

Marketing Costs Structure of Milkfish



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Department of Agriculture**

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Foreword

This report is the 15th in the series of report on Marketing Costs Structure Studies which are being conducted by the Bureau of Agricultural Statistics (BAS). This particular study covered the provinces of Pangasinan, Bulacan, Capiz and Iloilo. It was aimed at providing information on the cost of marketing milkfish.

The results of the study can hopefully address the need for information on the flow of milkfish in the country, specifically, in the leading supply and demand areas. As this also contains information on marketing functions/services and the corresponding costs incurred by various marketing participants in moving milkfish from the producers to the consumers, this could serve as guide for fisherfolk and policy makers in increasing the efficiency of the milkfish marketing system.

The BAS continues to find ways of improving the delivery of its statistical outputs. Thus, the readers are encouraged to share their views, comments and suggestions regarding this report.

ROMEO S. RECIDE
Director

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Marketing Costs Structure of Milkfish

I. Introduction

The Bureau of Agricultural Statistics (BAS) recognizes the need for marketing information and thus the effort to incorporate the generation of market and marketing-related statistics in its data systems. While price have been regularly generated, other marketing statistics are collected occasionally and these are limited to selected types of crop, livestock and fishery commodities.

II. Objectives

Generally, the study was conducted to determine the marketing costs structure of milkfish. Specifically, it aimed to:

1. identify and characterize the marketing participants involved;
2. determine the flow and channels of distribution of milkfish;
3. determine the practices in marketing of milkfish among participants; and
4. determine the components of marketing costs of milkfish by type of marketing participants.

III. Methodology

Research Site

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 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.

Sample Selection

The study utilized information from both producers and traders. The producers were interviewed to gather information on pre-marketing activities while traders were the sources of information on actual marketing practices. Selection of samples for the two types of respondents was done differently.

a) Producers

From the list of milkfish producers covered by the Costs and Returns Survey (CRS) of the BAS, the research team purposively selected 20 sample producers who have undertaken pre-marketing activities. The 20 sample producers were distributed proportionately among the top producing municipalities, wherein, the most number of samples were chosen from the largest producing area.

b) Traders

In selecting sample traders, a snowball sampling technique was adopted. It is non-probability sampling method used when participants with specific characteristics are required and when there is difficulty in locating respondents with the characteristic of interest. This approach accumulated the data gathered from one trader respondent to another respondent at different levels of commodity marketing system.

In the study, a minimum of three and maximum of five respondents per type of marketing participants were interviewed in each trading site. For additional information, key players of the commodity marketing system were also interviewed. These included the market masters, barangay chairmen, “kargador”, drivers, etc.

IV. Discussion of Results

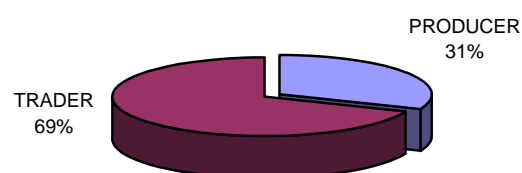
A. Number and Profile of Respondents

1. Number of Respondents

Two (2) types of respondents were interviewed for this study, producers and traders. From the provinces covered, 257 sample respondents were interviewed, 31% of whom were producers and 69% traders. Trader-respondents were further classified into different types based on their sphere of influence in performing marketing functions. The study has identified six (6) types of traders, namely: assemblers, distributors, assembler-distributors, brokers, commission agents, processors and retailers. The first three (3) types were further classified in terms of their volume of transaction, number of their buyers and suppliers, geographical source and market destination. These include the following:

- a) Interregional Assembler -Large Distributor (IRA-LD)
- b) Regional Assembler -Large Distributor (RA-LD)
- c) Provincial Assembler - Large Distributor (PA-LD)
- d) Provincial Assembler - Medium Distributor (PA-MD)

Figure 1. Percent distribution of respondents by type, selected provinces, Philippines, 2006



Source: Annex Table 1

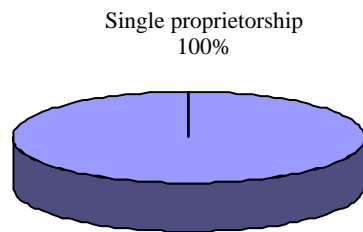
- e) Provincial Assembler - Small Distributor (PA-SD)
- f) Municipal Assembler - Large Distributor (MA-LD)
- g) Municipal Assembler - Medium Distributor (MA-MD)
- h) Barangay Assembler - Large Distributor (BA-LD)
- i) Barangay Assembler - Medium Distributor (BA-MD)
- j) Barangay Assembler - Small Distributor (BA-SD)

2. Profile of Respondents

2.1 Type of Farm/Business Ownership

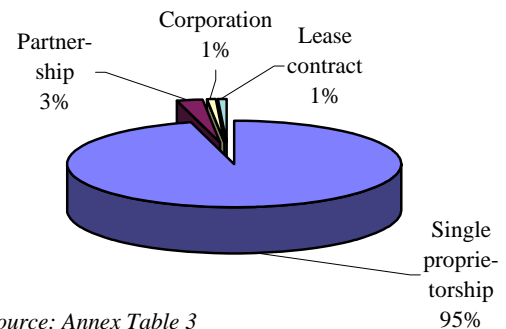
All the sample milkfish producers (80) operated under single proprietorship. For traders, majority (94%) operated under single proprietorship; 4%, partnership and 1% each for corporation and lease contract. All trader-respondents in demand areas were single proprietors.

Figure 2. Percent distribution of producers by type of farm ownership, selected provinces, Philippines, 2006



Source: Annex Table 3

Figure 3. Percent distribution of traders by type of business ownership, selected provinces, Philippines, 2006

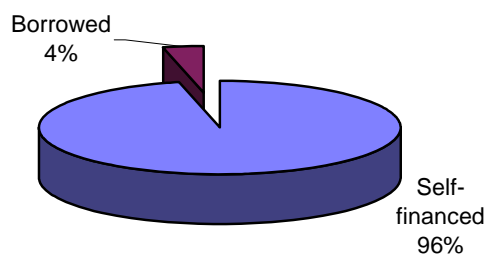


Source: Annex Table 3

2.2 Source of Capital

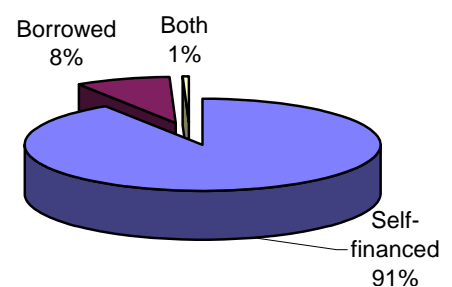
Ninety-six percent (96%) of the producers used personal funds to finance their milkfish production and marketing operations. The rest made use of borrowed capital. For traders, 91% financed their own businesses and 8% sourced their capital either from banks, friends and relatives. One trader, on the other hand, made use of both personal funds and borrowed capital.

Figure 4. Percent distribution of producers by source of capital, selected provinces, Philippines. 2006



Source: Annex Table 4

Figure 5. Percent distribution of traders by source of capital, selected provinces, Philippines. 2006

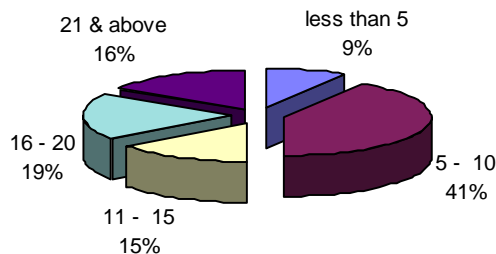


Source: Annex Table 4

2.3 Years in milkfish farming/ milkfish trading business

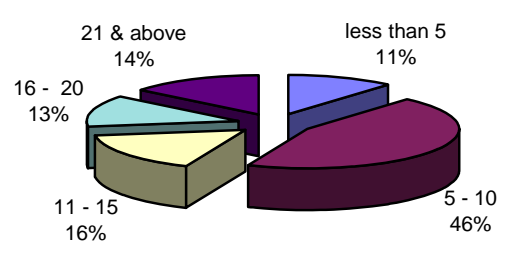
About 41% of the producers had been engaged in milkfish farming for 5 to 10 years. Nineteen percent (19%) had been in operation for 16 to 20 years and 16% for more than 21 years. The rest operated for less than 5 years and 11 to 15 years. For traders, 46% had been in milkfish trading for about 5 to 10 years while others had been in operation for less than 5 years and beyond 10 years. Fourteen percent, on the other hand had been in trading for more than 21 years.

Figure 6. Percent distribution of producers by years in milkfish farming, selected provinces, Philippines, 2006



Source: Annex Table 5

Figure 7. Percent distribution of traders by years in milkfish trading, selected provinces, Philippines. 2006



Source: Annex Table 5

B. Geographical Flow

1. Pangasinan

The main supply areas of milkfish in Pangasinan were the municipalities of Binmaley, Bolinao and Lingayen, and the cities of Alaminos and Dagupan. From the fishponds in these municipalities/cities, milkfish supplies were brought to their respective public markets. Supplies from Bani and Sual were sold in Alaminos and Lingayen, respectively. Part of the supply in the province came also from Bulacan.

The main trading centers were the Public Markets of Bolinao and cities of Alaminos, Dagupan and Urdaneta.

From these trading centers, milkfish supplies were distributed within the different municipalities in the province. Outside destinations were the provinces of La Union, Benguet, Ilocos Norte, Abra, Isabela, Zambales, Tarlac and Metro Manila.

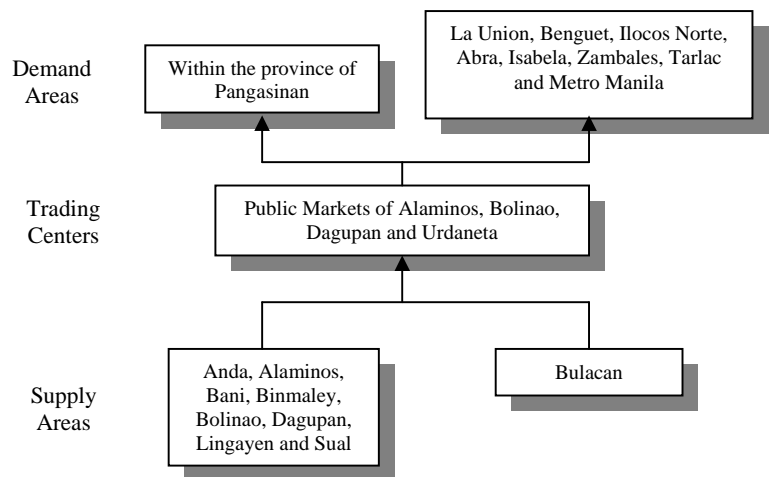


Figure 8. Geographic Flow of Milkfish, Pangasinan, 2006

2. Bulacan

Major supply areas in the province were the municipalities of Hagonoy, Marilao, Malolos, Bocaue, Obando and Paombong. No sources outside the province were identified. Part of the milkfish supplies were distributed to the public markets of Balagtas, Sta. Maria, Meycauayan, Marilao, Calumpit, Hagonoy, Baliuag, Bulacan, Malolos, Plaridel and Obando.

Demand areas were the municipalities within the province and the provinces of Nueva Ecija, Pangasinan, Tarlac, Pampanga and Metro Manila.

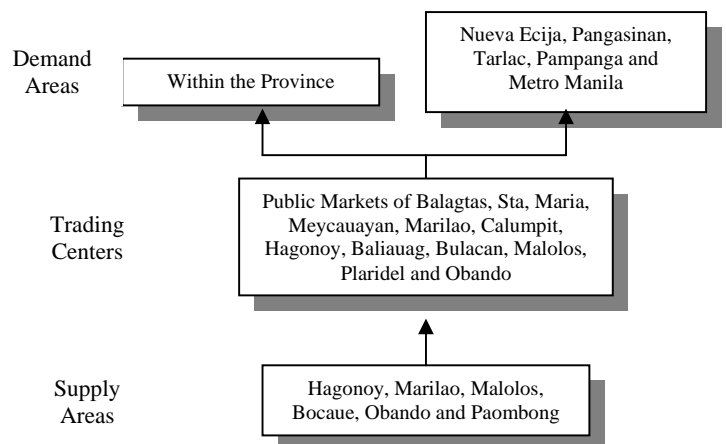


Figure 9. Geographic Flow of Milkfish, Bulacan, 2006

3. Capiz

The identified milkfish producing areas in the province were Roxas City and the municipalities of Panay, Pilar, Pontevedra, Sapián and President Roxas.

From these sources, the bulk of milkfish were brought to Teodoro Arcenas Trading Center (TATC) or better known as “Lipunan”, the main trading center in the province. Peak trading is from 2 to 6 o’clock in the morning and 2 to 4 o’clock in the afternoon. Other supplies of milkfish, on the other hand, were directly brought to each of the respective public markets of the supply areas. From the market, milkfish supplies were sold to consumers within the province. Outside destinations included the provinces of Aklan, Iloilo and Negros Occidental.

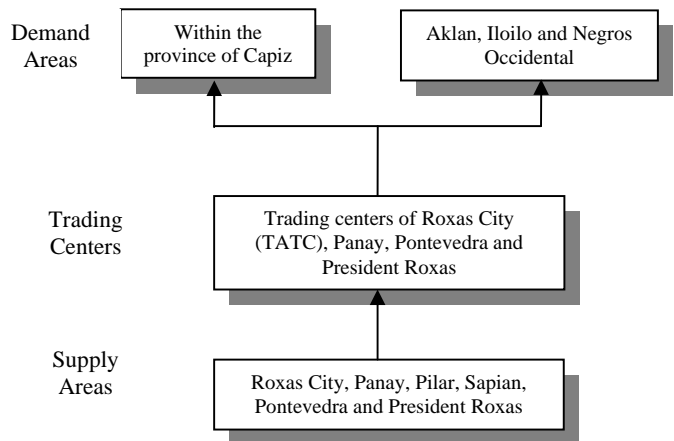


Figure 10. Geographic Flow of Milkfish, Capiz 2006

4. Iloilo

In Iloilo, the major sources of milkfish were Ajuy, Carles, Barotac Nuevo, Dumangas and Estancia with the province of Capiz as the outside source.

From the supply areas, milkfish supplies were brought to Estancia and Iloilo City Fish Ports, Iloilo Terminal and Central Markets, and Public Markets of La Paz and Jaro. Peak trading in Estancia Fishing Port is from 3 to 9 o’clock in the morning and resumes at 12 noon until 3 o’clock in the afternoon.

In Iloilo Fishing Port, peak trading is from 11 o’clock in the morning to 3 o’clock in the afternoon. From these areas, the bulk of milkfish supplies were distributed within the province and some were transported to the

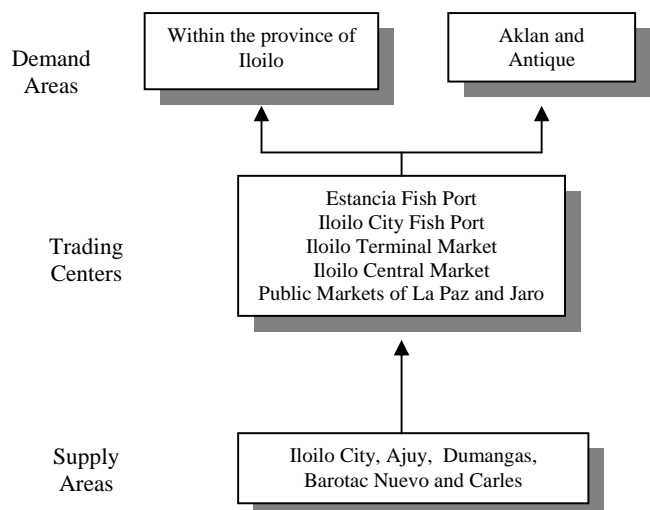


Figure 11. Geographic Flow of Milkfish, Iloilo 2006

C. Marketing Channels

Marketing channels of milkfish varied from one province to another. Each one manifested a unique set-up in terms of the number of linkages present and intermediaries involved.

1. Pangasinan

Milkfish trading in Pangasinan was characterized by the following linkages:

a) Producer Broker/consignacion Provincial Asse

During the survey, about 70 percent of total produce of sample operators were channeled to the broker/consignacion. Of the 70 percent, about 42 percent of fish were disposed to buyers outside the province (BOP) whom the broker/consignacion regarded as their major buyers who in turn distributed to their respective buyers in various provinces outside Pangasinan. However, to meet the local requirement, the producer-broker-PA-MD-retailer chain prevailed in the province.

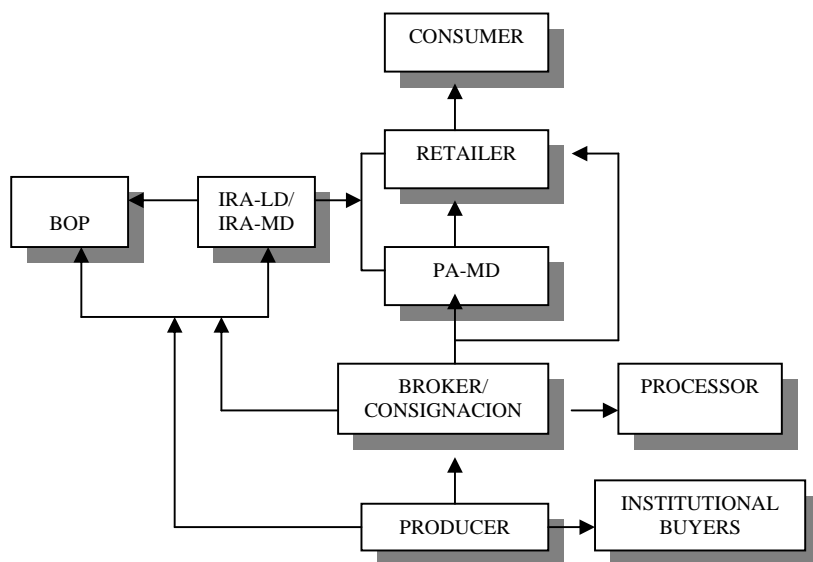


Figure 12. Marketing Channels of Milkfish, Pangasinan, 2006

2. Bulacan

Milkfish produced in Bulacan were sold directly to brokers/consignacion within the province. Of their total fishholdings, about 88 percent were sold to IRA-LD/MD who were noted as the prevalent suppliers of milkfish to buyers coming from nearby areas like Pampanga, Tarlac, Nueva Ecija and Navotas Fishlanding Port. Other wholesalers disposed their fish to retailers to meet the demand of the local consumers.

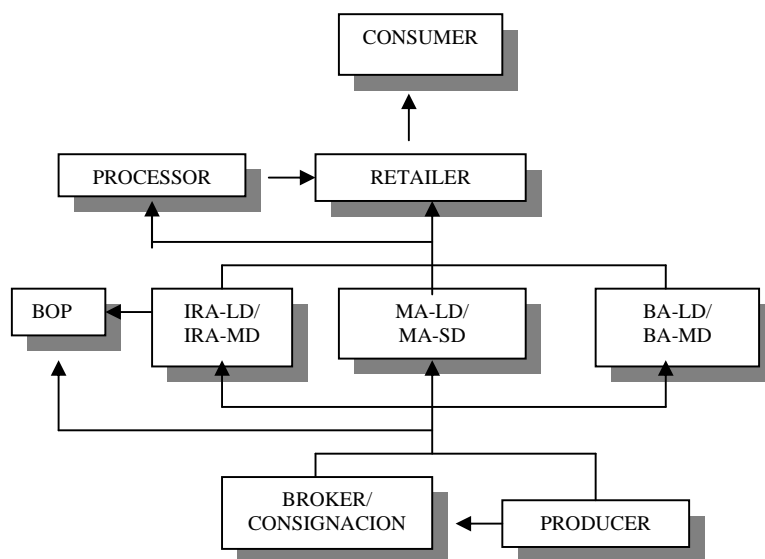


Figure 13. Marketing Channels of Milkfish, Bulacan, 2006

3. Capiiz

Milkfish producers dealt with three (3) types of traders in the province, namely: assembler - distributors, commission agents and retailers. Among the traders, regional assembler – large distributors were the common and large buyers who bought about 77 percent of the produce of sample producers. In turn, these traders passed their accumulated fish mainly to buyers coming from other provinces (BOP).

The local demand was supplied by retailers who procured milkfish from wholesalers and commission agents in the absence of broker/consignation in the province.

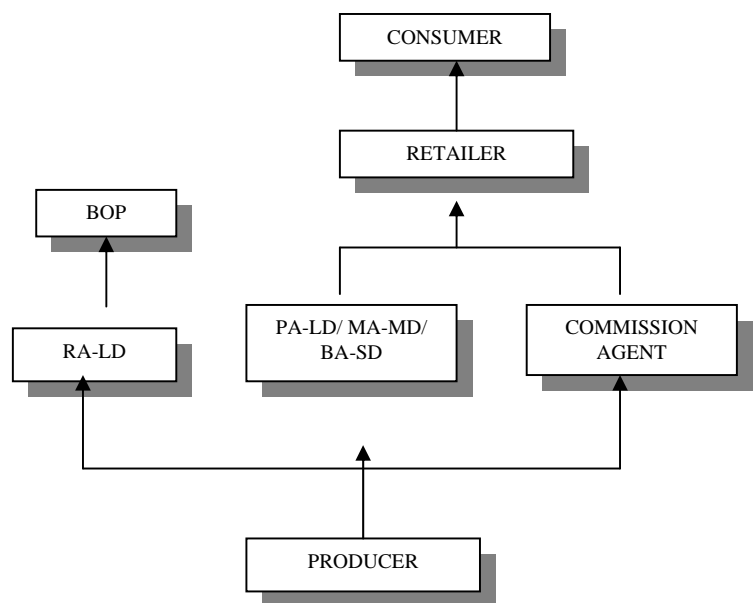


Figure 14. Marketing Channels of Milkfish, Capiiz, 2006

4. Iloilo

The broker/ consignation has the whole control of milkfish produced within Iloilo. Of the total volume of milkfish, 44 percent went to RA-LD who sold the commodity to buyers outside the province. The shortest and the prevailing channels of milkfish from production to consumption was that of producer-broker-retailer-consumer chain.

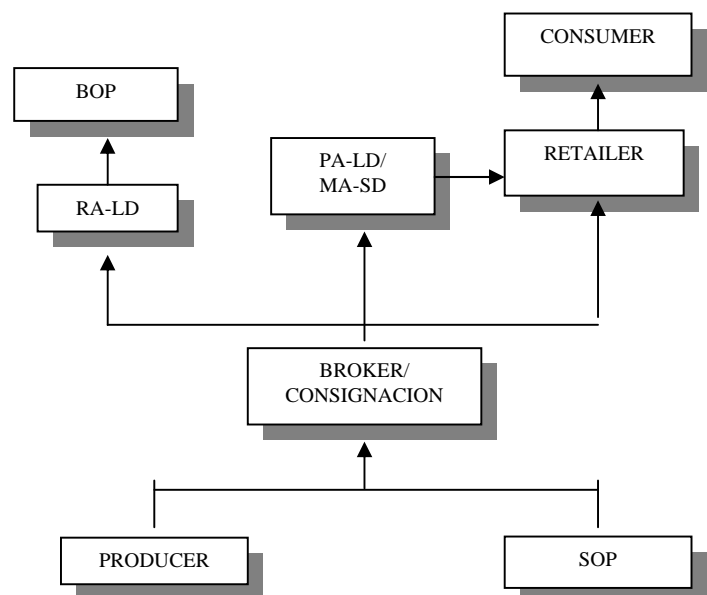


Figure 15. Marketing Channels of Milkfish, Iloilo, 2006

D. Marketing Practices and Functions

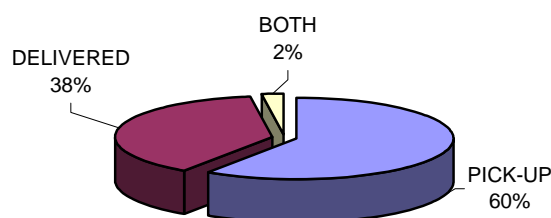
Producers and traders performed several marketing activities and services in moving their products from one point to another. As they performed them, costs were being incurred which added monetary value to the product. The major practices and functions and corresponding costs incurred by the marketing participants are described below.

1. Procurement

a. Mode of Buying

Sixty percent of the trader-respondents picked-up milkfish from their suppliers while 38% percent had their products delivered to them by their suppliers at their business locations. The remaining two percent (2%) practiced both pick-up and delivery modes.

Figure 16. Percent distribution of respondents by mode of buying, selected provinces, Philippines, 2006

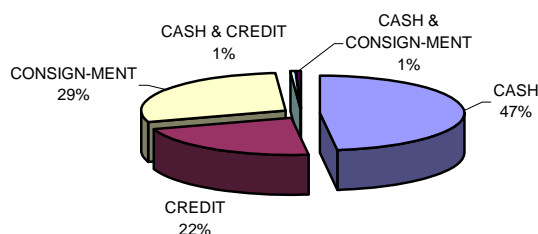


Source: Annex Table 6

b. Terms of Payment

About 47% of the trader-respondents paid their suppliers immediately after acquiring milkfish while 22% and 29% paid in credit and consignment basis, respectively. One respondent paid his supplier in both cash and credit and another one in both cash and

Figure 17. Percent distribution of respondents by terms of payment, selected provinces, Philippines, 2006



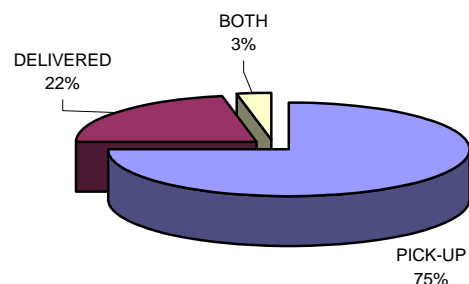
Source: Annex Table 7

2. Distribution

a. Mode of Selling

Three fourths of all respondents (75%) operated on pick-up basis while 22% used delivery mode. Meanwhile, three percent practiced both pick-up and delivery in selling their products to their respective buyers.

Figure 18. Percent distribution of respondents by mode of selling, selected provinces, Philippines, 2006

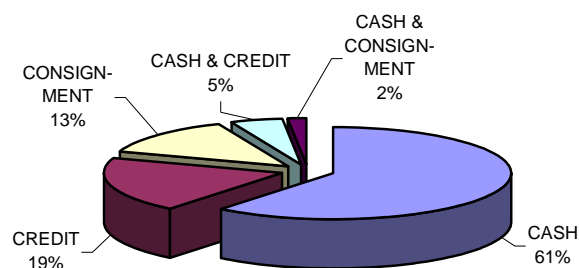


Source: Annex Table 8

b. Terms of Payment.

Among the total respondents, 61% were paid in cash upon selling milkfish while 19% and 13% were paid in credit and consignment basis, respectively. Five percent of the respondents settled their transactions both in cash and credit while two percent used both cash and consignment.

Figure 19. Percent distribution of respondents by terms of payment in distribution, selected provinces, Philippines, 2006



Source: Annex Table 9

E. Marketing Costs and Margins

1. Marketing Costs

a. Labor Costs

Labor costs are accumulated costs borne from the activities and services performed in marketing the commodity. These include hauling, handling, sorting, weighing, packing, chilling and rechilling being performed during procurement and distribution of milkfish.

Table 1. MILKFISH: Labor costs by marketing activity/ item, selected supply areas, Philippines, 2006
(peso per kilogram)

Activity/ Item	Pangasinan	Bulacan	Capiz	Iloilo
Procurement	0.56	3.67	0.45	1.13
Distribution	0.71	3.82	0.82	1.96
Salaries	1.06	1.57	0.04	0.96
TOTAL	2.33	9.06	1.31	4.05

Source of basic data: Annex Table 11

Among the supply areas, Bulacan was noted to have the highest labor cost at P9.06 per kilogram while Capiz had the lowest cost at P1.31 per kilogram. Pangasinan and Iloilo, on the other hand, recorded average labor costs of P2.33 and P4.05 per kilogram, respectively.

Table 2. MILKFISH: Labor costs by marketing activity/ item, selected demand areas, Philippines, 2006
(peso per kilogram)

Activity/ Item	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
Procurement	0.74	0.55	1.70	0.90	1.10
Distribution	2.56	0.10	-	1.58	-
Salaries	0.83	0.71	2.30	1.78	0.50
TOTAL	4.12	1.36	4.00	4.26	1.60

Source of basic data: Annex Table 11

Among the demand areas, Pampanga incurred the highest cost at P4.26 per kilogram followed by Metro Manila at P4.12 per kilogram. The lowest cost, on the other hand, was in Baguio City at only P1.36 per kilogram. For Isabela and Aklan, average labor costs amounted to P4.00 and P1.60 per kilogram, respectively.

b. Transportation Costs

Transporting milkfish could be done by land or water. Among the most commonly reported vehicles used were truck, refrigerated and closed van, elf, tricycle and jeepney, whereas for water transportation, banca or “pituya” was used.

Pangasinan recorded the highest average transportation cost among the supply areas at P5.48 per kilogram. The lowest cost was noted in Bulacan at P1.21 per kilogram. In Capiz and Iloilo, average transportation costs were P4.48 and P2.37 per kilogram, respectively, for vehicle rentals. If the vehicle was privately owned, the cost of transportation amounted to less than a peso per kilogram in all sites.

Table 3. MILKFISH: Transportation costs incurred in marketing, selected supply areas, Philippines, 2006 (peso per kilogram)

Item	Pangasinan	Bulacan	Capiz	Iloilo
Vehicle rental	5.48	1.21	4.48	2.37
Private vehicle	0.55	0.22	0.46	0.98

Source of basic data: Annex Table 12

Meanwhile, Metro Manila posted the highest average transportation cost for renting vehicles among the demand areas at P5.17 per kilogram followed by Isabela at P4.25 per kilogram. The lowest cost, on the other hand, was registered in Pampanga at P1.63 per kilogram. Traders from Isabela incurred an average amount of P4.01 per kilogram when using their own vehicle in buying and selling milkfish. Lowest cost, however, was noted in Pampanga at P0.35 per kilogram.

Table 4. MILKFISH: Transportation costs incurred in marketing, selected demand areas, Philippines, 2006 (peso per kilogram)

Item	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
Vehicle rental	5.17	1.67	4.25	1.63	2.60
Private vehicle	0.58	0.59	4.01	0.35	1.32

Source of basic data: Annex Table 12

c. Material Costs

Annex Table 13 enumerates the materials used in marketing milkfish with their corresponding costs by province. These include materials for packaging such as styropor, plastic bags and sacks; and other supplies such as gloves, knives, chopping board, etc.

Cost of materials used in supply areas ranged from P0.32 (Pangasinan) to P2.23 (Capiz) per kilogram. In Bulacan and Iloilo, average costs of materials were estimated at P1.52 and P1.43 per kilogram, respectively.

Table 5. MILKFISH: Cost of Materials, selected supply areas ,Philippines, 2006 (per kilogram)

Item	Panga- sinan	Bulacan	Capiz	Iloilo
Packaging materials	0.31	0.57	1.98	0.01
Supplies & other materials	0.01	0.95	0.25	1.42
TOTAL	0.32	1.52	2.23	1.43

Source of basic data: Annex Table 13

Metro Manila traders had the highest material cost among the five demand areas at P2.15 per kilogram. This was followed by Pampanga and Isabela with average costs of P1.47 and P1.04 per kilogram, respectively. The lowest cost of materials, on the other hand, was incurred in Baguio City at only P0.56 per kilogram.

Table 6. MILKFISH: Cost of Materials, selected demand areas, Philippines, 2006 (peso per kilogram)

Item	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
Packaging materials	2.11	0.56	0.97	1.34	0.73
Supplies & other materials	0.04	a/	0.07	0.13	0.01
TOTAL	2.15	0.56	1.04	1.47	0.74

a/ less than 0.001

Source of basic data: Annex Table 13

d. Other Operating Costs

Annex Table 14 lists the various operating costs of marketing participants in all provinces covered. Among these costs are business permits, utility fees, market fees, toll fees, etc.

Among the demand areas, Pangasinan registered the highest operating cost at P4.70 per kilogram followed by Iloilo and Capiz at P4.36 and P3.01 per kilogram, respectively. In Bulacan, average operating expenses amounted to P 2.28 per kilogram.

On the other hand, traders in Aklan posted the highest operating expenses amounting to P6.96 per kilogram. In Isabela and Metro Manila, traders had average costs of P3.47 and P 3.14 per kilogram, respectively. Pampanga posted an average cost of P2.27 per kilogram while Baguio City had P1.96 per kilogram.

Table 7. MILKFISH: Other operating costs, selected supply areas, Philippines, 2006
(peso per kilogram)

Pangasinan	Bulacan	Capiz	Iloilo
4.70	2.28	3.01	4.36

Source of basic data: Annex Table 14

Table 8. MILKFISH: Other operating costs, selected demand areas, Philippines, 2006
(peso per kilogram)

Metro Manila	Baguio City	Isabela	Pampanga	Aklan
3.14	1.96	3.47	2.27	6.96

Source of basic data: Annex Table 14

e. Imputed Costs

Among the supply areas, Capiz posted the highest imputed costs at P4.03 per kilogram while the lowest cost was posted by Bulacan at P0.50 per kilogram. Meanwhile, Pangasinan and Iloilo registered an almost the same cost at P2.79 and P2.98 per kilogram. In terms of cost components, depreciation cost accounted more than half of the imputed cost in Capiz (74%) and Bulacan (84%). However, in Pangasinan and Bulacan, unpaid labor had the higher share.

Table 9. MILKFISH: Imputed costs, selected supply areas, Philippines, 2006
(peso per kilogram)

Item	Pangasinan	Bulacan	Capiz	Iloilo
Depreciation	1.01	0.04	2.99	2.51
Unpaid Labor	1.78	0.46	1.04	0.47
TOTAL	2.79	0.50	4.03	2.98

Source of basic data: Annex Table 15

For the demand areas, Isabela registered the highest imputed cost at P4.70 per kilogram which composed of depreciation cost (62%) and unpaid labor (38%). Meanwhile, the lowest imputed cost was noted in Baguio City at P0.60 per kilogram. For Pampanga, Aklan and Metro Manila, imputed costs ranged from P1.35 to P1.83 per kilogram.

Table 10. MILKFISH: Imputed costs, selected demand areas, Philippines, 2006 (peso per kilogram)

Item	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
Depreciation	1.03	0.19	2.93	1.07	0.54
Unpaid Labor	0.80	0.41	1.77	0.28	0.98
TOTAL	1.83	0.60	4.70	1.35	1.52

Source of basic data: Annex Table 15

Depreciation cost was higher in Metro Manila, Isabela and Pampanga while in Baguio City and Aklan, unpaid labor contributed the higher share.

f. Average Marketing Costs

In the supply areas, Pangasinan and Iloilo came up with the highest average marketing costs at P16.17 and P16.18 per kilogram, respectively. In Pangasinan, transportation cost accounted for 38 percent of the total marketing costs. Other operating expenses shared 29 percent while material cost accounted for two (2) percent. In Iloilo, marketing entailed bigger operating expenses at 27 percent and labor cost at 25 percent. Bulacan and Capiz recorded average costs of P14.80 and P15.51 per kilogram, respectively. In Bulacan, labor cost contributed more than half of the total marketing cost while in Capiz, transportation expenses accounted for 32 percent.

Table 11. MILKFISH: Average marketing costs by major component, selected supply areas, Philippines, 2006 (peso per kilogram)

Item	Pangasinan	Bulacan	Capiz	Iloilo
CASH COSTS	13.38	14.30	11.48	13.20
IMPUTED COSTS	2.79	0.50	4.03	2.98
TOTAL	16.17	14.80	15.51	16.18

In demand areas, Isabela posted the highest average marketing cost at P21.46 per kilogram followed by Metro Manila at P17.00 per kilogram. Transportation costs were the major costs in these areas sharing 38 and 34 percent, respectively. Baguio City recorded the least marketing cost at P6.75 per kilogram and likewise transportation accounted for the largest share. In Pampanga and Aklan, average marketing costs were P11.35 and P14.74 per kilogram, respectively.

Table 12. MILKFISH: Average marketing costs by major components, selected demand areas, Philippines, 2006 (peso per kilogram)

Item	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
CASH COSTS	15.17	6.15	16.76	9.85	13.22
IMPUTED COST	1.83	0.60	4.70	1.50	1.52
TOTAL	17.00	6.75	21.46	11.35	14.74

Figures 20-28 show the percentage share of each cost component to the total marketing cost by province.

Among the supply areas, Capiz posted the highest imputed costs at P4.03 per kilogram, wherein more than 50% (P2.99) of which was accounted by depreciation cost. The lowest imputed cost, on the other hand was registered in Bulacan at P0.50 per kilogram coming from a depreciation cost of P0.04 and unpaid labor of P0.46 per kilogram. Pangasinan registered an average imputed cost of P2.79 while Iloilo had P2.98 per kilogram

2. Marketing Margins

A marketing margin is the difference between the price of a product at one stage and the price of the same product at another stage in the marketing process. This margin includes the amount paid for marketing services applied to the product at the particular stage. This information is useful in assessing the performance of the food marketing system.

a. Pangasinan

At the farm gate price of P68.75 per kilogram, milkfish producers earned a net margin of P16.77 per kilogram. This is derived after deducting the total marketing cost of P11.07 and production cost of P40.91 per kilogram. Among the five types of traders in the province, IRA-MD and retailers had the highest net margins at P3.67 and P3.69 per kilogram, respectively. Broker had the lowest net margin with only P0.99 per kilogram while IRA-LD and PA-MD posted P2.99 and P2.61 per kilogram, respectively.

b. Bulacan

Milkfish producers had a net margin of P18.90 per kilogram generated from the selling price of P56.00 per kilogram. Among the traders, retailers had the largest margin with P7.79 per kilogram, followed by MA-SD with P6.50 per kilogram and PA-SD with P6.00 per kilogram. On the other hand, BA-LD registered the lowest margin with only P0.88 per kilogram. The rest of the traders (IRA-LD, IRA-MD, MA-LD and Brokers) obtained margins, ranging from P1.69 to P3.23 per kilogram.

Table 13. MILKFISH: Cost of production, selected provinces, Philippines, 2006 (peso per kilogram)

Pangasinan	Bulacan	Capiz	Iloilo
40.91	31.51	27.90	27.47

Source of data: BAS' Costs and Returns Survey (CRS)

Table 14. Marketing Costs and Margins of Marketing Participants, Pangasinan, 2006 (peso per kilogram)

Marketing Participant	Price		Total Marketing Cost	Margins	
	Buying	Selling		Gross	Net
Producer		68.75	11.07	-	16.77
Broker	72.37	75.56	2.20	3.19	0.99
PA-MD	76.50	82.50	3.39	6.00	2.61
IRA-MD	78.00	83.00	1.31	5.00	3.69
IRA-LD	83.75	88.75	2.01	5.00	2.99
Processor	88.00	-	0.65	-	-
Retailer	80.29	90.00	6.04	7.28	3.67

Table 15. Marketing Costs and Margins of Marketing Participants, Bulacan, 2006 (peso per kilogram)

Marketing Participant	Price		Total Marketing Cost	Margins	
	Buying	Selling		Gross	Net
Producer		56.00	5.59	-	18.90
IRA-LD	56.00	62.00	4.31	6.00	1.69
IRA-MD	67.00	70.00	0.64	3.00	2.36
PA-SD	56.00	65.00	3.00	9.00	6.00
MA-LD	62.00	68.00	3.15	6.00	2.85
BA-LD	67.00	72.00	4.13	5.00	0.88
MA-SD	68.50	75.00	0.00	6.50	6.50
Broker	56.00	62.00	2.77	6.00	3.23
Processor	75.00	-	0.47	-	-
Retailer	68.00	85.00	9.21	17.00	7.79

c. Capi

Producers in the province obtained a net margin of P9.21 given a selling price of P49.00 per kilogram. Marketing cost amounted to P11.89 and production cost was P27.90 per kilogram (Table 13). From the identified traders, PA-LD got the highest margin at P15.74 per kilogram given a marketing cost of P1.26 per kilogram. The commission agent, on the other hand, had the lowest margin with a minimal amount of only P1.26 per kilogram. While for the other traders, margins were registered at P1.55 to P7.90 per

Table 16. Marketing Costs and Margins of Marketing Participants, Capi, 2006 (peso per kilogram)

Marketing Participant	Price		Total Marketing Cost	Margins	
	Buying	Selling		Gross	Net
Producer		49.00	11.89	-	9.21
BA-SD	46.67	56.67	4.20	10.00	5.80
BA-MD	75.00	88.00	5.10	13.00	7.90
MA-MD	60.00	65.00	3.45	5.00	1.55
PA-SD	57.00	62.67	2.98	5.67	2.70
PA-LD	53.00	70.00	1.26	17.00	15.74
Commission Agent	50.00	53.00	1.74	3.00	1.26
Retailer	61.30	75.80	6.66	14.50	7.84

d. Iloilo

Among the four provinces, producers in Iloilo registered the highest net margin at P20.91 per kilogram. Marketing cost and production cost amounted to P12.62 and P27.47 per kilogram, respectively. Similar with Bulacan and Capi, retailers in Iloilo obtained the highest margin with P6.82 followed by RA-SD with P5.29 per kilogram. Brokers with only P1.16 per kilogram, on the other hand, obtained the least margin, while MA-SD and PA-LD had net gains of P3.00 and P3.85 per kilogram, respectively.

Table 17. Marketing Costs and Margins of Marketing Participants, Iloilo, 2006 (peso per kilogram)

Marketing Participant	Price		Total Marketing Cost	Margins	
	Buying	Selling		Gross	Net
Producer		61.00	12.62	-	20.91
Broker	61.00	65.00	2.34	3.5	1.16
RFA	65.00	75.00	4.72	10	5.29
MA-SD	65.00	70.00	2.00	5.00	3.00
PA-LD	65.00	75.00	6.15	10	3.85
Retailer	75.00	88.33	6.51	13.33	6.82

F. Problems encountered by the respondents and their implications

- 1) Weak demand
 - Low sales or negative returns
- 2) Stiff competition among traders specially among retailers
 - Retailers need to establish marketing strategies to attract more buyers
- 3) Unpaid dues and delayed payment of balances
 - Reduction or loss of business capital
- 4) Presence of ambulant vendors
 - Loss of customers or intense competition
- 5) Poor quality of products sold to retailers
 - Less preferred products and therefore, relatively low selling prices
- 6) Stealing of packing materials and other material inputs
 - Additional business expenses from purchasing new material inputs
- 7) Collection of bribes by designated authorities in highway checkpoints.
 - Reduction of income received

V. Summary and Conclusion

There were seven identified types of participants, namely: producers, assembler-distributors, brokers/consignations, commission agents, retailers and processors. For marketing channels, there were three identified linkages. These were producer → broker → retailer → consumer, producer → broker → assembler-distributor → retailer → consumer and producer → assembler-distributor → retailer → consumer.

Most of the respondents interviewed were under single proprietorship while only few were under partnership, corporation and lease contract. As for source of capital used, majority of marketing participants financed their business by themselves while the rest borrowed their capital either from friends, relatives or financial institutions. Almost half of the respondents have been in operation for 5-10 years. Few have just started the venture while the rest have been engaged in the business for more than 10 years.

Traders procured milkfish in pick-up basis with terms of payment made mostly in cash followed by consignment. For distribution, majority of the participants have their products picked-up by buyers and payment was also made usually in cash basis.

Milkfish supplies in Pangasinan were distributed within its municipalities and large volume was sold in La Union, Benguet, Ilocos Norte, Abra, Isabela, Zambales, Tarlac and Metro Manila. In Bulacan, demand areas include its municipalities and the

provinces of Nueva Ecija, Pangasinan, Tarlac, Pampanga and Metro Manila. Similar with Pangasinan and Bulacan, milkfish supplies in Capiz were also disposed to consumers within the province and outside destinations were Aklan, Iloilo and Bacolod. For Iloilo, milkfish was disposed to consumers from non-producing and producing municipalities, and market destinations outside the province were Aklan and Antique.

Among the supply areas, Pangasinan and Iloilo registered the highest marketing costs with Bulacan being the lowest. For demand areas, Isabela posted the highest marketing cost followed by Metro Manila while the lowest marketing cost was incurred in Pampanga.

The high margin of retailers can be explained by the small volume of milkfish they handle. They have to charge a higher mark-up in order to increase their total income. Other traders, though they receive smaller margins, still receive relatively higher income because of the large volume of milkfish they sell. These small margins when multiplied with their voluminous supplies result to higher earnings.

A. Supply Areas

Figure 20. Percent distribution of marketing cost of Milkfish, by cost component, Pangasinan, 2006

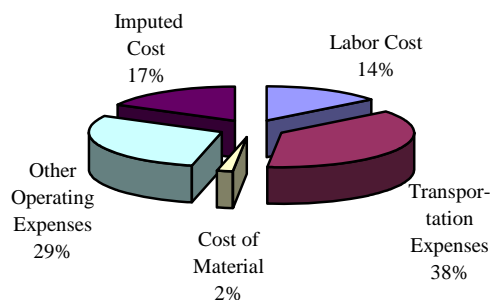


Figure 21. Percent distribution of marketing cost of Milkfish, by cost component, Bulacan, 2006

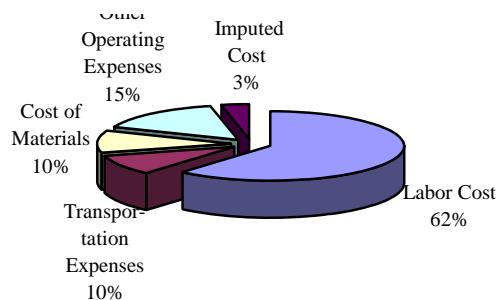


Figure 22. Percent distribution of marketing cost of Milkfish, by cost component, Capiz, 2006

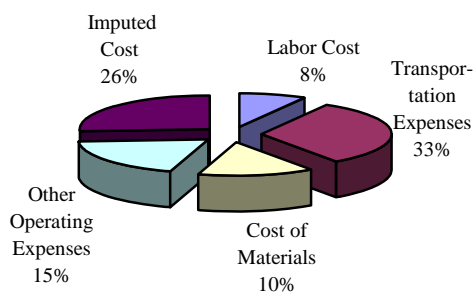
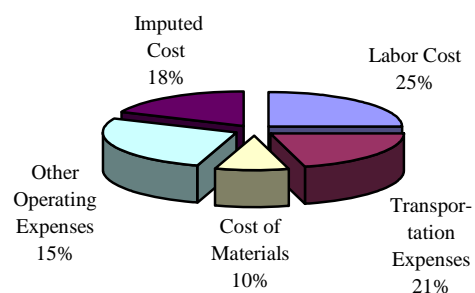


Figure 23. Percent distribution of marketing cost of Milkfish, by cost component, Iloilo, 2006



B. Demand Areas

Figure 24. Percent distribution of marketing cost of Milkfish, by cost component, Metro Manila, 2006

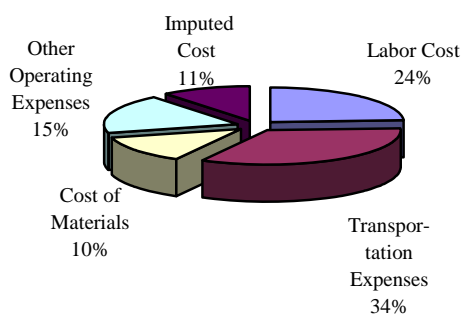


Figure 25. Percent distribution of marketing cost of Milkfish, by cost component, Baguio City, 2006

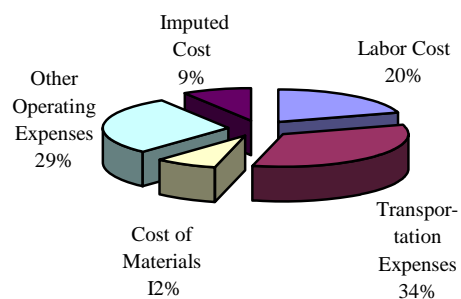


Figure 26. Percent distribution of marketing cost of Milkfish, by cost component, Isabela, 2006

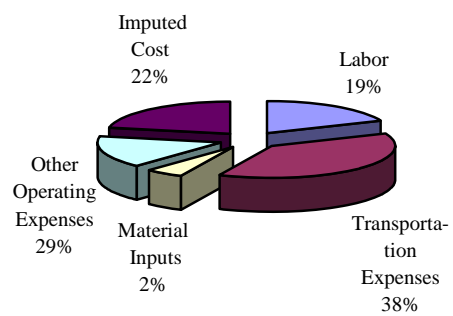


Figure 27. Percent distribution of marketing cost of Milkfish, by cost component, Pampanga, 2006

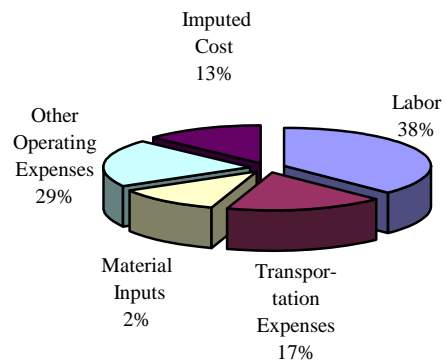


Figure 28. Percent distribution of marketing cost of Milkfish, by cost component, Aklan, 2006

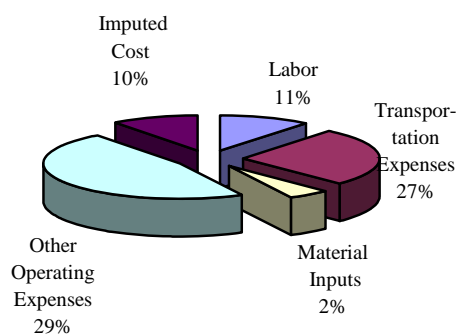


Table 1. MILKFISH: Number of respondents, selected provinces, Philippines, 2006

Province	Producer	Trader	Total
SUPPLY AREAS			
PANGASINAN	20	22	42
BULACAN	20	19	39
CAPIZ	20	21	41
ILOILO	20	32	52
DEMAND AREAS			
METRO MANILA		38	38
BAGUIO CITY		6	6
ISABELA		10	10
PAMPANGA		18	18
AKLAN		11	11
TOTAL	80	177	257

Table 2. MILKFISH: Number of respondents by type of marketing participants, selected provinces, Philippines, 2006

Provinces	Producer	IRA-LD/ PA-LD/ MA-LD/ BA-LD	IRA-MD/ PA-MD/ MA-MD/ BA-MD	IRA-SD/ PA-SD/ MA-SD/ BA-SD	Broker	Commission Agent	Processor	Retailer	Total
SUPPLY AREAS									
PANGASINAN	20	4	2		8		1	7	42
BULACAN	20	6	2	3	1		1	6	39
CAPIZ	20	1	3	5		2		10	41
ILOILO	20	3		4	7			18	52
DEMAND AREAS									
METRO MANILA		4	1	6	4		1	22	38
BAGUIO CITY		3						3	6
ISABELA			3					7	10
PAMPANGA		5	3	2			2	6	18
AKLAN		4			1			6	11
TOTAL	80	30	14	20	21	2	5	85	257

Table 3. MILKFISH: Number of respondents by type of business ownership, selected provinces, Philippines, 2006

Type	Operator	Trader	Total
Single proprietorship	80	166	246
Partnership		7	7
Corporation		2	2
Lease contract		2	2
TOTAL	80	177	257

Table 4. MILKFISH: Number of respondents by source of capital, selected provinces, Philippines, 2006

Type	Operator	Trader	Total
Self-financed	77	161	238
Borrowed	3	15	18
Both		1	1
TOTAL	80	177	257

Table 5. MILKFISH: Number of respondents by years in business, selected provinces, Philippines, 2006

Years in Business	Operator	Trader
less than 5	7	20
5 - 10	33	80
11 - 15	12	29
16 - 20	15	23
21 & above	13	25
TOTAL	80	177

Table 6. MILKFISH: Number of respondents by type of traders, by mode of procurement, selected provinces, Philippines, 2006

Province	Picked-up	Delivered	Both	Total
SUPPLY AREAS				
PANGASINAN	12	10		22
BULACAN	12	7		19
CAPIZ	9	12		21
ILOILO	21	10	1	32
DEMAND AREAS				
METRO MANILA	24	11	3	38
BAGUIO CITY	3	3		6
ISABELA	4	6		10
PAMPANGA	14	4		18
AKLAN	6	5		11
TOTAL	105	68	4	177

(Note: producers excluded)

Table 7. MILKFISH: Number of respondents, by terms of payment in procurement, selected provinces, Philippines, 2006

Provinces	Cash	Credit	Consignment	Cash & Credit	Cash & Consignment	Total
SUPPLY AREAS						
PANGASINAN	7	8	7			22
BULACAN	11	4	4			19
CAPIZ	4	10	7			21
ILOILO	18	3	11			32
DEMAND AREAS						
METRO MANILA	20	8	9	1		38
BAGUIO CITY	2	1	2		1	6
ISABELA	3	2	5			10
PAMPANGA	18					18
AKLAN	2	3	6			11
TOTAL	85	39	51	1	1	177

(Note: producers excluded)

Table 8. MILKFISH: Number of respondents, by mode of distribution, selected provinces, Philippines, 2006

Province	Picked-up	Delivered	Both	Total
SUPPLY AREAS				
PANGASINAN	38	3		41
BULACAN	19	19		38
CAPIZ	35	6		41
ILOILO	26	22	4	52
DEMAND AREAS				
METRO MANILA	32	4	1	37
BAGUIO CITY	3		3	6
ISABELA	10			10
PAMPANGA	16			16
AKLAN	10	1		11
TOTAL	189	55	8	252

(Note: processors excluded)

**Table 9. MILKFISH: Number of respondents by terms of payment
in distribution, selected provinces, Philippines, 2006**

Province	Cash	Credit	Consignment	Cash & Credit	Cash & Consignment	Total
SUPPLY AREAS						
PANGASINAN	12	18	8	3		41
BULACAN	28	4	6			38
CAPIZ	12	13	14	2		41
ILOILO	43	4	3	2		52
DEMAND AREAS						
METRO MANILA	29	4	2	1	1	37
BAGUIO CITY	3	2		1		6
ISABELA	4		1	3	2	10
PAMPANGA	16					16
AKLAN	6	4			1	11
TOTAL	153	49	34	12	4	252

(Note: processors excluded)

**Table 10. MILKFISH: Major sources and destinations,
selected provinces, Philippines, 2006**

Province	Sources		Destinations	
	Within the province	Outside the province	Within the province	Outside the province
SUPPLY AREAS				
PANGASINAN	Anda, Alaminos, Bani, Binmaley, Bolinao, Dagupan, Lingayen & Sual	Bulacan	Alaminos, Mabini, Dasol, Dagupan, Urdaneta, Binalonan, Tayug & Manaoag	Zambales, Tarlac, Isabela, Benguet, La Union, Ilocos Norte & Abra
BULACAN	Hagonoy, Marilao, Malolos, Bocaue, Obando & Paombong	Quezon, Navotas & Malabon	Hagonoy, Baliauag, Balagtas, Sta. Maria, Meycauayan, Marilao, Calumpit, Plaridel & Obando	Farmer's Market, Pasay, Malabon, Navotas, Marikina, Pangasinan, Tarlac, Cabanatuan & Pampanga
CAPIZ	Roxas City, Panay, Pilar, Sapián Pres. Roxas & Pontevedra		Roxas City, Panay, Pilar, Sapián, Pres. Roxas & Pontevedra	Bacolod, Iloilo & Aklan
ILOILO	Ajuy, Carles, Barotac Nuevo, Dumangas & Estancia	Capiz	San Joquin, Janiuay, Sta. Barbara, Fabia, Cabatuan, Sara, Passi, Pilar & Battad	Antique

...continuation

Province	Sources		Destinations	
	Within the province	Outside the province	Within the province	Outside the province
DEMAND AREAS				
METRO MANILA	Navotas, Malabon & Rizal	Bulacan, Pangasinan & Laguna	Pasay, Makati, Muntinlupa, Quezon City, Pasig, Marikina & Manila	Isabela
BAGUIO CITY		Pangasinan	Baguio City & La Trinidad	
ISABELA		Cagayan, Navotas, Pangasinan and Bulacan	Cauayan City, Roxas, Ilagan & Santiago City	Quirino
PAMPANGA	Guagua, San Fernando & Pampang	Hagonoy, Malolos, Pangasinan, Bataan, & Bulacan	Lubao, Sta. Rita, Dau, Mabalacad, San Nicolas, San Isidro, Masantol & Porac	Nueva Ecija & Tarlac
AKLAN	Kalibo Washington	Iloilo & Capiz	Kalibo, Malay Catiklan, Boracay Island	

**Table 11. MILKFISH: Labor costs by marketing activity/item,
selected provinces, Philippines, 2006**

Activity/Item	Supply Areas			
	Pangasinan	Bulacan	Capiz	Iloilo
	peso per kilogram			
Procurement				
Loading	0.113	0.335	0.041	0.188
Hauling	0.104	0.290	0.067	0.134
Unloading	0.090	0.363	0.041	0.141
Sorting/Classifying	0.010	0.860	0.083	0.126
Weighing	0.080	0.860	0.056	0.120
Packing	0.160	0.430	0.083	
Chilling		0.535	0.041	0.417
Rechilling			0.033	
Distribution				
Loading	0.052	0.517	0.119	0.537
Hauling	0.054	0.517	0.122	0.357
Unloading	0.064	0.674	0.068	0.315
Sorting/Classifying	0.066	0.567	0.165	0.306
Weighing	0.081	0.537	0.102	0.216
Packing	0.088	0.507	0.122	
Chilling	0.268	0.504	0.110	0.230
Rechilling	0.037		0.012	
Salaries and wages	1.060	1.574	0.040	0.964
TOTAL	2.325	9.068	1.304	4.051

**Table 11. MILKFISH: Labor costs by marketing activity/item,
selected provinces, Philippines, 2006 (continuation)**

Activity/ Item	Demand Areas				
	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
	peso per kilogram				
Procurement					
Loading	0.105	0.077	0.177	0.006	0.086
Hauling	0.113	0.079	0.168	0.150	0.319
Unloading	0.093	0.077	0.286	0.008	0.086
Sorting/Classifying	0.093	0.063	0.355	0.242	0.172
Weighing	0.081	0.063	0.177	0.142	0.172
Packing	0.096	0.063	0.355	0.142	0.172
Chilling	0.104	0.079	0.177	0.210	0.086
Rechilling	0.051	0.053			
Distribution					
Loading	0.580			0.148	
Hauling	0.580			0.010	
Unloading	0.580			0.010	
Sorting/Classifying	0.138			0.210	
Weighing	0.154	0.104		0.210	
Packing	0.175			0.210	
Chilling	0.179				
Rechilling	0.168			0.780	
Salaries and wages	0.830	0.714	2.295	1.775	0.499
TOTAL	4.121	1.372	3.991	4.253	1.594

Table 11a. MILKFISH: Labor costs incurred by marketing participants, by activity/item, Pangasinan, 2006

Activity/ Item	Producer	IRA-LD	IRA-MD	PA-MD	Broker	Processor	Retailer
Procurement	peso per kilogram						
Loading			0.10	0.08			0.160
Hauling			0.10	0.08	0.08	0.08	0.180
Unloading			0.10	0.08			
Sorting/Classifying					0.01		
Weighing				0.08	0.08		
Packing				0.08			0.240
Distribution							
Loading	0.065	0.02			0.070		
Hauling	0.061	0.03			0.070		
Unloading	0.081	0.04			0.070		
Sorting/Classifying	0.032				0.100		
Weighing	0.013	0.08			0.150		
Packing	0.016				0.160		
Chilling	0.021	0.01			0.110		0.930
Rechilling	0.013	0.06					
Salaries and wages	0.185	0.115					0.910
TOTAL	0.487	0.355	0.300	0.400	0.900	0.080	2.420

Table 11b. MILKFISH: Labor costs incurred by marketing participants, by activity/ item, Bulacan, 2006

Activity/ Item	Producer	IRA-LD	MA-LD	BA-LD	PA-SD	IRA-MD	Broker	Processor	Retailer
Procurement Loading Hauling Unloading Sorting/Classifying Weighing Packing Chilling Distribution Loading Hauling Unloading Sorting/Classifying Weighing Packing Chilling Salaries and wages	peso per kilogram								
				0.330	0.340			0.250	0.330
			0.290	0.410	0.500		0.250		
		0.860							
		0.860							
		0.430							
						0.570	0.500		
	0.517								
	0.517								
	0.517								0.830
	0.600								0.533
	0.480				0.330				0.800
	0.480								0.533
	0.480						0.500		0.533
	0.053	0.0008	2.640	0.714					1.260
TOTAL	4.121	2.158	2.930	1.454	1.170	0.570	1.250	0.250	4.819

Table 11c. MILKFISH: Labor costs incurred by marketing participants, by activity/ item, Capiz, 2006

Activity/ Item	Producer	PA-LD	PA-SD	MA-MD	BA-SD	Commission Agent	Retailer
Procurement Loading Hauling Unloading Sorting/Classifying Weighing Packing Chilling Rechilling Distribution Loading Hauling Unloading Sorting/Classifying Weighing Packing Chilling Rechilling Salaries and wages	peso per kilogram						
		0.030	0.060	0.048	0.029	0.040	0.151
		0.030	0.060	0.048	0.074	0.040	
		0.030	0.060	0.048	0.029	0.040	
		0.060	0.120	0.095	0.058	0.080	
		0.030	0.120	0.048	0.044	0.040	
		0.060	0.120	0.095	0.058	0.080	
		0.030	0.060	0.048	0.029	0.040	
		0.030		0.048	0.014	0.040	
	0.119						0.151
	0.122						
	0.068						
	0.165						
	0.102						
	0.122						
	0.110						
	0.012						
	0.040						
TOTAL	0.859	0.300	0.600	0.475	0.334	0.400	0.151

Table 11d. MILKFISH: Labor costs incurred by marketing participants, by activity/ item, Iloilo, 2006

Activity/ Item	Producer	RA-LD	PA-LD	MA-SD	Broker	Retailer
Procurement	peso per kilogram					
	Loading	0.188				0.188
	Hauling	0.072	0.161	0.117	0.126	0.669
	Unloading					0.141
	Sorting/Classifying				0.126	0.126
	Weighing	0.115			0.126	0.241
	Packing					
	Chilling	0.311	0.335	0.667		0.354
	Distribution					
	Loading	0.537				
	Hauling	0.357				
	Unloading	0.712	0.068	0.168		
	Sorting/Classifying	0.306				
	Weighing	0.306			0.126	
	Chilling	0.162	0.292	0.348	0.117	
Salaries and wages	0.285	0.344		.667	0.249	.675
TOTAL	2.665	1.390	1.012	1.568	0.753	2.394

Table 11e. MILKFISH: Labor costs incurred by marketing participants, by activity/ item, Metro Manila, 2006

Activity/ Item	IRA-MD	IRA-SD	RA-LD	RA-SD	MA-LD	BA-SD	Broker	Processor	Retailer
Procurement	peso per kilogram								
Loading	0.133	0.168	0.091	0.035	0.061	0.011	0.077	0.114	0.259
Hauling	0.133	0.168	0.091	0.035	0.061	0.033	0.077	0.114	0.308
Unloading	0.133	0.168	0.091	0.035	0.061	0.011	0.077	0.114	0.148
Sorting/Classifying	0.133		0.024	0.035	0.061	0.176	0.073	0.114	0.127
Weighing	0.133		0.091	0.035	0.061	0.011	0.073	0.114	0.127
Packing	0.133	0.236	0.091	0.035	0.061	0.028	0.042	0.114	0.127
Chilling	0.133	0.236	0.024	0.035	0.061	0.176	0.042		0.127
Rechilling			0.024						0.078
Distribution									
Loading									0.580
Hauling									0.580
Unloading									0.580
Sorting/Classifying		0.236	0.024				0.089		0.204
Weighing	0.133	0.236	0.124			0.010	0.119		0.303
Packing		0.236	0.043				0.119		0.303
Chilling		0.236	0.056				0.119		0.303
Rechilling									0.168
Salaries and wages		0.820				0.188	0.188		4.310
TOTAL	1.067	2.741	0.772	0.244	0.424	0.642	1.094	0.685	4.753

Table 11f. MILKFISH: Labor costs incurred by marketing participants, by activity/ item, Baguio City, 2006

Activity/ Item	IRA-LD
	peso per kilogram
Procurement	
Loading	0.077
Hauling	0.079
Unloading	0.077
Sorting/Classifying	0.063
Weighing	0.063
Packing	0.063
Chilling	0.079
Distribution	
Weighing	0.104
Salaries and wages	0.767
TOTAL	1.372

Table 11g. MILKFISH: Labor costs incurred by marketing participants, by activity/ item, Isabela, 2006

Activity/ Item	IRA-LD	Retailer
Procurement	peso per kilogram	
	0.103	0.252
	0.165	0.171
	0.320	0.252
	0.205	0.504
	0.103	0.252
	0.205	0.504
	0.103	0.252
	0.990	3.600
TOTAL	2.194	5.787

Table 11h. MILKFISH: Labor costs incurred by marketing participants, by activity/ item, Pampanga, 2006

Activity/ Item	IRA-LD	IRA-MD	RA-LD	RA-SD	Processor	Retailer
Procurement	peso per kilogram					
		0.006				
Loading		0.006				
Hauling	0.020	0.110	0.120	0.250		0.250
Unloading	0.010	0.006				
Sorting/Classifying	0.010	0.006			0.710	
Weighing	0.010	0.006				0.410
Packing	0.010	0.006				0.410
Chilling	0.010					0.410
Distribution						
Hauling	0.060	0.120		0.250		0.160
Unloading	0.010					
Sorting/Classifying	0.010					
Weighing	0.010					0.410
Packing	0.010					0.410
Chilling	0.010					0.410
Salaries and wages			0.400		3.150	0.780
TOTAL	0.180	0.260	0.520	0.500	3.860	3.650

Table 11i. MILKFISH: Labor costs incurred by marketing participants, by activity/ item, Aklan, 2006

Activity/ Item	RA-LD	Broker	Retailer
Procurement Loading Hauling Unloading Sorting/Classifying Weighing Packing Chilling Salaries and wages	peso per kilogram		
	0.086	0.286	0.424
	0.249		
	0.086		
	0.172		
	0.172		
	0.172		
	0.086		
	0.410	0.588	
TOTAL	1.434	0.874	0.424

**Table 12. MILKFISH: Transportation costs incurred in marketing,
by item, selected provinces, Philippines, 2006**

Item	Supply Areas			
	Pangasinan	Bulacan	Capiz	Iloilo
	peso per kilogram			
Vehicle rental				
Procurement	1.243	0.338	2.299	0.454
Distribution	4.238	0.870	2.183	1.918
Private vehicle				
Gas and oil	0.549	0.216	0.456	0.984

**Table 12. MILKFISH: Transportation costs incurred in marketing,
by item, selected provinces, Philippines, 2006 (*continuation*)**

Item	Demand Areas				
	Metro Manila	Baguio City	Isabela	Pam- panga	Aklan
	peso per kilogram				
Vehicle rental					
Procurement	5.173	1.670	4.250	1.634	2.600
Private vehicle					
Gas and oil	0.579	0.587	4.005	0.347	1.323

**Table 12a. MILKFISH: Transportation costs incurred in marketing,
by item, Pangasinan, 2006**

Item	Producer	IRA-LD	IRA-MD	PA-MD	Broker	Retailer
Vehicle rental	peso per kilogram					
	Procurement			2.980	0.300	0.450
	Distribution	4.238				
	Private vehicle					
Gas and Oil	0.295	0.800	0.800		0.300	

**Table 12b. MILKFISH: Transportation costs incurred in marketing,
by item, Bulacan, 2006**

Item	Producer	IRA-LD	Processor	Retailer
Vehicle rental	peso per kilogram			
	Procurement		0.220	0.456
	Distribution	0.870		
	Private vehicle			
Gas and Oil	0.050	0.382		

**Table 12c. MILKFISH: Transportation costs incurred in marketing,
by item, Capiz, 2006**

Item	Producer	PA-LD	PA-SD	MA-MD	BA-MD
Vehicle rental	peso per kilogram				
	Procurement	0.524	0.650	1.000	1.250
	Distribution	2.183			
	Private vehicle				
Gas and Oil	0.456				

**Table 12d. MILKFISH: Transportation costs incurred in marketing,
by item, Iloilo, 2006**

Item	Producer	RA-LD	PA-LD	MA-SD	Retailer
Vehicle rental	peso per kilogram				
	Procurement	0.083		0.333	0.366
	Distribution	0.609	1.565		
	Private vehicle				
Gas and Oil	0.078		1.000		

**Table 12e. MILKFISH: Transportation costs incurred in marketing,
by item, Metro Manila, 2006**

Item	IRA-MD	IRA-SD	RA-LD	RA-SD	MA-LD	BA-SD	Broker	Retailer
Vehicle rental Procurement Distribution	peso per kilogram							
	0.533	0.658		0.256	2.275			4.185
Private vehicle Gas and Oil			0.162			0.226	0.679	1.250

**Table 12f. MILKFISH: Transportation costs incurred in marketing,
by item, Baguio City, 2006**

Item	IRA-LD
Vehicle rental Procurement	peso per kilogram
	1.670
Private vehicle Gas and Oil	0.587

**Table 12g. MILKFISH: Transportation costs incurred in marketing,
by item, Isabela, 2006**

Item	IRA-LD	Retailer
Vehicle rental	peso per kilogram	
	Procurement	4.250
Private vehicle		
	Gas and Oil	3.380 4.629

**Table 12h. MILKFISH: Transportation costs incurred in marketing,
by item, Pampanga, 2006**

Item	IRA-LD	IRA-MD	RA-LD	RA-SD	Processor	Retailer
Vehicle rental	peso per kilogram					
	Procurement	0.370	2.180	2.410	2.960	0.250
Private vehicle						
	Gas and Oil	0.240	0.560	0.240		

**Table 12i. MILKFISH: Transportation costs incurred in marketing,
by item, Aklan, 2006**

Item	RA-LD	Retailer
Vehicle rental Procurement Private vehicle Gas and Oil	peso per kilogram	
	1.323	2.600

**Table 13. MILKFISH: Cost of materials by item,
selected provinces, Philippines, 2006**

Item	Supply Areas			
	Pangasinan	Bulacan	Capiz	Iloilo
	peso per kilogram			
Packaging materials				
Styropor with or w/o wood	0.003		1.112	0.010
Plastic bag (large)	0.030	0.102	0.238	
Plastic bag (small)	0.105	0.467	0.209	
Tiklis	0.157		0.416	
Sacks	0.023			
Supplies & other materials				
Gloves	0.003	0.100		
Styro plate		0.500		
Scaler	0.003			
Knives	0.001		0.047	0.002
Chopping board	a/		0.006	0.001
Belt bag	a/	0.160	0.178	
Apron	a/	0.190	0.002	
Basket				0.054
Bucket			0.001	0.105
Strainer			0.010	1.095
Scissors			0.003	
Broom				
Ballpen			0.003	
Pail	a/		0.001	0.165
Basin				
TOTAL	0.324	1.519	2.226	1.432

a/ less than 0.001

**Table 13. MILKFISH: Cost of materials by item,
selected provinces, Philippines, 2006 (continuation)**

Item	Demand Areas				
	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
	peso per kilogram				
Packaging materials					
Styropor with or w/o wood	0.322		0.192		0.012
Plastic bag (large)	1.190	0.274	0.343	0.617	0.250
Plastic bag (small)	0.588	0.285	0.438	0.723	0.155
Tiklis	0.009				0.300
Sacks					0.013
Supplies & other materials					
Gloves	0.001				
Styro plate					
Scaler	0.005		0.001	a/	
Knives	0.006	a/	0.003	a/	0.001
Chopping board	0.003	a/	0.062	0.001	a/
Belt bag	0.007	a/	a/		
Apron	0.009	a/	0.002	0.063	
Basket					
Bucket	0.012		a/	a/	
Strainer					
Scissors					
Broom				a/	
Ballpen					
Pail	0.001	a/	0.003	0.065	
Basin					0.003
TOTAL	2.154	0.559	1.044	1.340	0.735

a/ less than 0.001

Table 13a. MILKFISH: Cost of materials incurred by marketing participants, by item, Pangasinan, 2006

Item	Producer	IRA-LD	IRA-MD	PA-MD	Broker	Processor	Retailer
Packaging materials Styropor with or without wood Plastic bag (large) Plastic bag (small) Tiklis sacks Supplies & other materials Gloves Scaler Knives Chopping board Belt bag Apron Pail	peso per kilogram						
		0.003	0.008		0.003	0.001	0.002
					0.030		
						0.055	0.155
	0.157						
	0.023						
	0.006				0.001		0.001
							0.003
							0.001
							a/
			a/	a/	a/		a/
				a/	a/	a/	a/
					a/	a/	a/
TOTAL	0.185	0.003	0.008	a/	0.034	0.056	0.162

a/ less than 0.001

Table 13b. MILKFISH: Cost of materials incurred by marketing participants, by item, Bulacan, 2006

Item	BA-LD	IRA-MD	BA-MD	Broker	Processor	Retailer
Packaging materials Plastic bag (large) Plastic bag (small) Supplies & other materials Gloves Styro plate Belt bag Apron	peso per kilogram					
	a/	a/	0.008	0.400		
				0.400	0.440	0.560
						0.100
						0.500
						0.160
						0.190
TOTAL	a/	a/	0.008	0.800	0.440	1.510

a/ less than 0.001

Table 13c. MILKFISH: Cost of materials incurred by marketing participants, by item, Capiz, 2006

Item	Producer	PA-LD	PA-SD	MA-MD	BA-MD	BA-SD	Commission Agent	Retailer
Packaging materials Styropor with or without wood Plastic bag (large) Plastic bag (small) Tiklis Supplies & other materials Knives Chopping board Belt bag Apron Bucket Strainer Scissors Ballpen Pail	peso per kilogram							
	2.454					0.016		0.866
	0.180			0.347			0.087	0.339
					0.030			0.389
	0.560	0.200	0.586	0.333		0.600	0.214	
								0.047
								0.006
								0.178
								0.002
								0.001
								0.010
								0.003
								0.003
								0.001
TOTAL	3.194	0.200	0.586	0.680	0.030	0.616	0.301	1.845

Table 13d. MILKFISH: Cost of materials incurred by marketing participants, by item, Iloilo, 2006

Item	Producer	Retailer
Packaging materials Styropor with or without wood Supplies & other materials Knives Chopping board Basket Bucket Strainer Pail	peso per kilogram	
		0.01
		0.002
		0.001
	0.054	
	0.105	
	1.095	
	0.326	0.003
TOTAL	1.580	0.016

Table 13e. MILKFISH: Cost of materials incurred by marketing participants, by item, Metro Manila, 2006

Item	IRA-MD	IRA-SD	RA-LD	MA-LD	BA-SD	Broker	Retailer
Packaging materials	peso per kilogram						
Styropor with or without wood	0.056	0.010	0.207	0.039		0.001	0.009
Plastic bag (large)	0.233	0.250	0.128			0.280	0.299
Plastic bag (small)							0.588
Tiklis		0.009					
Supplies & other materials							
Gloves							0.001
Scaler			0.001	0.001	a/		0.003
Knives			a/	a/	a/		0.005
Chopping board			a/	a/	0.001		0.002
Belt bag					a/	0.007	
Apron			0.006	a/			0.003
Bucket							0.012
Pail							0.001
Basin							0.002
TOTAL	0.289	0.269	0.342	0.040	0.001	0.288	0.924

a/ less than 0.001

Table 13f. MILKFISH: Cost of materials incurred by marketing participants, by item, Baguio City, 2006

Item	IRA-LD	Retailer
Packaging materials	peso per kilogram	
Plastic bag (large)	0.274	
Plastic bag (small)		0.285
Supplies & other materials		
Knives		a/
Chopping board		a/
Belt bag	a/	a/
Apron	a/	a/
Pail		a/
TOTAL	0.274	0.285

a/ less than 0.001

Table 13g. MILKFISH: Cost of materials incurred by marketing participants, by item, Isabela, 2006

Item	IRA-LD	Retailer
	peso per kilogram	
Packaging materials		
Styropor with or without wood	0.360	0.024
Plastic bag (large)	0.343	
Plastic bag (small)		0.438
Supplies & other materials		
Scaler		0.001
Knives		0.003
Chopping board		0.062
Apron		0.002
Bucket		a/
Pail		0.003
TOTAL	0.703	0.533

a/ less than 0.001

Table 13h. MILKFISH: Cost of materials incurred by marketing participants, by item, Pampanga, 2006

Item	IRA-LD	IRA-MD	RA-LD	RA-SD	Processor	Retailer
	peso per kilogram					
Packaging materials						
Plastic bag (large)		0.04	0.12	0.2	0.13	
Plastic bag (small)						0.390
Supplies & other materials						
Scaler	a/	a/				a/
Knives	0.020	a/	a/			
Chopping board	0.030	a/	a/	a/	a/	0.001
Belt bag						
Apron		a/		a/		a/
Bucket						a/
Broom						a/
Pail	0.010	a/		a/		a/
TOTAL	0.060	0.042	0.121	0.201	0.130	0.394

a/ less than 0.001

Table 13i. MILKFISH: Cost of materials incurred by marketing participants, by item, Aklan, 2006

Item	RA-LD	Retailer
	peso per kilogram	
Packaging materials		
Styropor with or without wood	0.002	0.023
Plastic bag (large)		0.250
Plastic bag (small)	0.074	0.237
Tiklis	0.300	
Sacks		0.013
Supplies & other materials		
Knives		0.001
Chopping board		a/
Basin		0.003
TOTAL	0.375	0.527

a/ less than 0.001

**Table 14. MILKFISH: Other operating costs by item,
selected provinces, Philippines, 2006**

ITEM	Supply Areas			
	Pangasinan	Bulacan	Capiz	Iloilo
	peso per kilogram			
Ice	0.376	0.222	0.564	0.550
Business permit	0.253	0.028	0.037	.495
Bangka ticket		0.150		
Stall rental	0.080	0.129	0.091	0.414
Meals and beverages	0.241	0.471	0.283	0.243
Cell card/ Telephone bills	0.027	0.050	0.144	0.019
Sticker	0.011			
Receipt	0.001			
Utility fee	0.240	0.459	0.201	0.293
Rental fees (Materials)			0.842	0.243
Weighing scale calibration fee	0.005	0.010	0.017	0.001
Toll fee	0.046	0.377		0.230
Parking fee	0.016	0.004		0.006
Entrance fee	0.007	0.020	0.272	0.074
Landing fee			0.071	
Berthing fee		0.010		
Market fees	0.150	0.147	0.486	0.201
Commission fees	3.250	0.060		1.447
Ice conveyance fee		0.100		
Occupancy fee		0.020		
Garbage fee		0.003		
Wharfage fee		0.010		
Others *		0.015	a/	a/
Total	4.702	2.284	3.006	4.360

a/ less than .001

* include salt, CNC/ENC, Electrical inspection fee, Fire inspection fee, Zoning fee,
Environmental Inspection fee and Association fee

**Table 14. MILKFISH: Other operating costs by item,
selected provinces, Philippines, 2006 (continuation)**

Item	Demand Areas				
	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
	peso per kilogram				
Ice	0.399	0.540	0.786	0.583	0.483
Business permit	0.715	0.389	0.745	0.573	0.019
Stall rental	0.450	0.047	0.571	0.025	0.045
Meals and beverages	0.391	0.537	0.573	0.204	0.290
Cell card/ Telephone bills	0.303		0.108		0.107
Sticker	0.067			a/	
Utility fee	0.191		0.135	0.357	0.182
Rental fees (Materials)					0.019
Weighing scale calibration fee	0.002		0.002	a/	a/
Toll fee	0.093	0.025		0.160	
Parking fee	0.041	0.025	0.050	0.030	
Entrance fee	0.239	a/	0.097	0.020	0.424
Landing fee					0.316
Market fees	0.208	0.118	0.410	0.095	0.521
Commission fees		0.280			4.557
Health fee				0.210	
Garbage fee				0.013	
Others *	0.043	a/	a/	0.002	
Total	3.141	1.961	3.474	2.272	6.963

a/ less than .001

* include salt, CNC/ENC, Electrical inspection fee, Fire inspection fee, Zoning fee,
Environmental Inspection fee and Association fee

Table 14a. MILKFISH: Other operating costs incurred by marketing participants, by item, Pangasinan, 2006

Item	Producer	IRA-LD	IRA-MD	Broker	Processor	Retailer
	peso per kilogram					
Ice	0.690	0.200	0.110	0.200		0.680
Business permit		0.030	0.030	0.050	0.040	0.150
Stall rental				0.100	0.090	0.050
Meals and beverages	0.056	0.310		0.100	0.280	0.460
Cell card/ Telephone bills	0.027		0.004	0.040		
Utility fee	0.500		0.030	0.040	0.020	0.190
Weighing scale calibration fee			0.002	0.002		0.010
Toll fee	0.046					
Parking fee	0.007	0.020	0.020			
Entrance fee	0.014	0.001				
Market fees		0.200		0.100		
Commission fees	3.250					
TOTAL	4.590	0.761	0.196	0.632	0.430	1.540

Table 14b. MILKFISH: Other operating costs incurred by marketing participants, by item, Bulacan, 2006

Item	Producer	IRA-LD	MA-LD	BA-LD	PA-SD	IRA-MD	BA-MD	Broker	Retailer
	peso per kilogram								
Ice	0.070	0.021		0.714	0.002	0.002	0.002	0.003	0.960
Salt		a/							
Business permit	0.033	0.010	a/	0.001	0.002	0.001		0.026	
Banca ticket								0.150	
Stall rental			0.002	0.139	0.051				0.325
Meals and beverages	0.020	0.119		1.429	0.587	0.033			0.638
Cell card/ Telephone bills		0.020	0.022		0.006			0.067	
Sticker	0.001	a/	a/	a/	0.056				
Receipt					0.001				
Taxes		0.100	0.100	0.100					
Utility fee		0.915	0.012	0.233	0.131	0.007		0.167	0.998
Weighing scale calibration fee				0.002					0.017
Toll fee		0.377							
Parking fee		0.004							
Entrance fee		0.020							
Berthing fee	0.010								
Market fee			0.001		0.003			a/	0.583
Commission fees	0.060								
Ice conveyance fee		0.100						0.100	
Occupancy fee		0.020							
Garbage fee	0.020	a/	a/	a/	a/	a/			
Wharfage fee	0.010								
Others*	0.060	0.062	0.001	0.013	0.002				
TOTAL	0.284	1.770	0.139	2.632	0.842	0.044	0.002	0.513	3.521

a/ less than .001

*include salt, CNC/ENC, Electrical inspection fee, Fire inspection fee, Zoning fee, Environmental Inspection fee and Association fee

Table 14c. MILKFISH: Other operating costs incurred by marketing participants, by item, Capiz, 2006

Item	Producer	PA-LD	PA-SD	MA-MD	BA-MD	BA-SD	Commission Agent	Retailer
	peso per kilogram							
Ice	0.840	0.22		0.293	0.700	0.417	0.704	0.774
Business permit			0.165		0.002	0.012	0.001	0.007
Stall rental					0.013			0.168
Meals and beverages	0.455		0.143		0.250			
Cell card/ELOAD	0.126		0.196			0.045	0.208	
Utility fee	0.067		0.007		0.125	0.167		0.235
Rental fees (Materials)	0.667					0.006		0.063
Weighing scale calibration fee	0.075			a/	a/	0.025	a/	0.004
Entrance fee					0.044	0.500		
Landing fee				0.200		0.012	0.001	
Market fees				0.667	0.663	0.142		0.471
TOTAL	2.229	0.220	0.511	1.160	1.797	1.326	0.915	1.723

a/ less than .001

Table 14d. MILKFISH: Other operating costs incurred by marketing participants, by item, Iloilo, 2006

Item	Producer	RA-SD	PA-LD	MA-SD	Broker	Retailer
	peso per kilogram					
Ice	0.454	0.384	0.571		0.775	0.567
Business permit			1.203		0.402	0.023
Stall rental					0.101	0.728
Meals and beverages	0.065	0.092				0.572
Cell card/ Telephone bills	0.019					
Utility fee	1.875		0.143		0.072	0.470
Rental fees (Materials)			0.286		0.100	0.298
Weighing scale calibration fee					0.001	0.001
Toll fee	0.230					
Parking fee		0.006				
Entrance fee	0.005	0.059	0.057	0.080		0.169
Market fees	0.203		0.090		0.034	0.477
Commission fees	1.749	2.500			0.091	
TOTAL	4.600	3.041	2.350	0.080	1.576	3.305

Table 14e. MILKFISH : Other operating costs incurred by marketing participants, by item, Metro Manila, 2006

Item	IRA-MD	IRA-SD	RA-LD	RA-SD	MA-LD	BA-SD	Broker	Retailer
	peso per kilogram							
Ice	0.530	0.329	0.225	0.227	0.337	0.553	0.328	0.665
Business permit			0.021		0.031	0.001		1.014
Stall rental			0.027		0.089	0.099	0.708	1.328
Meals and beverages	0.220	0.079	0.474		0.375	0.148	0.175	1.263
Cell card/ Telephone bills	0.070	0.260	0.016		0.013		0.040	0.165
Utility fee		0.312	0.196			0.007	0.034	0.406
Weighing scale calibration fee							a/	0.003
Toll fee			0.114	0.064		0.100		
Parking fee						0.007	0.075	
Entrance fee	0.010	0.105	0.481	0.022	0.100		0.077	
Market fee				0.048		0.039	0.300	0.169
Others*	0.170		0.050	0.010		0.033		0.043
TOTAL	1.000	1.085	1.604	0.371	0.945	0.988	1.740	5.247

a/ less than 0.001

* include Checker, Tong, Sticker and Association fee

Table 14f. MILKFISH: Other operating costs incurred by marketing participants, by item, Baguio City, 2006

Item	IRA-LD	Retailer
	peso per kilogram	
Ice	0.956	0.124
Business permit	0.389	
Stall rental	0.062	0.031
Meals and beverages	0.537	
Toll fee	0.025	
Parking fee	0.025	
Market fees	0.185	0.051
Commission fees	0.280	
TOTAL	2.459	0.206

Table 14g. MILKFISH: Other operating costs incurred by marketing participants, by item, Isabela, 2006

Item	IRA-LD	Retailer
	peso per kilogram	
Ice	0.844	0.727
Business permit	0.260	1.129
Stall rental		0.571
Meals and beverages	0.294	0.851
Cell card/ Telephone bills		0.108
Utility fee	0.050	0.160
Weighing scale calibration fee		0.002
Parking fee	0.050	
Entrance fee	0.050	0.143
Market fee	0.052	0.767
TOTAL	1.600	4.456

Table 14h. MILKFISH: Other operating costs incurred by marketing participants, by item, Pampanga, 2006

Item	IRA-LD	IRA-MD	RA-LD	RA-SD	Processor	Retailer
	peso per kilogram					
Ice	0.660	0.690		0.400		
Business permit	0.001	0.030	1.900	0.000		0.370
Stall rental	0.001	0.001	0.001	0.001		0.120
Meals and beverages	0.100	0.370	0.020	0.200		0.330
Sticker						a/
Utility fee	a/	0.070	0.008	0.210	0.870	0.830
Weighing scale calibration fee		a/	a/			a/
Toll fee		0.180	0.140			
Parking fee	0.050	0.010				
Entrance fee			0.020			
Market fees		0.010				0.180
Health fee			a/			0.420
Others*	0.002	0.001	0.432	0.000		0.061
TOTAL	0.814	1.362	2.522	0.812	0.870	2.311

a/ less than 0.001

* include Fire inspection fee, Business plate, Garbage collection fee,

Electrical inspection fee, Zoning fee, Fire code fee and Environmental inspection fee.

Table 14i. MILKFISH: Other operating costs incurred by marketing participants, by item, Aklan, 2006

Item	RA-LD	Broker	Retailer
	peso per kilogram		
Ice	0.597	0.329	0.524
Business permit	0.013	0.031	0.012
Stall rental	0.004	0.087	
Meals and beverages	0.200	0.492	0.179
Cell card/ Telephone bills	0.082		
Telephone bills	0.025		
Utility fee	0.023	0.339	
Rental fees (Materials)		0.038	
Weighing scale calibration fee	a/	a/	
Entrance fee	0.393	0.130	0.750
Landing fee	0.432	0.200	
Market fees	0.598	0.107	0.857
Commission fee	1.614		7.500
TOTAL	3.980	1.753	9.821

a/ less than 0.001

Table 15. MILKFISH: Imputed costs by item, selected provinces, Philippines, 2006

Item	Supply Areas			
	Pangasinan	Bulacan	Capiz	Iloilo
	peso per kilogram			
<i>Depreciation</i>				
Materials and Equipment				
Tubs	0.051	0.011	0.400	0.014
Cooler	0.001	0.013		0.437
Plastic tray (box)			0.571	0.205
Boots	0.001			0.023
Steel/plastic tray		a/		0.002
Trapal			0.141	
Fish Tank			0.400	0.365
Shovel			0.119	
Push cart	0.001	a/		
Weighing scale	0.001	0.002	0.100	0.011
Chair	a/	0.002	0.001	0.001
Table	a/	0.002		
Cellphone	0.007		0.266	0.020
Calculator		0.001		
Electric fan	0.001	0.001		
Hasaan	a/			
Transportation				
Truck	0.197	0.002		0.146
Close van	0.677			
Elf	0.049			0.733
Pick-up			0.340	
Tricycle	0.006			0.089
Jeep	0.020	0.002		
Bangka (pituya)			0.648	0.468
<i>Unpaid Labor</i>				
Procurement	0.845	0.092	0.583	
Distribution	0.930	0.370	0.459	0.467
TOTAL	2.787	0.497	4.029	2.981

a/ less than .001

**Table 15. MILKFISH: Imputed costs by item, selected provinces,
Philippines, 2006 (continuation)**

Item	Demand Areas				
	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
	peso per kilogram				
Depreciation					
Materials and Equipment					
Tubs	0.016	0.137	0.010	0.267	0.012
Cooler	0.029		0.024	0.741	
Plastic tray (box)	0.137		0.003		
Boots	0.002	a/			
Steel/plastic tray	0.002		0.003	a/	
Weighing scale	0.022	a/	0.011	0.018	0.010
Puller	0.002				
Chair	a/	0.000	a/		
Table	a/		0.003		
Cellphone	0.006	0.001		a/	0.005
Calculator	0.002				
Electric fan	0.002			a/	
Strainer	a/				
Improvised Freezer			0.026		
Transportation					
Truck	0.375				0.515
Refrigerated van	0.267				
Close van	0.107	0.025	2.847		
Elf	0.062			0.040	
Jeep		0.031			
Unpaid Labor					
Procurement	0.367		0.845	0.150	0.430
Distribution	0.432	0.408	0.930	0.279	0.551
TOTAL	1.832	0.603	4.701	1.495	1.522

a/ less than .001

**Table 15a. MILKFISH: Imputed costs by marketing participants,
by item, Pangasinan, 2006**

Item	Producer	IRA-LD	IRA-MD	PA-MD	Broker	Processor	Retailer
peso per kilogram							
Depreciation							
Materials and Equipment							
Tubs	0.241	0.003		0.004	0.004		0.001
Cooler				a/	0.001		0.002
Plastic tray (box)							
Boots	0.001		0.001	0.001	0.002	0.001	0.001
Trapal							
Push cart						0.001	
Weighing scale	0.003	0.001	a/	0.001	0.001	0.001	0.002
Chair			a/	a/	a/	a/	0.001
Table				0.001	a/		a/
Cellphone	0.022		0.003	0.003	0.001		0.005
Electric fan				0.001	0.001		
Transportation							
Truck	0.197						
Close van	0.677						
Elf		0.049					
Tricycle					0.006		
Jeep		0.026			0.014		
Unpaid Labor							
Procurement		0.010				0.080	0.800
Distribution	0.619						0.660
TOTAL	1.760	0.089	0.004	0.011	0.030	0.083	1.472

a/ less than .001

**Table 15b. MILKFISH: Imputed costs by marketing participants,
by item, Bulacan, 2006**

Item	Producer	IRA-LD	MA-LD	BA-LD	PA-SD	IRA-MD	BA-MD	Broker	Retailer
Depreciation Materials and Equipment Tubs Cooler Steel/plastic tray Push cart Weighing scale Chair Table Calculator Electric fan Transportation Truck Jeep Unpaid Labor procurement distribution	peso per kilogram								
			.0013	0.039	0.005	0.001	0.008		
	0.007		0.046			0.009	0.030		
						a/			
							a/		
	0.010				0.005	a/	a/		
					0.002				
					0.002				
					0.001				
					0.001				
						0.002			
							0.002		
		0.007			0.300	0.010		0.050	
	0.250		0.010		0.670			0.050	0.870
TOTAL	0.267	0.007	0.056	0.039	0.985	0.022	0.040	0.100	0.870

a/ less than .001

**Table 15c. MILKFISH: Imputed costs by marketing participants,
by item, Capiz, 2006**

Item	Producer	PA-LD	PA-SD	MA-MD	BA-MD	BA-SD	Commision Agent	Retailer
peso per kilogram								
<i>Depreciation</i>								
Materials and Equipment								
Tubs					0.400			
Plastic tray (box)	0.743					0.400		
Trapal	0.418			0.003			0.002	
Fish tank	0.400							
Shovel	0.119							
Weighing scale	0.298		0.126	0.002	0.020	0.060	0.004	0.197
Chair								0.001
Cellphone			0.266					
Transportation								
Pick-up	0.340							
Bangka (pituya)	0.648							
<i>Unpaid Labor</i>								
Procurement			0.188	0.063	1.800	1.084	0.060	0.300
Distribution		0.019	0.048	0.063	0.200	0.378	0.060	2.447
TOTAL	2.965	0.019	0.628	0.131	2.020	1.922	0.126	2.944

**Table 15d. MILKFISH: Imputed costs by marketing participants,
by item, Iloilo, 2006**

Item	Producer	RA-SD	PA-LD	MA-SD	Broker	Retailer
peso per kilogram						
<i>Depreciation</i>						
Materials and Equipment						
Tubs		0.005	0.005	0.026	0.019	
Cooler	0.872	0.002				
Plastic tray (box)	0.405				0.005	
Boots	0.023					
Steel/plastic tray						0.002
Fish tank	0.365					
Weighing scale	0.028	0.004	0.012	0.017	0.002	0.003
Chair						0.001
Cellphone	0.020					
Transportation						
Truck	0.146					
Elf	0.417	0.104	0.212			
Tricycle	0.089					
Bangka (pituya)	0.468					
<i>Unpaid Labor</i>						
procurement						
distribution	0.259					0.675
TOTAL	2.220	0.108	0.224	0.017	0.007	0.681

**Table 15e. MILKFISH: Imputed costs by marketing participants,
by item, Metro Manila, 2006**

Item	IRA-MD	IRA-SD	RA-LD	RA-SD	MA-LD	BA-SD	Broker	Processor	Retailer
<i>Depreciation</i>	peso per kilogram								
Materials and Equipment									
Tubs			0.019	0.009		0.004	0.045		0.002
Cooler					0.065	0.046	0.001		0.004
Plastic tray (box)						0.263			0.010
Boots						a/	0.003		0.004
Steel/plastic tray					a/				0.004
Weighing scale	a/	0.132	0.006		0.004	0.003	0.002		0.005
Puller		0.003	a/				0.001		0.003
Chair	a/	a/	a/	a/			a/		0.001
Table	a/	a/	a/	a/			a/		
Electric fan		a/			0.003		a/		0.005
Cellphone	0.003	0.001			0.021	a/	0.002		0.008
Calculator	a/		0.001				0.006		
Hasaan									a/
Strainer									a/
Transportation									
Truck			0.375						
Refrigerated van						0.267			
Close van		0.293				0.029	0.000		
Elf							0.062		
Unpaid Labor									
Procurement	0.133	0.109		0.040	0.146	0.019	0.082	0.121	2.287
Distribution	0.133	0.102		0.040	0.146	0.019	0.086		2.500
TOTAL	0.270	0.641	0.401	0.090	0.385	0.650	0.291	0.121	4.832

a/ less than .001

**Table 15f. MILKFISH: Imputed costs by marketing participants,
by item, Baguio City, 2006**

Item	IRA-LD	Retailer
Depreciation Materials and Equipment Tubs Boots Weighing scale Chair Cellphone Transportation Close van Jeep Unpaid Labor Procurement Distribution	peso per kilogram	
	0.274	a/
	a/	
	a/	a/
	a/	a/
	0.001	
	0.025	
	0.031	
		0.408
TOTAL	0.331	0.408

a/ less than .001

**Table 15g. MILKFISH: Imputed costs by marketing participants,
by item, Isabela, 2006**

Item	IRA-LD	Retailer
<i>Depreciation</i> Materials and Equipment Tubs Cooler Plastic tray (box) Weighing scale Chair Table Improvised Freezer Transportation Close van <i>Unpaid Labor</i> Procurement Distribution	peso per kilogram	
		0.010
	0.045	0.002
		0.003
	0.006	0.015
		a/
		0.003
		0.026
	0.484	2.363
		0.845
		0.930
TOTAL	0.535	4.197

a/ less than .001

**Table 15h. MILKFISH: Imputed costs by marketing participants,
by item, Pampanga, 2006**

Item	IRA-LD	IRA-MD	RA-LD	RA-SD	Processor	Retailer
	peso per kilogram					
<i>Depreciation</i>						
Materials and Equipment						
Tubs	0.500	a/		0.300		
Cooler	1.480		0.001			
Plastic tray (box)						
Boots						
Steel/plastic tray	a/		a/	a/		a/
Trapal						
Weighing scale	0.080	a/	a/	0.010	0.010	0.010
Chair						
Cellphone		a/				
Electric fan		a/			a/	
Transportation						
Elf			0.040			
<i>Unpaid Labor</i>						
Procurement	0.150					
Distribution	0.150					0.408
TOTAL	2.360	0.002	0.042	0.310	0.010	0.418

a/ less than .001

**Table 15i. MILKFISH: Imputed costs by marketing participants,
by item, Aklan, 2006**

Item	RA-LD	Broker	Retailer
<i>Depreciation</i> Materials and Equipment Tubs Weighing scale Chair Cellphone Transportation Truck <i>Unpaid Labor</i> Procurement Distribution	peso per kilogram		
	0.012		
	0.014		0.006
	0.005		
	0.515		
	0.197	0.417	0.677
	0.197	0.417	1.039
TOTAL	0.939	0.833	1.721

**Table 16. MILKFISH: Total marketing costs by major components,
selected provinces, Philippines, 2006**

Item	Supply Areas			
	Pangasinan	Bulacan	Capiz	Iloilo
	peso per kilogram			
CASH COSTS	13.382	14.295	11.475	13.198
Labor	2.325	9.068	1.304	4.051
Transportation Expenses	6.030	1.424	4.938	3.356
Material Inputs	0.324	1.519	2.226	1.432
Other Operating Expenses	4.702	2.284	3.006	4.360
IMPUTED COST	2.787	0.497	4.029	2.981
TOTAL	16.169	14.792	15.504	16.179

...continuation

Item	Demand Areas				
	Metro Manila	Baguio City	Isabela	Pampanga	Aklan
	peso per kilogram				
CASH COSTS	15.168	6.148	16.763	9.845	13.215
Labor Cost	4.121	1.372	3.991	4.253	1.594
Transportation Cost	5.752	2.257	8.255	1.981	3.923
Material Cost	2.154	0.559	1.044	1.340	0.735
Other Operating Cost	3.141	1.961	3.474	2.272	6.963
IMPUTED COST	1.832	0.603	4.701	1.495	1.522
TOTAL	17.000	6.751	21.464	11.340	14.737

Marketing Activities

Hauling – bringing the harvest from the farm to the first point of sale.
- moving the commodity from fish farm to trading areas or bagsakan.

Handling – carrying packed-containers from one place to another composed of loading and unloading.

Loading – carrying the different packed-containers inside the vehicle

Unloading – carrying the packed-containers outside the vehicle.

Packing – putting milkfish into different containers.

Sorting - classifying or arranging milkfish according to size, quality and freshness.

Weighing - getting the weight of the commodity ready for sale.

Chilling – putting ice in packed-containers of milkfish.

Rechilling - putting additional ice in packed-containers of milkfish.

Type of Traders

- 1. 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.

- 2. Fish distributor** – spends most of his time selling fish or looking for buyers; acquires ownership of the fish he/she sells on a wholesale 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** – ships 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.

- 3. Assembler – Distributor** – assumes the activities, services and resources of an assembler and distributor. Several combinations were identified as enumerated below:
 - a) Interregional Assembler -Large Distributor (IRA-LD)
 - b) Interregional Assembler - Medium Distributor (IRA-MD)
 - c) Regional Assembler -Large Distributor (RA-LD)
 - d) Regional Assembler - Medium Distributor (RA-MD)
 - e) Provincial Assembler - Large Distributor PA-LD
 - f) Provincial Assembler - Medium Distributor PA-MD
 - g) Provincial Assembler - Small Distributor PA-SD
 - h) Municipal Assembler - Large Distributor MA-LD
 - i) Municipal Assembler - Medium Distributor MA-MD
 - j) Municipal Assembler - Small Distributor MA-SD
 - k) Barangay Assembler - Large Distributor BA-LD
 - l) Barangay Assembler - Medium Distributor BA-MD
 - m) Barangay Assembler - Small Distributor BA-SD

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

- 5. Commission Agent** – same transaction with Fish broker but no established stall (place for selling) inside the market. Selling usually takes place outside the market.

- 6. Fish processor** – transforms milkfish from its raw form to another form.

- 7. Fish retailer** – sells to consumers

Provinces	Single Proprietorship	Partnership	Corporation	Lease	Total
SUPPLY AREAS					
PANGASINAN	40	2			42
BULACAN	36	1		2	39
CAPIZ	39	2			41
ILOILO	48	2	2		52
DEMAND AREAS					
METRO MANILA	38				38
BAGUIO CITY	6				6
ISABELA	10				10
PAMPANGA	18				18
AKLAN	11				11
TOTAL	246	7	2	2	257

Province	Self-financed	Loan	Both	Total
SUPPLY AREAS				
PANGASINAN	36	6		42
BULACAN	39			39
CAPIZ	38	2	1	41
ILOILO	48	4		52
DEMAND AREAS				
METRO MANILA	37	1		38
BAGUIO CITY	6			6
ISABELA	10			10
PAMPANGA	16	2		18
AKLAN	8	3		11
TOTAL	238	18	1	257

Years in trading	Supply Areas				Demand Areas					Total
	Pangasinan	Bulacan	Capiz	Iloilo	Metro Manila	Baguio City	Isabela	Pampanga	Aklan	
less than 5	5	3	2	4	6		2	2	2	26
5 - 10	24	19	17	17	20	6	6	5	4	118
11 - 15	4	4	8	11	7		1	4	2	41
16 - 20	6	11	5	10	1		1	3	1	38
21 & above	3	2	9	10	4			4	2	34
TOTAL	42	39	41	52	38	6	10	18	11	257

DEFINITION OF TERMS

Borrowed Capital - source of capital where the capital used was borrowed from persons, banks and other sources for the purpose of fish marketing operations.

Business ownership - refers to the ownership of producers and traders as to single proprietorship, partnership, corporation or cooperative.

Cash - immediate payment in cash basis for the commodity procured or sold.

Chilling - putting ice in packed-containers of milkfish.

Commission Agent - trader who act as intermediary between producer and wholesaler in return for a commission with no structured stall. Selling usually takes place outside the market.

Consignment - payment is made after the disposal of the commodity as agreed upon by the seller and the buyer.

Corporation - type of business ownership wherein the business is created by operation of law having right of succession and the power attributes and properties expressly authorized by law to its existence.

Credit – deferred payment for the commodity procured or sold; due date and interest rates depend on the agreement between buyer and seller.

Delivery - mode of procurement and distribution wherein the supplier go to the buyer to sell the commodity.

Demand areas - provinces/ areas where most of the milkfish produced in the supply areas were sold or brought.

Fish Assembler - procures from one fisherman at sea or from two or more fish landing centers or fish markets. 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.

Fish Assembler - Distributor - assumes the activities, services and resources of an assembler and distributor.

Fish Broker- agent acting as intermediary between producer, wholesaler and retailer in return for a commission.

Fish Distributor - spends most of his time selling fish or looking for buyers; acquires ownership of the fish he/she sells on a wholesale 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 – ships 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 processor - transforms milkfish from its raw form to another form.

Fish retailer - sells to consumers

Handling - carrying packed-containers of milkfish from one place to another, which composed of loading and unloading.

Hauling - bringing the harvest from the farm to the first point of sale.
- moving the commodity from fish farm to trading areas or bagsakan.

Imputed cost – expenses which include the annual depreciation costs of materials, tools, equipment and facilities used in business operations; and unpaid labor rendered by operators, traders and members of their family.

Loading - carrying different packed-containers of milkfish inside the vehicle.

Marketing channels - refer to the inter-organizational system composed of interdependent participants involved in the task of moving products from the point of production to the point of consumption. It may vary according to location, time and type of the products sold.

Marketing Costs - costs incurred by marketing participants in moving their products. Cost components include labor cost, transportation cost, cost of materials, other operating cost and imputed cost.

Marketing Margin - difference between the price of a product at one stage and the price of the same product at another stage.

Packing - putting milkfish into different containers.

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

Picked-up - mode of procurement and distribution wherein the buyer goes to the supplier to buy the commodity.

Rechilling - putting additional ice in packed-containers of milkfish.

Self-financed - the operator or trader uses his own fund to finance milkfish marketing operations.

Single proprietorship - business is owned solely by the operator or trader.

Sorting - classifying or arranging milkfish according to size and degree of freshness.

Supply areas - top four milkfish producing provinces in the country in terms of quantity produced.

Unloading - carrying the packed-containers of milkfish outside the vehicle.

Years in milkfish farming/ milkfish trading business – refers to the number of years spent by farmers in milkfish farming and years spent by traders in milkfish trading.