



Study on the Marketing Structure of Milkfish

Reference Period: Last Cropping: June - December 2006

GUIDE QUESTIONS FOR OWNER/OPERATOR

A. Geographic Information

Region: _____	City/Municipality: _____
Province: _____	Barangay: _____

B. Respondent's Identification

Name of Owner/Operator: _____	Years in Milkfish Farming: _____
Name of Respondent (if not the owner)/ designation: _____	Farm Ownership (enter code): _____
Home Address of Operator: _____	No. of croppings in one year (enter code): _____

C. Production and Marketing Information

C.1 Fish Species Produced and Percentage share			C.2 Capital investment in marketing	
Species	Quantity	%	Source of Capital	Amount
1. _____	_____	_____	1 - self financed/owned	_____
2. _____	_____	_____	2 - loan	_____
3. _____	_____	_____	3 - others, specify	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

Interest rate: _____
(per annum)

Farm Ownership

- 1 - single proprietorship
- 2 - partnership
- 3 - corporation
- 4 - cooperative
- 5 - Caretaker
- 6 - others, specify

No. of Croppings in one year

- 1 - once a year
- 2 - twice a year
- 3 - thrice a year

C.3 Quantity Produced and Traded during the Last Cropping Period

Buyer		Mode of Selling (enter code)	Quantity (last cropping)				Average Price per kilogram (P/kg)	Terms of Payment (enter code)	Total Quantity for one year (for CO use)	Total Value for one year (for CO use)
			Local unit used (enter code)	No. of local unit	Conversion factor of local unit to kg.	Total (kgs)				
Name (1)	Location/ Destination (2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1										
2										
3										
4										
5										
6										
7										

Column 3 - Mode of Selling

- 1. Picked-up
- 2. Delivered

Column 4 - Local unit used

- 1. Tub
- 2. Cooler
- 3. Styropor box
- 4. Pail
- 5. Others, specify

Column 9 - Terms of Payment

- 1. Cash
- 2. Credit
- 3. Consignment
- 4. Others, specify

C.4 Labor Cost incurred in Marketing (last cropping period)

Activity (1)	Farm Operator Labor								Family Labor							
	No.of persons (2)	Ave. no of		Rate per day (5)	Rate per local unit (6)	No. of local unit (7)	No. of Mandays (for CO use) (8)	Total cost (for CO use) (9)	No of persons (10)	Ave. no of		Rate per day (13)	Rate per local unit (14)	No. of local unit (15)	No. of Mandays (for CO use) (16)	Total cost (for CO use) (17)
		days per person (3)	hours per day (4)							days per person (11)	hours per day (12)					
Distribution																
Loading																
Hauling																
Unloading																
Sorting/Classifying																
Weighing																
Packing																
Chilling																
Rechilling																
Selling																
Others																

...continuation

Activity	Exchanged Labor								Hired labor								
	No of persons	Ave. no of		Rate per day	Rate per local unit	No. of local unit	No. of Mandays (for CO use)	Total cost (for CO use)	No. of person	Ave. no of		Rate per day	Rate per local unit	No. of local unit	Meal cost	No. of Mandays (for CO use)	Total cost (for CO use only)
		days per person	hours per day							days per person	hours per day						
	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)	(30)	(31)	(32)	(33)	(34)
Distribution																	
Loading																	
Hauling																	
Unloading																	
Sorting/Classifying																	
Weighing																	
Packing																	
Chilling																	
Rechilling																	
Selling																	
Others																	

C.5 Transportation cost in marketing

Item (1)	No. of local unit (2)	Name of local unit (enter code) (3)	Weight per local unit (kgs.) (4)	Amount paid per unit (5)	Total Quantity per trip (kgs.) (6)	No. of Trip (7)	Amount paid per trip (8)	Total Quantity (for CO use) (9)	Total Cost (for CO use) (10)
Distribution									
A. Land									
- truck									
- refrigerated van									
- close van									
- elf									
- tricycle									
- others									
B. Water									
- Bangka									
- others									

Column 3 - Local unit used

1. Tub 2. Cooler 3. Styropor box 4. Pail 5. Others, specify

C.6 Materials, Supplies and Equipment used in marketing

Item (1)	Quantity (2)	Acquisition Cost (P) (3)	Month / Year acquired (4)	Life Expectancy (5)	Repair and Maintenance (6)	Depreciation Cost (for CO use) (7)	Percentage of Use (for CO use) (8)	Total Cost (for CO use) (9)
A. Packaging materials								
- tubs								
- styropor with or without wood								
- plastic bag								
- cooler								
- fish net								
- others								
B. Supplies & Equipment								
- boots								
- gloves								
- Steel tray								
- belt bag								
- apron								
- pail								
- stroller								

...continuation

Item (1)	Quantity (2)	Acquisition Cost (P) (3)	Month / Year acquired (4)	Life Expectancy (5)	Repair and Maintenance (6)	Depreciation Cost (for CO use) (7)	Percentage of Use (for CO use) (8)	Total Cost (for CO use) (9)
- bucket								
- push cart								
- weighing scale								
- puller								
- rope								
- white board								
- chair								
- table								
- cellphone								
- electric fan								
- others								
C. Transportation Facilities & Equipment								
- truck								
- refrigerated van								
- close van								
- elf								
- tricycle								
- bangka (pituya)								
- others								

D. Problems Encountered and Actions taken

Problem (1)	Cause (2)	Effect/Implication (3)	Action taken (4)

Date: _____

Interviewer: _____