should likewise be able to answer the anchorperson's questions. In case the MR cannot give the exact answer, he should be able to come up with a response that does not exactly answer the query but is still relevant. In due time it is expected that the MR's skills on broadcasting and answering queries would be developed.

In sending radio scripts, the scripts should include all the things the anchorperson will say. Not having seen the market from which prices were collected, the anchorperson cannot ad-lib or elaborate on certain points. Thus it is important that the MR provide an adequate description of the market situation in the script. The script could be sent through a courier or fax machine.

The MINA report is a useful reference material from which bits of information on the commodity and marketing system could be lifted. Radio scripts aired as series on the consecutive days could provide some information on a subject.

#### **4. Listen to the price broadcasts**

Tune in to the price broadcasts to gain insights on how to improve the broadcasts. If prices are aired live by the MR, the broadcast may be taped so that he can have a chance to listen and evaluate himself for the purpose of improving future broadcasts. It will also be a way of checking whether the station broadcasts the materials given by the POC.

#### **5. Welcome feedback from the radio station**

The POC should solicit feedback from the cooperating radio stations so that proper adjustments could be made, thereby improving the process.

The MR should liaise with the radio regularly not only to broadcast prices but also to be informed of the radio station's activities. This would be a way of strengthening the institutional relationship between BAS and the radio station, as well as assisting the MR identify opportunities for increased airtime.

#### **Print**

1. Finalize arrangements with the newspaper company and sign a Memorandum of Agreement (MOA). The BAS and the newspaper company should agree on the following:

- a. Type of information to be published;
- b. Day and frequency of publication;
- c. Column in which the information will be published;
- d. Means of forwarding the information to the newspaper firm; and
- e. Day and time or deadline for submitting the article to the firm.

2. Prepare the write-up or article

The write-up should educate, inform, and stimulate thought on the part of the reader. Aside from prices, it could dwell on features of certain commodity systems. If an article is lengthy, it could be broken down into installments or series to be published on consecutive days.

3. Submit the article before or on the set deadline

The article could be sent either by fax machine or by a courier for quick delivery to the publishing firm.

4. Read the article that contains the materials sent by the POC

The dissemination group should watch out for the release of the BAS materials so that it could monitor the effectiveness of the medium.

5. Solicit feedback from the newspaper company

The core group on information dissemination could ask the newspaper firm on feedback from company personnel and readers. Constant dialogue with the firm is encouraged so that the core group is aware of ongoing activities of the firm especially those that provide opportunities for the BAS to dovetail its activities with the firm.

For instance, if a magazine will feature an article on the province, the core group can explore whether the article can accommodate some information on the major markets of the province, as well as some interesting marketing practices. The materials for this write-up can come from the MINA Report.

### **Television**

1. Finalize arrangements with the cooperating television station and prepare a Memorandum of Agreement. The following arrangement should be firmed up:

- a. Types of information for television;
- b. Day, time and frequency of television broadcast;
- c. Program in which information will be broadcasted;
- d. Means of television broadcast; and
- e. Schedule of submitting materials for airing to the television station.

2. Prepare the materials and submit to the station

Aside from straight reporting of prices, the dissemination group could work on a concept that could inform the viewers on major commodities and markets in the province (e.g., a feature on the province) or a documentary on AGMARIS-AMNEWSS and other BAS activities in the province.

The production of the material may be done jointly with the television crew.

3. Watch the television program that carries the marketing information provided by BAS.

Constant monitoring would help the team evaluate whether the arrangements with the station are being followed, and whether television is an effective medium.

4. Solicit feedback from the television station

Feedback from the television crew and management as well as from viewers should be actively sought in order to correct mistakes or improve means of dissemination.

### **Bulletin Board**

1. Finalize arrangements with the private sector group or LGU and prepare a Memorandum of Agreement (MOA) between BAS and the concerned entity. Arrangements should be made on the following:
  - a. Cost-sharing arrangements on construction, establishment and maintenance of bulletin board;
  - b. Person assigned to update the bulletin board;
  - c. Day, time and frequency of updating;
  - d. Means of adequately guarding the bulletin board; and
  - e. Contents of bulletin board.

2. Assist in the construction and establishment of bulletin board

The POC will oversee the construction and establishment of the bulletin board in accordance to the arrangements previously set.

3. Update prices on bulletin boards

The MR can be the one to update the bulletin board. Other persons who can perform this task are personnel of the Market Superintendent/Master's Office.

4. Assist in the maintenance of bulletin board

The POC can oversee the maintenance of the bulletin board and check whether it is secured from bad climate, theft, and vandalism.

5. Solicit feedback from the private sector group or LGU

Feedback from the ICA partner who helped in the establishment and maintenance of the board as well as from users should be gathered to gain insights on the effectiveness of the medium.

### **REPORT PREPARATION**

Under the integrated AGMARIS-AMNEWSS, 2 types of services are provided, namely:

1. Market News Service (MNS) – The MNS aims to provide farmers, agribusinessmen and policymakers with timely, relevant, and easily accessible information on commodity prices and corresponding market conditions. It is envisioned that the improved market information would in turn, guide them in their production, marketing, and policy-making decisions.

One output of the MNS is a radio script (Attachment 2) concerning wholesale/retail prices for immediate broadcast to cooperating radio stations.

2. Price Monitoring Service (PMS) –This includes the monthly dissemination of aggregated provincial wholesale and retail prices of agricultural commodities particularly the priority ones.

At the national level, to be able to come up with national wholesale/retail price averages, the POCs are required to submit the monthly PMS for wholesale and retail prices. In addition, other reports are required to be prepared and or submitted. Table 8 shows the schedule of submission of wholesale/retail price reports.

### **Instructions on How to Accomplish the Forms on Wholesale/Retail Price Monitoring**

#### **1. CF-1A – Wholesale Buying Price (WBP) Collection Form for AGMARIS Commodities**

This form is used as the collection form for WBPs of AGMARIS commodities. Only AGMARIS provinces use this form. Before accomplishing columns 2-7, fill up first the spaces provided for name of market reporter, market and collection date.

Column 1 – this column contains the list of commodities (which varies by province) with their corresponding local names and MNS codes.

Column 2 – enter here the names of the 5 respondents for each commodity.

Column 3 – enter here the price monitored from the 5 respondents for each commodity. When an item is not available in the market, indicate the same using “NA” or not available. Likewise, when the commodities available in the market do not conform to the AGMARIS specification, write “I.S.”(inappropriate specifications) in this column.

Column 4 – enter here comments on supply level using the following:

- A- adequate
- B- surplus
- C- deficit

Columns 5 and 6 – in these columns indicate the lowest and highest prices among the entries in column 3 for each commodity.

Column 7 – enter here the prevailing price or the price occurring the most number of times in column 3. If a prevailing price cannot be obtained from the responses of the 5 respondents, another seller (if there are more than 5) of the particular commodity should be interviewed. Other sellers should be asked until a prevailing price for the commodity is obtained. When the number of sellers of a commodity is only 5 or lesser or after interviewing all the sellers, still a prevailing price cannot be obtained, consider the following:

- a. if there is no prevailing price with an odd number of points as defined, take the middle price of the data points as the prevailing price.
- b. If there is no prevailing price with an even number of data points as defined, consider the average of the 2 middle prices among the data points as the prevailing price.
- c. If there are 2 or more modes, consider the average of the modes as the prevailing price.

## 2. CF-1B – WPB Collection Form for AMNEWSS Commodities

This is the form used by AGMARIS and non-AGMARIS provinces in gathering wholesale buying prices for AMNEWSS commodities. In the upper portion are spaces provided for market reporter, market and collection date. This should be accomplished before filling up columns 2 to 10.

Column 1 – in this column are the commodities to be monitored together with their MNS codes.

Columns 2-6 – enter in these columns the price obtained from the 5 respondents for each commodity.

Column 7 – refer to column 4 of CF-1A.

Column 8 and 9 – enter here the lowest and highest prices among the entries in columns 2-6 for each commodity.

Column 10 – enter here the prevailing price or the price occurring the most number of times in columns 2 to 6. if a prevailing price cannot be obtained from the responses of the 5 respondents, another seller (if there are more than 5) of the particular commodity should be interviewed. Other sellers should be asked until a prevailing price for the commodity is obtained. When the number of sellers of a commodity is only 5 or lesser or after interviewing all the sellers, still a prevailing price cannot be obtained, consider the following.

- a. if there is no prevailing price with an odd number of points as defined, take the middle price of the data points as the prevailing price.
- b. If there is no prevailing price with an even number of data points as defined, consider the average of the 2 middle prices among the data points as the prevailing price.
- c. If there are 2 more modes, consider the average of the modes as the prevailing price.

## 3. CF-2A – Wholesale Selling Price (WSP) Collection Form for AGMARIS Commodities

This form is used as the collection form for WSP of AGMARIS commodities. Only AGMARIS provinces use this form. Before accomplishing the different columns, the name of market reporter, market and collection date should be written on the appropriate spaces in the upper portion.

Column 1 – this contains the list of commodities varying by province, with their corresponding local names and MNS codes.

Columns 2-7 – please refer to instructions in corresponding columns 2-7 of CF-1A.

4. CF-2B – WSP Collection Form for AMNEWSS Commodities

This form is the same as CF-1B except the type of price and the commodities monitored which are listed in Column 1. AGMARIS and non-AGMARIS provinces use this form in monitoring WSPs commodities. Thus, follow instructions set forth in CF-1B in accomplishing this form.

5. CF-3A – Retail Selling Price (RSP) Collection Form for AGMARIS Commodities

This is the same as CF-1A and CF-2A except for the type of price and commodities to be monitored. It is used by AGMARIS provinces in gathering retail prices of AGMARIS commodities in the public markets. For each province, the form contains a different commodity basket numbering usually less than 10 items per province.

Column 1 – this contains the list of commodities covered for retail price collection.

Each item in column 1 has footnote of either 3,4,5,6,7,8,9, and 10.

3	–	included in the provincial retail market basket (PRMB)
4	–	included in the PRMB and national market basket (NMB)
5	–	included in the PRMB, NMB and National Statistics Office (NSO) basket
6	–	included in the PRMB, NMB and National Wages and Productivity Council (NWPC) basket
7	–	included in the PRMB and NSO basket
8	–	included in the PRMB and NWPC basket
9	–	included in the PRMB, NSO/NWPC basket
10	–	included in the PRMB, NMB and NSO/NWPC baskets

In this column are also found the headings “For NSO only” and “For NWPC only”. This means that the commodities falling under the headings are monitored exclusively for either NSO or NWPC.

Columns 2-7 – refer please to instructions in columns 2-7 of CF-1A.

6. CF-3B – RSP Collection Form for AMNEWSS Commodities

Except for the type of price and the list of the commodities in Column 1, this is the same as CF-1B and CF-2B for a province. Both AGMARIS and non-AGMARIS provinces use this form in collecting prices of AMNEWSS commodities.

Column 1- please refer to instructions in Column 1 of CF-3A

Columns 2-10 – please follow instructions for columns 2-10 of CF-1B.

7. NSO – National Statistics Office Form

This form comes from the local NSO. It is also submitted to the local NSO twice a month: during the first 5 days and during the middle preferably on the 15<sup>th</sup> of the month.

The current prices will be taken from CF-3A and/or CF-3B for commodities other than rice and corn, MIS-2 and MIS-4B for rice and corn accomplished at the appropriate dates (which will enable NSO to receive the report on the dates specified above). A minimum of only 4 respondents are required and can be chosen purposively from the entries in Column 3 of CF-3A and/or Columns 2-6 of CF-3B and from Columns 3-9 of MIS-4B and corresponding Columns 2-6 of MIS-2. The average for the month is obtained by adding the entries 1, 2, 3, and 4 under current prices and dividing the total by the number of entries.

The previous month's average is just the average of the preceding month.

8. National Wages and Productivity Council (NWPC) Form

This form is to be accomplished once a month. The prices to be entered here are to be taken from those gathered on the first Monday of each month. The 4 entries required can be chosen purposively from the entries in Columns 2-6 of CF-3A/3B. Refer to the procedure in 7 above for computing the average price.

Submission of this form to AMSAD is on the first Wednesday of each month.