

# *Manual of Operations*

## **Study on the Marketing Structure of Milkfish**



**Department of Agriculture  
BUREAU OF AGRICULTURAL STATISTICS**

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## Table of Contents

I.	Rationale .....	1
II.	Objectives .....	1
III.	Methodology .....	2
	Research Site .....	2
	Sample Selection .....	2
	Reference Period .....	3
	Survey Period .....	3
	Team Composition .....	3
	Survey Instruments .....	3
IV.	Tips in Conducting the Interview .....	4
V.	Instruction in Filling-up the Questionnaires .....	5
	General Instructions.....	5
	Questionnaire for Pre-Marketing Activities .....	6
	Questionnaire for Milkfish Owners/Operators .....	9
	A. Geographic Information .....	9
	B. Operator's Identification .....	9
	C. Production and Marketing Information .....	10
	C.1 Fish Species Produced and Percentage Share .....	10
	C.2 Capital Investment in Marketing .....	10
	C.3 Quantity Produced and Sold During Last Cropping Period .....	10
	C.4 Labor Cost incurred in Marketing .....	11
	C.5 Transportation Cost in Marketing .....	15
	C.6 Materials, Supplies, and Equipment .....	16
	C.7 Other Operating Expenses incurred in Marketing .....	16
	D. Problems Encountered /Action Taken .....	17

Questionnaire for Milkfish Traders.....	18
A. Geographic Information .....	18
B. Traders Identification .....	18
C. Marketing Information .....	19
C.1 Fish Species Handled and Percentage Share .....	19
C.2 Capital Investment in Marketing .....	19
C.3 Quantity Procured .....	20
C.4 Quantity Distributed .....	21
C.5 Labor Cost in Marketing .....	22
C.6 Transportation Cost in Marketing .....	26
C.7 Materials, Supplies, Equipment .....	27
C.8 Other Operating Expenses Incurred in Milkfish Marketing .....	28
D. Problems Encountered/ Action Taken .....	28
VI. Definition of Terms .....	32

## **STUDY ON THE MARKETING STRUCTURE OF MILKFISH**

### **I. RATIONALE**

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 toward 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) and the former Bureau of Agricultural Economics (BAEcon) recognize the need for such marketing information and has incorporated the generation of such in its data system. While price has been regularly generated information, the other marketing information are collected periodically. These are limited to selected types of crop, livestock and fishery commodities.

To sustain the provision and updating of periodic marketing studies, the Bureau endeavors to conduct this marketing study for milkfish. This intends to update the marketing structure of the commodity – the flow, participants, the costs involved and the margins at current levels. These information will benefit the policy makers, industry stakeholders, academe and other data users.

### **II. OBJECTIVES**

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

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

### **III. METHODOLOGY**

#### **Research Site**

The study covers four (4) major milkfish producing provinces, namely: Pangasinan, Bulacan, Iloilo and Capiz. These provinces were selected based on production performance, that is their combined milkfish production account for more than 50 percent of national total.

#### **Sample Selection**

##### **a) Operators**

From the identified milkfish operators taken from the Costs and Returns Survey (CRS), the research team will purposively select 20 sample operators who have undertaken pre-marketing activities prior to marketing of milkfish. These pre-marketing activities include hauling, sorting, chilling, and packing, etc. that were done by the operator before selling the commodity. Selection of the 20 sample operators shall be 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 operators who had undertaken pre-marketing activities, the 20 sample operators shall be chosen from the top two producing barangays within the top two producing municipalities identified by the traders in each province. Five respondents shall be chosen in each barangays or a total of 20 respondents.

##### **b) Traders**

Adopting the snowball sampling technique, the team will interview traders identified by sample farmers as buyers of milkfish. The traders interviewed will be asked to whom and where they sell the milkfish they procured so that the interviewee had 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 another respondent at different level of commodity marketing system.

A minimum of three and maximum of five respondents per type of marketing participants shall be interviewed per trading site.

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

### **Reference Period**

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

### **Survey Period**

This study will be conducted at the following dates:

- a) December 5-15, 2006                      Bulacan and Iloilo
- b) December 7-17, 2006                      Pangasinan and Capiz

### **Team Composition**

The study team consists of Task Force members from the different divisions of the Bureau of Agricultural Statistics, namely: Agricultural Marketing Statistics Analysis Division (AMSAD), Fishery Statistics Division (FSD), Information and Communication Technology Division (ICTD), and Statistical Operations Coordination Division (SOCD). Selected POC staff of concerned provinces will be tapped to assist the field operations.

### **Survey Instruments**

This study will make use of the following survey instruments:

- a) For Owner/Operator who conducted pre-marketing activities
  - MSS Form IA – This is to be used during the conduct of Costs and Returns Survey
- b) For Marketing Information
  - 1) MSS Form IA-1 (Questionnaire for Milkfish Owner/Operator)
  - 2) MSS Form 1A-2 (Questionnaire for Milkfish Traders)

Section V provides the guidelines and details for the use of these instruments.

#### **IV. TIPS IN CONDUCTING THE INTERVIEW**

1. Always bring an identification card, preferably BAS employee card and the endorsement letter from the Director. Introduce yourself and the purpose of the study. Be polite in asking questions.
2. The Interview shall be conducted by 2-person team. One asks the questions and the other writes the responses directly in the question guide. Whoever is writing the responses must be aware of the questions that his/her partner may forget or overlook.
3. Avoid asking questions that may intimidate the respondent or may allow him/her to suspect that the interview results have purpose other than he/she is told, e.g. anything regarding taxation, etc.
4. Refrain from asking leading questions.
5. If possible, note all the information that the respondent gives even if they are already beyond the requirements of the question guide. These may have other uses later on during tabulation and report writing stages.
6. After the interview, thank the respondent politely for the time that he/she had allotted for the interview.
7. Always bring calculator.

## **V. INSTRUCTIONS IN FILLING-UP THE QUESTIONNAIRES**

### General Instructions

1. Use soft lead pencil. Write entries legibly. Wrong entries must be erased neatly and crossed out.
2. Enter answers to questions in the corresponding answer space(s) and/or box/es on the questionnaire. If the local unit given is other kilogram, do not forget to ask the equivalent weight of the local unit in kilogram.
3. For pre-coded answer, encircle or indicate code(s) of the given answer(s).
4. Always specify the responses under “others”.
5. Do not leave any answers space blank. Write N.A. for questions which are not applicable or no response to the corresponding answer space(s) or draw a horizontal line along the particular question.
6. Other relevant information given by the respondent should be written at the margin or back sheet of the questionnaire.
7. Before leaving the area, go over the entire questionnaire to make sure that not a single item has been missed.

## 1. Questionnaire for Pre-Marketing Activities (MSS FORM 1A)

This questionnaire is one of the three forms to be used for the study on the Marketing Structure of Milkfish. **After accomplishing this form, it shall be detached from the CRS questionnaire and should be submitted to the Provincial Agriculture Statistics Office (PASO) of the province.** The submitted form will serve as reference of the Agricultural Marketing Statistics and Analysis Division (AMSAD) in conducting Marketing Structure Study on Milkfish.

### A. Sample Identification

Provide the required information on the space provided opposite each number.

For:

- 1- Indicate the name of the sample province,
- 2- Indicate the municipality where the survey is conducted,
- 3- Write the name or the operator/owner, and
- 4- Write the complete home address of the operator/owner.

### B. Quantity Sold, Manner of Distribution and Terms of Payment

Major Buyers – This refers to whom the milkfish owner/operator had disposed / sold his/her milkfish. Trader/s is/are considered as major buyer/s when he/she/they has/have **bought at least fifty (50) percent of the total harvest of the operator during the last cropping period.** Buyers/traders “suki” who regularly procured in varying quantity from the farm operator are also considered as major buyers.

Column 1 **Name** – ask for the name/s of major buyer/s.

Column 2 **Location/Destination** – ask the place/location where the buyer/s sells the commodity he/she has procured. If outside the province (other than survey area), indicate the municipality and the province.

Column 3 **Quantity Marketed (kgs.)** – ask the respondent the quantity (in kilograms) sold to each buyer / trader during the last cropping period.

Column 4 **Month of Last Trading (enter code)** – enter the code number of the month on the space provided for the latest transaction of the farm operator during the last cropping period.

Column 5 **Price Range per kilogram** – ask for the price range indicating the lowest and the highest selling price per kilogram received by operator during the last cropping period.

Column 6 **Mode of Distribution (enter code)** – ask the respondent his / her manner of distribution and enter the corresponding code number on the space provided.

- 1) **Picked-up** – If buyer went to the operator’s place or at farm to buy milkfish and brought the commodity with him/her to where to where he/she sells/disposes the commodity.
- 2) **Delivered** – If the operator brings the commodity to the buyer/s location/place for trading after earlier negotiation/ agreement between the operator and the trader.

Column 7 **Terms of Payment (enter code)** – ask the manner of payment the operator had agreed in selling the commodity. It could be either in cash, credit, consignment, others (specify). Enter the corresponding code on the space provided.

- 1) **Cash** – refers to immediate payment for the commodity disposed / sold by operator during transaction.
- 2) **Credit** – refers to the existing terms of payment agreed upon between the operator and buyer of the commodity e.g. one week; 30 days; or a day after the disposition of the commodity.
- 3) **Consignment** – refers to the terms of payment agreed upon between the producer and seller of the commodity that payment is made after disposal of said commodity.
- 4) **Others (specify)** – refer to payment made by the buyer other than any of the above-cited term of payment.

### **C. Pre-Marketing Activities Undertaken (pls. Check)**

Put check opposite the activities undertaken / to be undertaken by the operator/owner before selling the commodity. Activities related to pre-marketing not mentioned in this portion of questionnaire should be specified under “others” on the space provided for.

- 1) **Hauling** – bringing the harvest from the farm to the first point of sale or moving the commodity from fish farm to trading areas or bagsakan.
- 2) **Packing** – putting milkfish into different containers.
- 3) **Loading** – carrying the different packed-containers inside the vehicle.
- 4) **Sorting** – classifying or arranging milkfish according to size, quality and freshness.

- 5) **Weighing** – getting the weight of the commodity ready for sale.
- 6) **Chilling** – putting ice in packed-containers of milkfish.
- 7) **Rechilling** – putting additional ice in packed-containers of milkfish.
- 8) **Unloading** – carrying the packed-containers outside the vehicle.
- 9) **Selling** – directly offering the commodity for sale.

## 2. Questionnaire for Milkfish Raisers/Operators

The questionnaire for milkfish raisers/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.

### A. Geographic Information

This section aims to gather the geographic information of the operator. On the corresponding space provided, please indicate the name of barangay, municipality, province and the region where the operator lives.

### B. Respondent's Identification

Information needed in this section includes the name of the owner/operator, name of respondent/designation, home address of operator, years in farming, farm ownership and number of croppings in one year.

1. **Name of owner/ operator** – write down on the space provided the complete name of the farm operator.
2. **Name of respondent/ designation** – this is usually the farm operator or owner. If not available, write the complete name of the respondent on the space provided and his /her designation.
3. **Home address of operator** – ask the complete address or the residence of the farm operator.
4. **Years in Milkfish Farming** – ask the farm owner/operator the number of years he/she was engaged in milkfish farming.

5. **Farm ownership** – ask the respondent the type of ownership of his/her fish farm as to single proprietorship, partnership, cooperative, or caretaker. Enter the corresponding code number on the space provided if where the respondent's business ownership belongs.

1- *single proprietorship* – business is owned solely by the farm operator.

2 - *partnership* – type of business ownership where business capital is shared and managed by two to five persons with the intention of sharing profit.

3 - *corporation* – this type of ownership is an artificial being created by operation of law having right of succession and the power attributes and properties expressly authorized by law to its existence.

4 – *cooperative* – business is owned by an association of farmers duly supported by government agencies.

5 – *caretaker* – if the respondent is being paid by the owner in culturing milkfish and doing other fish farm activities.

6 - *others, specify* – if the response doesn't fall to any of the above type of farm ownership, specify the answer on the space provided.

6. **Number of croppings in one year** – refers to the number of production cycle that the farm operator has done from pre-production activities to the harvesting of milkfish for a period of one year.

### **C. Production and Marketing information**

Information needed in this section includes fish species handled by the operator, percentage share of each specie to the operator's total production, and the operator's capital investment in marketing.

**C.1 Fish Species produced and Percentage share**– ask the major species (fish products) produced by the farm operator and their corresponding quantity during the last cropping period. Determine the percentage share of milkfish among the species produced from the total quantity produced in the last cropping period.

**C.2 Capital Investment in marketing** – encircle the code number of the source of capital used by the operator in marketing his/her milkfish. Write the corresponding amount of the capital used in financing the business. If the capital used is borrowed (loan), write the interest rate on the space provided.

**Source of Capital**

1 – *self-financed or owned* – when the operator used his/her own fund to finance fish marketing operations.

2 – *loan* – when the operator secured loans from persons, banks and other sources for the purpose of fish marketing operations.

3 – *others, specify* – when the source of capital used is neither own fund nor borrowed.

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

Column 1 – **Name of Buyer**– ask the complete name of the buyer/s who purchased the harvested milkfish of the operator.

Column 2 – **Location/Destination** - ask the location/place where the buyers sold the milkfish they procured.

Column 3 – **Mode of Selling** – Ask the farm operator the mode of selling his/her produce. If picked-up, enter 1; and if delivered, enter 2.

Columns 4 –7 – **Quantity** - refers to the quantity sold by the operator during the last cropping period.

Column 4 – **Local unit used** – enter code number of the local unit used by the operator in selling his/her produce.

Column 5 – **Number of local unit** – ask the number of local unit sold by the operator to each buyer.

Column 6 – **Conversion factor of local unit to kilogram** – ask how many kilograms of milkfish are contained in one local unit.

Column 7 – **Total Quantity (for CO use)** – compute for the total quantity sold by the operator by multiplying the number of local unit used in column 5 and the conversion factor in column 6.

Column 8 – **Average price per kilogram** - ask for the operator's average selling price per kilogram.

Column 9 – **Terms of Payment** – ask how the operator was paid by his/her buyers. Enter the corresponding code number on the space provided.

Column 10 - **Total Quantity for one year (for CO use)** – compute for the total quantity traded by the operator in one year by multiplying the number of croppings reported by the operator and the quantity he/she has traded for one cropping. This column is for CO use only.

Column 11 – **Total Value for one year (for CO use)** – get the equivalent value of milkfish traded by the operator in one year. Multiply entries in column 7 and column 8 to get the total value of milkfish disposed by the operator. This column is for CO use only.

#### **C.4 Labor cost incurred in Marketing**

This section is intended for the labor cost incurred by the respondent in marketing his/her produce.

Column 1 – **Activity** – this column enumerates the various activities undertaken by the operator related to pre-marketing activities. If there are other activities that will be mentioned during the interview, specify them and enter under “others” on the space provided.

*Columns 2 – 9 – **Operator labor** – these columns are provided for operator labor. Operator labor refers to the services rendered by the farm operator itself in marketing his/her produce.*

Column 2 – **Number of person** – refers to the number of person involved in the operation of pre-marketing activities.

Column 3 – **Days per person** – ask the number of days each person spent in pre-marketing activities.

Column 4 – **hours per day** – ask how many hours undertaken by each person for every pre-marketing activity.

Column 5 – **Rate per day** – refers to the prevailing wage rate paid to the worker in undertaking pre-marketing activities.

Column 6 – **Rate per local unit** – equivalent amount paid to the worker in performing pre-marketing activities.

Column 7 – **No. of local unit** – refers to the number of local unit traded by the operator.

Column 8 – **Number of Mandays (for CO use)** - number of days that the worker spent in an eight-hour per day basis. Multiply the number of person (2), days per person (3) and hours per day (4); and divide the product by 8. This column is for CO use only.

Column 9 – **Total cost (for CO use)** – pertains to the labor cost incurred by the respondent in one week. To get the total cost, multiply the number of person/s (2), days per person (3), and rate per day (5). If payment is made on a per local unit basis, multiply the number of person/s (2), days per person (3), rate per local unit (6), and number of local unit (7). This column is for CO use only.

*Column 10 – 17 – **Family labor** – refers to labor/service rendered by household members.*

Column 10 – **Number of person** – refers to the number of person involved in the operation of pre-marketing activities.

Column 11 – **Days per person** – ask the number of days each household member spent in pre-marketing activities.

Column 12 – **hours per day** – ask how many hours undertaken by each household member for every pre-marketing activity.

Column 13 – **Rate per day** –refers to the prevailing wage rate paid to the worker in undertaking pre-marketing activities.

Column 14 – **Rate per local unit** – equivalent amount paid to the worker in performing pre-marketing activities.

Column 15 – **No. of local unit** – refers to the number of local units traded by the operator.

Column 16 – **Number of Mandays (for CO use)** - number of days that the worker spent in an eight-hour per day basis. Multiply the number of person (10), days per person (11) and hours per day (12); and divide the product by 8. This column is for CO use only.

Column 17 – **Total cost (for CO use)** – pertains to the labor cost incurred by the respondent in one week. To get the total cost, multiply the

number of person/s (10), days per person (11), and rate per day (13). If payment is made on a per local unit basis, multiply the number of person/s (10), days per person (11), rate per local unit (14), and number of local unit (15). This column is for CO use only.

*Columns 18 – 25 - **Exchanged Labor** – pertains to labor/service rendered by a non-household member for free.*

Column 18 – **Number of person** – refers to the number of person involved in the operation of pre-marketing activities.

Column 19 – **Days per person** – ask the number of days each person spent in pre-marketing activities.

Column 20 – **hours per day** – ask how many hours undertaken by each person for every pre-marketing activity.

Column 21 – **Rate per day** –refers to the prevailing wage rate paid to the worker in undertaking pre-marketing activities.

Column 22 – **Rate per local unit** – equivalent amount paid to the worker in performing pre-marketing activities.

Column 23 – **No. of local unit** – refers to the number of local unit traded by the operator.

Column 24– **Number of Mandays (for CO use)** - number of days that the worker spent in an eight-hour per day basis. Multiply the number of person (18), days per person (19) and hours per day (20); and divide the product by 8. This column is for CO use only.

Column 25 – **Total cost (for CO use)** – pertains to the labor cost incurred by the respondent in one week. To get the total cost, multiply the number of person/s (18), days per person (19), and rate per day (21). If payment is made on a per local unit basis, multiply the number of person/s (18), days per person (19), rate per local unit (22), and number of local unit (23). This column is for CO use only.

*Columns 26 – 34 - **Hired Labor** – refers to labor rendered by a person employed or paid.*

Column 26 – **Number of person** – refers to the number of hired workers involved in the operation of pre-marketing activities.

Column 27 – **Days per person** – ask the number of days each worker spent in pre-marketing activities.

Column 28 – **hours per day** – ask how many hours undertaken by each worker for every pre-marketing activity.

Column 29 – **Rate per day** – refers to the prevailing wage rate paid to the worker in undertaking pre-marketing activities.

Column 30 – **Rate per local unit** – equivalent amount paid to the worker in performing pre-marketing activities.

Column 31 – **No. of local unit** – refers to the number of local unit traded by the operator.

Column 32 – **Meal cost** – ask how much was spent by the operator for the food of each worker if ever there is.

Column 33 – **Number of Mandays (for CO use)** - number of days that the worker spent in an eight-hour per day basis. Multiply the number of person (10), days per person (11) and hours per day (12); and divide the product by 8. This column is for CO use only.

Column 34 – **Total cost (for CO use)** – pertains to the labor cost incurred by the respondent in one week. To get the total cost, multiply the number of person/s (10), days per person (11), and rate per day (13). If payment is made on a per local unit basis, multiply the number of person/s (10), days per person (11), rate per local unit (14), and number of local unit (15). This column is for CO use only.

### **C.5 Transportation cost in marketing**

This section determines the amount paid by the operator in transporting his/her produce.

Column 1 – **Item** – This column enumerates the possible means of transportation used by the operator. For other means, write them on the space/s allotted for others.

Column 2 – **Number of local unit** – ask how many local units were transported by the operator per trip.

Column 3 – **Name of local unit** – ask the local unit used by the operator in transporting his /her produce. Enter code number on the space provided.

Column 4 – **Weight per local unit** – ask how many kilograms of milkfish were contained in one local unit transported.

Column 5 – **Amount paid per unit** – ask how much was paid for every local unit transported.

Column 6 – **Total Quantity per trip** – If the operator's transportation cost was on a per trip basis, ask the quantity of milkfish transported in one trip.

Column 7 - **Number of trip** – refers to the number of trips the operator has undergone for one cropping.

Column 8 – **Amount paid per trip** – ask how much was paid by the operator for one trip.

Column 9 – **Total Quantity (for CO use)** – compute the total quantity of milkfish transported by the respondent for one cropping by multiplying the entries in columns 6 and 7. This column is for CO use only.

Column 10 – **Total Cost (for CO use)** – Compute for the Total cost incurred by the operator in transporting his/her produce by multiplying the entries in columns 7 and 8. This column is for CO use only.

## **C.6 Materials, Supplies, and Equipment used in marketing**

Column 1 – **Item** – ask the operator to enumerate the facilities and equipment he/she used in marketing his/her produce.

Column 2 – **Quantity** – ask for the quantity/number of each item listed in column 1.

Column 3 – **Acquisition Cost (P)** – ask for the acquisition cost per unit of the items listed in column 1.

Column 4 – **Month/ Year acquired** – ask for the month/year when each item was purchased/acquired.

Column 5 – **Life Expectancy** – this is the number of months/years expected for each item to be used in the business at the time of interview.

Column 6 – **Repair and Maintenance** – ask the amount of expenses incurred for repair and maintenance of the facilities and equipment used.

Column 7 – **Depreciation Cost (for CO use)** – This item could be computed given the acquisition cost per unit and the estimated number of years from the date of acquisition to life expectancy. This column is for CO use only.

$$\text{Depreciation} = \frac{\text{Cost/Unit}}{\text{Estimated no. of years}}$$

Column 8 – **Percentage of use (for CO use)**– ask for the percentage of use of the facilities and equipment intended for marketing milkfish. This column is for CO use only.

Column 9 – **Total Cost (for CO use)** – Compute for the total cost incurred for each item by multiplying the entries in columns 2, 7 and 8. This will be computed and filled-up at CO.

### **C.7 Other Operating Expenses incurred in Milkfish Marketing**

This section includes other operating and miscellaneous expenses incurred by owner/operator in marketing his/her produce. Cost items are listed in column 1 such as ice, electricity, gas and oil, toll fee, parking fee, etc.

Column 1 – **Item** – This column enumerates possible operating expenses incurred by the operator in marketing his/her produce.

Column 2 – **Frequency of payment** – ask the frequency of payment which the operator paid for each expense item. Frequency of payment can be daily, weekly, monthly, quarterly, annually, etc.

Column 3 – **Amount per payment** – ask the amount paid by the operator for each item listed in column 1.

Column 4 - **Percentage of use** – ask for the percentage of use of the items intended for marketing milkfish. This column is for CO use only.

Column 5 - **Total Amount** – Compute the total cost for each item. Get the product of columns 2, 3 and 4. This column is for CO use only.

#### **D. Problems Encountered/ Action Taken**

This section seeks to identify the problems encountered by the operator in marketing his/her milkfish. Actions taken should be determined as well.

Column 1 – **Problems** – ask for the problems encountered by the operator in marketing milkfish. Only those problems related to pre-marketing activities should be listed on the space provided.

Column 2 – **Causes** – ask the probable causes of the problems mentioned by the operator.

Column 3 – **Effects/ Implication** - Indicate the possible effects or implications of the problems related to marketing.

Column 4 – **Actions taken** – ask for the actions undertaken by the operator in addressing the problems identified in column 1.

(Write the name of the interviewer and the date of interview at the bottom corner of the last page)

### **3. Questionnaire for Milkfish Traders**

The questionnaire for traders also consists of five major sections, namely:

- a. Geographic information,
- b. Respondent's identification,
- c. Marketing information,
- d. Procurement practices and costs,
- e. Distribution practices and costs, and
- f. Problems encountered/actions taken.

#### **A. Geographic Information**

This section is intended for the geographic information of the trader. On the spaces provided, indicate the region, province, city/municipality and barangay **where the survey is being conducted.**

#### **B. Trader's Identification**

Information needed in this section includes the name of trader, name of respondent, respondent's relationship to trader, home address, name of business and address, years in business and type of business ownership.

**Name of Trader** – ask for the complete name of the trader and write it down on the space provided for.

**Name of Respondent** – usually the respondent is the trader himself. **In the absence of the trader**, anybody knowledgeable enough in the marketing system of the trader can be qualified as respondent. Ask for the complete name of the respondent / interviewee and write on the space provided for.

**Relationship to trader/designation** – ask for how the respondent / interviewee is related to the trader and the respondent's designation in the business.

**Home Address** – ask the complete address of the trader.

**Name of Business** - ask for the name of the trader's business . If trader is engage in business other than in milkfish, ask questions / information only on milkfish business.

Refrain from asking questions regarding his other business to avoid lengthy interview.

**Business Address** – ask for the exact location of trader's business on milkfish.

**Years in Business** – ask for the number of years the trader engaged in business for milkfish.

**Type of Business Ownership** - ask for the type of business ownership of the trader whether it is single proprietorship, partnership, corporation or cooperative. Enter the code on the space provided.

- 1 - Single Proprietorship – business is owned solely by the trader.*
- 2 - Partnership – business is shared and managed by two persons.*
- 3 - Corporation – business is owned by a group of persons whose functions are legally authorized by incorporators of a corporation.*
- 4 - Cooperative – an association or group of traders duly supported by government agencies such as Department of Agriculture (DA) and Land Bank of the Philippines (LBP).*
- 5 - Others, specify – specify the type of business if the given response doesn't fall to any of the categories cited in the questionnaire.*

## C. Marketing Information

This section provides information describing the trader's business and his operations.

### C.1 Fish Species handled & Percentage Share of Milkfish

- Species – ask for other major (top quantity) species handled by the trader other than milkfish.
- Quantity (kg) - ask the quantity of each major species cited
- Percentage (%) - ask for the percentage share of each specie to the total stock handled by the trader.

**If the trader cannot determine the percentage**, number of kilograms is acceptable. In this case computation for percentage share will be done by editor by dividing the quantity of each specie by the total quantity handled.

### C. 2 Capital Investment in Marketing - refers to the source of capital in starting up in buying and selling the commodity

**Source of Capital** - ask the respondent on the source of capital invested in marketing. Encircle the source given by the respondent and enlist the corresponding amount opposite the source and the corresponding interest rate if there is any.

1. *self-financed / owned* – if the capital used in marketing came from the respondent's personal funds or saving.
2. *borrowed* – if the capital used was borrowed from close friends, relatives, and other sources.
3. *loan* – if the trader secured loans for marketing operations, ask the amount of loan with its corresponding interest rate.
4. *others (specify)* - if the capital used in marketing was neither owned nor borrowed.

### C.3 Quantity procured (last one week transaction) - This section focuses on procurement information by identifying the name and location of suppliers / operators and other information related to trader's procurement of the commodity for the last one week.

**Source** - list down the name/s and location from **whom and where** the commodity was **picked-up** by the trader or **delivered** to him by his supplier / operator

Column 1 - **Name** - List down the name/s from whom the trader had procured his/her commodity during the last week of his transaction

Column 2 - **Location** the site where the commodity was procured / sourced from

Column 3 - **Mode of Procurement (enter code)** - ask how the respondent buys / procures the commodity

1. Picked-up - if the **trader** took up the commodity **from** the source / place of operator

2. Delivered - if the **operator** brought the commodity **to** the trader / location of the trader.

If delivered, the operator usually shoulders the expenses in moving the goods to his buyer's / trader's location.

**Quantity** (one day transaction) - ask for the quantity bought in **one day** from each source / operator during the last one week. If procured in local unit other than kilogram, ask for the equivalent weight in kilogram.

Column 4 - **Local Unit (enter code)** - ask for the local name of unit of measure used in the transaction / marketing with each source

Column 5 - **Number of local unit** - ask for the number of local unit used in procuring commodity from each source

Column 6 - **Conversion factor of local unit to kilogram** - pertains to the process used in the conversion of measurement from local unit to kilogram

Column 7 - **Total kilogram** - pertains to the total kilograms procured in one day from each source. Can be derived by multiplying number of local unit by factor of conversion in kilogram (col 5 X col 6)

Column 8 - **Average Price per kilogram** - ask for the trader's usual / common buying price per kilogram from each source / operator during the last week of transaction.

Column 9 - **Frequency of buying (enter code)** - ask for the number of times the trader procures commodity from each source during the week.

1 - daily

2 - twice a week

3 - thrice a week

4 - four times a week    5 - Others (specify).

Column 10 - Terms of Payment (**enter code**) - enter code of the term of payment which each source / operator and the trader have agreed upon :

1 - Cash - trader paid the supplier in cash basis

2 - Credit - if payment was done days after the procurement or on the next procurement

3 - Consignment - if payment was done after the disposal of the commodity as agreed upon by both operator and the trader

4 - Others (specify) - terms of payment made by the trader other than any of the above-mentioned terms

Column 11 - Total Quantity for One Week - ask for the total quantity procured during the recent week of procurement

Column 12 - Total Value for One Week - determine the total value by multiplying entry in column 7 and column 8

Column 13 - Total Quantity for One Year

Column 14 - Total Value for One Year

#### **C.4 Quantity Distributed (last one week transaction)**

This section seeks to gather information on the practices of the trader in distribution of milkfish from source to the next point of destination. This will include the name and location of the trader's buyer, mode of distribution, quantity sold, frequency of selling and terms of payment.

Column 1 – **Destination** - list down the name/s and location for whom / where the commodity to be sold / distributed from the trader. Distribution is either to be **picked-up** by his buyer or **delivered** by the trader to his buyer

Column 2 - Local Unit used - ask for the type of local of measure used in the transaction / marketing

- Column 3 - Weight per unit in kilogram - ask for the equivalent weight of one local unit in kilogram
- Column 4 - Number of local unit used - ask for the number of local unit / quantity for each destination
- Column 5 - Total kilograms - pertains to the total kilograms distributed. Can be computed by multiplying entry in column 3 by column 4
- Column 6 - Average Price per kilogram - ask for the most common selling price per kilogram and by size during the study period (**recent week of procurement**)
- Column 7 - **Frequency of selling** - ask the respondent how frequent the trader sells / distributes milkfish to his/her buyers. Frequency of selling / distribution is either daily, weekly, quarterly, semestral, or annually.
- Column 8 - **Total Quantity / Volume** - ask the respondent the total quantity of milkfish distributed during the specified period.
- Column 9 - **Total Value** - determine the total value by multiplying entry in column 6 to column 8
- Column 10 - **Terms of Payment (enter code)** - enter code of the term of payment which each buyer and the trader have agreed upon :
- 1 - Cash - trader paid the distributor in cash basis
  - 2 - Credit - if payment was done days after or on the next distribution
  - 3 - Consignment - if payment was done after the disposal of the commodity as agreed upon by both trader and his buyer
  - 4 - Others (specify) - terms of payment made by the trader other than any of the above-mentioned terms
- Column 11 - Total Quantity for One Week - ask for the total quantity distributed during the recent week.
- Column 12 - Total Value for One Week - determine the total value by multiplying entry in column 7 and column 8
- Column 13 - Total Quantity for One Year
- Column 14 - Total Value for One Year

## C.5 Labor Cost Incurred in the Procurement and Distribution of Milkfish (last one week transaction)

This asks for information on the labor costs incurred and the number of mandays utilized in procuring /distribution of the commodity. Such are performed by the trader himself/herself, by his/her family member who takes part in any of the marketing activities and by a non-member who render the services for free, formerly termed as “ bayanihan”.

Column 1 – **Activity** – this column enumerates the various activities undertaken by the trader related to marketing activities. If there are other activities that will be mentioned during the interview, specify them and enter under “others” on the space provided.

Columns 2 – 9 – **Trader labor** – these columns are provided for trader labor. *This refers to the services rendered by the trader himself in marketing his/her products.*

Column 2 – **Number of person** – refers to the number of person involved in marketing activities.

Column 3 – **Days per person** – ask the number of days each person spent in - marketing activities.

Column 4 – **Hours per day** – ask how many hours undertaken by each person for every marketing activity.

Column 5 – **Rate per day** –refers to the prevailing wage rate paid to the worker in undertaking marketing activities.

Column 6 – **Rate per local unit** – equivalent amount paid to the worker in performing marketing activities.

Column 7 – **No. of local unit** – refers to the number of local unit traded by the respondent.

Column 8 – **Number of Mandays (for CO use)** - number of days that the worker spent in an eight-hour per day basis. Multiply the number of person (2), days per person (3) and hours per day (4); and divide the product by 8. This column is for CO use only.

Column 9 – **Total cost (for CO use)** – pertains to the labor cost incurred by the respondent in one week. To get the total cost, multiply the

number of person/s (2), days per person (3), and rate per day (5). If payment is made on a per local unit basis, multiply the number of person/s (2), days per person (3), rate per local unit (6), and number of local unit (7). This column is for CO use only.

Column 10 – 17 – **Family labor** – refers to labor/service rendered by the trader's household members.

Column 10 – **Number of person** – refers to the number of person involved in the operation of marketing activities.

Column 11 – **Days per person** – ask the number of days each household member spent in marketing activities.

Column 12 – **hours per day** – ask how many hours undertaken by each household member for every marketing activity.

Column 13 – **Rate per day** – refers to the prevailing wage rate paid to the worker in undertaking marketing activities.

Column 14 – **Rate per local unit** – equivalent amount paid to the worker in performing marketing activities.

Column 15 – **No. of local unit** – refers to the number of local units traded by the respondent.

Column 16 – **Number of Mandays (for CO use)** - number of days that the worker spent in an eight-hour per day basis. Multiply the number of person (10), days per person (11) and hours per day (12); and divide the product by 8. This column is for CO use only.

Column 17 – **Total cost (for CO use)** – pertains to the labor cost incurred by the respondent's family members in one week. To get the total cost, multiply the number of person/s (10), days per person (11), and rate per day (13). If payment is made on a per local unit basis, multiply the number of person/s (10), days per person (11), rate per local unit (14), and number of local unit (15). This column is for CO use only.

Columns 18 – 25 - **Exchanged Labor** – pertains to labor/service rendered by a non-household member for free.

Column 18 – **Number of person** – refers to the number of person involved in the operation of marketing activities.

Column 19 – **Days per person** – ask the number of days each person spent in marketing activities.

Column 20 – **hours per day** – ask how many hours undertaken by each person for every marketing activity.

Column 21 – **Rate per day** –refers to the prevailing wage rate paid to the worker in undertaking marketing activities.

Column 22 – **Rate per local unit** – equivalent amount paid to the worker in performing marketing activities.

Column 23 – **No. of local unit** – refers to the number of local unit traded by the respondent.

Column 24– **Number of Mandays (for CO use)** - number of days that the worker spent in an eight-hour per day basis. Multiply the number of person (18), days per person (19) and hours per day (20); and divide the product by 8. This column is for CO use only.

Column 25 – **Total cost (for CO use)** – pertains to the labor cost incurred by the respondent for exchanged labor in one week. To get the total cost, multiply the number of person/s (18), days per person (19), and rate per day (21). If payment is made on a per local unit basis, multiply the number of person/s (18), days per person (19), rate per local unit (22), and number of local unit (23). This column is for CO use only.

*Columns 26 – 34 - **Hired Labor** – refers to labor rendered by a person employed or paid.*

Column 26 – **Number of person** – refers to the number of hired workers involved in the operation of marketing activities.

Column 27 – **Days per person** – ask the number of days each worker spent in marketing activities.

Column 28 – **hours per day** – ask how many hours undertaken by each worker for every marketing activity.

Column 29 – **Rate per day** –refers to the prevailing wage rate paid to the worker in undertaking marketing activities.

Column 30 – **Rate per local unit** – equivalent amount paid to the worker in performing marketing activities.

Column 31 – **No. of local unit** – refers to the number of local unit traded by the respondent.

Column 32 – **Meal cost** – ask how much was spent by the trader for the food of each worker if ever there is.

Column 33 – **Number of Mandays (for CO use)** - number of days that the worker spent in an eight-hour per day basis. Multiply the number of person (10), days per person (11) and hours per day (12); and divide the product by 8. This column is for CO use only.

Column 34 – **Total cost (for CO use)** – pertains to the cost incurred by the respondent for hired labor in one week. To get the total cost, multiply the number of person/s (10), days per person (11), and rate per day (13). If payment is made on a per local unit basis, multiply the number of person/s (10), days per person (11), rate per local unit (14), and number of local unit (15). This column is for CO use only.

## C.6 Transportation Cost

This section determines the amount paid by the trader in transporting his/her produce.

Column 1 – **Item** – This column enumerates the possible means of transportation used by the trader. For other means, write them on the space/s allotted for others.

Column 2 – **Number of local unit** – ask how many local units were transported by the trader per trip.

Column 3 – **Name of local unit** – ask the local unit used by the trader in transporting his /her products. Enter code number on the space provided.

Column 4 – **Weight per local unit** – ask how many kilograms of milkfish were contained in one local unit transported.

Column 5 – **Amount paid per unit** – ask how much was paid for every local unit transported.

Column 6 – **Total Quantity per trip** – If the trader’s transportation cost was on a per trip basis, ask the quantity of milkfish transported in one trip.

Column 7 - **Number of trip** – refers to the number of trips the trader has undergone for one week.

Column 8 – **Amount paid per trip** – ask how much was paid by the trader for one trip.

Column 9 – **Total Quantity (for CO use)** – compute the total quantity of milkfish transported by the respondent for one week by multiplying the entries in columns 6 and 7. This column is for CO use only.

Column 10 – **Total Cost (for CO use)** – Compute for the total cost incurred by the trader in transporting his/her products by multiplying the entries in columns 7 and 8. This column is for CO use only.

### **C.7 Materials, Supplies & Equipment Used in Marketing**

Column 1 – **Item** – ask the operator to enumerate the facilities and equipment he/she used in buying and selling his/her products.

Column 2 – **Quantity** – ask for the quantity/number of each item listed in column 1.

Column 3 – **Acquisition Cost (P)** – ask for the acquisition cost per unit of the items listed in column 1.

Column 4 – **Month/ Year acquired** – ask for the month/year when each item was purchased/acquired.

Column 5 – **Life Expectancy (Estimated Life)** – this is the number of months/years expected for each item to be used in the business at the time of interview.

Column 6 – **Repair and Maintenance** – ask the amount of expenses incurred for repair and maintenance of the facilities and equipment used.

Column 7 – **Depreciation Cost (for CO use)** – This item could be computed given the acquisition cost per unit and the estimated number of years from the date of acquisition to life expectancy. This column is for CO use only.

$$\text{Depreciation} = \frac{\text{Cost/Unit}}{\text{Estimated no. of years}}$$

Column 8 – **Percentage of use (for CO use)**– ask for the percentage of use of the facilities and equipment intended for marketing milkfish. This column is for CO use only.

Column 9 – **Total Cost (for CO use)** – Compute for the total cost incurred for each item by multiplying the entries in columns 2, 7 and 8. This will be computed and filled-up at CO.

### C.8 Other operating expenses

Column 1 – **Item** – This column enumerates possible operating expenses incurred by the trader in marketing his/her products.

Column 2 – **Frequency of payment** – ask the frequency of payment which the trader paid for each expense item. Frequency of payment can be daily, weekly, monthly, quarterly, annually, etc.

Column 3 – **Amount per payment** – ask the amount paid by the trader for each item listed in column 1.

Column 4 - **Percentage of use** – ask for the percentage of use of the items intended for marketing milkfish. This column is for CO use only.

Column 5 - **Total Amount** – Compute the total cost for each item. Get the product of columns 2, 3 and 4. This column is for CO use only.

### D. Problems Encountered / Action Taken

Column 1 - Problems - these are the problems encountered in **marketing** the commodity.

These could be noted down when the trader / respondent is talking about his/her problems in marketing

Column 2 - Causes - note the possible cause or root of the problem or reasons why he/she considered it as a problem

Column 3 - Effects / Implication - indicate possible effect or implication of the problem relative to marketing

Column 4 - Action Taken / Suggested Solution - indicate the action taken by the respondent to solve or address said problems

**Note:** The interviewer needs to accomplish the last section of the questionnaire by writing his/her name / signature and the date of interview.

## VI. DEFINITION OF TERMS

### A. Type of Traders

**Fish Assembler** – procures from one fisherman at sea or from two or more fish landing or fish market. Fish assembler could be further classified into:

- a) **Barangay Fish Assembler** – procures within the barangay.
- b) **Municipal Fish Assembler** – procures from two or more barangays within the municipality.
- c) **Provincial Fish Assembler** – procures from two or more municipalities within the province.
- d) **Regional Fish Assembler** – procures from two or more provinces within the region.
- e) **Inter-regional Fish Assembler** – procures from two or more regions.

Note: A trader who procures from only fish landing center or fish market is a distributor.

**Fish Broker/consignacion** – provide selling services to fisherman get a certain percentage commission of the total sales, especially does not acquire ownership of the fish catch for sale.

**Fish Distributor** – spends most of his time selling fish or looking for buyers; acquires ownership of the fish he/she sells on a wholesaler basis. It could be further classified into:

- a) Small fish distributor – delivers or sells in only one market.

b) Medium fish distributor – delivers or sells in two or more fish markets in a province

c) Large fish distributor – ship out to buyers outside the province; may or may not sell to buyers within the province or he/she may or may not base in the market.

**Fish retailer** – sells to consumers.

**Fish processor** – transforms milkfish in its fresh or processed form to other countries.

**Fish exporter** – sells the milkfish in its fresh or processed form to other countries.

**Processor/exporters** – transform milkfish and exports it in fresh and or processed form.

**Institutional buyer** – includes hotels, restaurants, military camps and hospitals, which buys in large quantity for consumption of their clients.

**Supermarkets** – sells multiple commodities to consumers; acts as another type of trader since it sells fresh produce at a profit.