

# Philippines - Study on the Marketing Structure of Milkfish 2006

**Bureau of Agricultural Statistics (BAS)**

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# Overview

## Identification

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### ID NUMBER

PHL-BAS-MSS-2006-v2.0

## Version

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### VERSION DESCRIPTION

V2.0: edited at Central Office, not anonymized, for internal use

### PRODUCTION DATE

2007-10

## Overview

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### ABSTRACT

The viability of any agricultural endeavor is one of the main concerns of planners and policy makers in the agricultural and fishery sector. In support of this concern, goals and strategies are geared towards increasing productivity and profitability. Thus, there is a need for adequate and relevant marketing information which would include marketing structure, cost and margins, prices and other marketing-related information.

The Bureau of Agricultural Statistics (BAS) recognizes the need for such marketing information and has incorporated the generation of such in its data system. While data on prices has been regularly-generated, the other marketing information are collected periodically. These are limited to selected types of crop, livestock and fishery commodities.

The main objective of the study is to determine the marketing structure of milkfish. Specifically, it aims to:

- 1) identify the key players in the milkfish industry,
- 2) determine the components of marketing costs of milkfish by type of marketing participants,
- 3) determine the marketing practices of milkfish operators and traders,
- 4) determine the flow of commodities and channels of distribution; and
- 5) compare marketing costs across trading centers.

### KIND OF DATA

Sample survey data [ssd]

### UNITS OF ANALYSIS

Individual milkfish farm operators and traders

## Scope

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### NOTES

The study covered four (4) major milkfish supply areas and five (5) demand areas. From the supply areas, milkfish farm operators who have undertaken pre-marketing activities prior to the marketing of milkfish were included. Pre-marketing activities may include hauling, sorting/classifying, weighing, packing, chilling, rechilling, loading, unloading, selling, etc. Each farm operator were asked on their production and marketing activities as well as on the costs of milkfish distribution.

In the demand areas, the traders identified by milkfish operators as buyers of milkfish were interviewed and were asked to whom and where they sell the milkfish they procured so that the interviewee has the information for the next traders to be interviewed or the destination of the commodity. Each of the traders were asked on their procurement and distribution practices. The costs of labor, materials, transportation and other marketing related expenses in procuring and distributing their milkfish products were also determined.

## Coverage

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### GEOGRAPHIC COVERAGE

Selected provinces

#### GEOGRAPHIC UNIT (1)

Pangasinan

#### GEOGRAPHIC UNIT (2)

Bulacan

#### GEOGRAPHIC UNIT (3)

Capiz

#### GEOGRAPHIC UNIT (4)

Iloilo

#### GEOGRAPHIC UNIT (5)

Baguio City

#### GEOGRAPHIC UNIT (6)

Isabela

#### GEOGRAPHIC UNIT (7)

Pampanga

#### GEOGRAPHIC UNIT (8)

Aklan

#### GEOGRAPHIC UNIT (9)

Metro Manila

### UNIVERSE

All marketing costs of milkfish farm operators and traders.

## Producers and Sponsors

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### 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

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METADATA PRODUCED BY

Name	Abbreviation	Affiliation	Role
Alegria A. Mota	AAM	Bureau of Agricultural Statistics	Documentor

DATE OF METADATA PRODUCTION  
2010-03

DDI DOCUMENT VERSION  
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# Sampling

## Sampling Procedure

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The study covered four (4) major milkfish supply areas and five (5) demand areas. For supply areas, the provinces covered were Pangasinan, Bulacan, Capiz and Iloilo, while demand areas included Baguio City, Isabela, Pampanga, Aklan, and Metro Manila. Supply provinces were chosen based on their significant contribution to the total milkfish production in the country. On the average, these provinces accounted for 44% of the country's milkfish production during the last five (5) years. Demand provinces, however, were identified as the distribution and consumption areas of milkfish produced from the supply provinces. These provinces were identified during the interview phase in the supply areas.

The selection of sample milkfish farm operators and traders was guided by the following procedures:

### a) Milkfish Farm Operators

From the identified milkfish farm operators taken from the Costs and Returns Survey (CRS), the research team purposively selected 20 sample farm operators who have undertaken pre-marketing activities prior to the marketing of milkfish. These pre-marketing activities include hauling, sorting, chilling, packing, etc. that were done by the operator before selling the commodity. Selection of the 20 sample farm operators was done either by equally distributing the samples among the sample producing barangays or by distributing the samples among the top producing barangays only.

However, if the sample respondents from the CRS have not identified milkfish farm operators who had undertaken pre-marketing activities, the 20 sample farm operators were chosen from the top two (2) producing barangays within the top two (2) producing municipalities identified by the traders in each province. Five (5) respondents were chosen in each barangay or a total of 20 respondents.

### b) Traders

Adopting the snowball sampling techniques, the team interviewed traders identified by sample farm operators as buyers of milkfish. The traders interviewed were asked to whom and where they sell the milkfish they procured so that the interviewee has the information for the next traders to be interviewed or the destination of the commodity. This approach accumulates the data gathered from one trader respondent to other respondents at different levels of commodity marketing system.

A minimum of three (3) and maximum of five (5) respondents per type of marketing participants were interviewed per trading site.

For additional information relevant to the study, the research team also interviewed other key players knowledgeable to the marketing structure of milkfish. This is an additon to the information taken from the pervious interview.

# Questionnaires

## Overview

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This study made use of the following structured questionnaires:

1. For owner/operator who conducted pre-marketing activities - MSS Form 1A

This questionnaire is one of the three (3) forms used for this study. After accomplishing this form, it was detached from the CRS questionnaire and submitted to the Provincial Agricultural Statistics Officer (PASO) of the province. The submitted forms served as reference of the Agricultural Marketing Statistics Analysis Division (AMSAD) in conducting Marketing Structure Study on Milkfish.

This questionnaire is composed of the following parts:

- A. Sample identification
- B. Quantity Sold, Manner of Distribution and Terms of Payment
- C. Pre-marketing Activities Undertaken

2. For marketing information:

a. MSS Form 1A-1 - questionnaire for milkfish owner/operators

This questionnaire for milkfish operators consists of four major sections, namely: a) geographic information, b) respondent's identification, c) production and marketing information, and d) problems encountered and actions taken.

b. MSS Form 1A-2 - questionnaire for milkfish traders

This questionnaire for milkfish traders also consists of four major sections, namely: a) geographic information, b) respondent's identification, c) marketing information, and d) problems encountered and actions taken.

## Data Collection

### Data Collection Dates

Start	End	Cycle
2006-12-05	2006-12-17	N/A

### Time Periods

Start	End	Cycle
2006-06-01		Last cropping period

### Data Collection Mode

Face-to-face [f2f]

### Data Collection Notes

For milkfish farm operators, the reference period was the last cropping period from June to December 2006, while for traders, was the last one week transaction during the time of interview. All activities, transactions and other information related to the study during the reference period were included.

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## Data Collectors

Name	Abbreviation	Affiliation
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Provincial Operations Center Staff	POC	Bureau of Agricultural Statistics
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## Supervision

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Data collection is closely supervised by the Provincial Agricultural Statistics Officer (PASO) and Central Office staff



## Data Processing

### Data Editing

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Data editing was done at various stages:

- a) right after data collection to check the completeness and consistencies of entries;
- b) during data processing
- c) after the consolidation and generation of output tables

### Other Processing

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The data were processed manually by four (4) staff at the Central Office. The processors were tasked to edit and process all the entries on the questionnaires for the supply and demand areas assigned to them.

Each processor was provided with two separate tabulation worksheets, one for the operators and the other for traders. These tabulation worksheets were designed according to the contents of the questionnaires which include the profile or socio-economic characteristics of the respondents, the production and marketing practices in case of the operators, marketing practices of the traders and the components of marketing costs such as labor, transportation, supplies and materials and other operating expenses.

Frequency counts and percentages were determined for the profile and marketing practices of the respondents. For marketing costs, average cost per kilogram for each item, per activity and per type of marketing participants were estimated for each supply and demand area.

After all the data were processed, these were consolidated and entered to the output tables in Microsoft Excel formats.

Since data processing was done manually without using any software, microdata are not available for public access.

## Data Appraisal

### **Other forms of Data Appraisal**

The data presented in the output tables were reviewed and compared across areas covered by the study. Data analysis and report preparation were done accordingly.