MARKETING OF MILKFISH FRY

in

PANDAN, ANTIQUE

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A B S T R A C T

This study describes and analyzes the marketing chan-nels, functions/practices, costs, margins and shares received by each marketing channel, net price of milkfish fry received by fry catchers and the problems encountered in the marketing of milkfish fry in Pandan, Antique. Using separate interview schedule for each kind of respondents, 40 fry catchers are asked about their latest catch on a per day basis and the ten middlemen were interviewed about their last transaction/s.

Results showed that from the fry catchers, the 4,218 milkfish fry are sold to three types of middlemen: the commissionman, wholesaler and facilitative organization. Fifty-nine percent of the milkfish fry go to the facilitative organization, twenty-three percent to the commissionman and eighteen percent to the wholesaler. From the three types of middlemen, only 86 % of what they've purchased were sold. Of the 3,610 milkfish fry sold, 55 % of it go to the wholesaler/retailer. Others go outside of the municipality. All of the wholesaler/retailer purchased go outside of the municipality.

The pre-sale practices performed by the fry catchers include gathering, counting, sorting, storing and transporting while the middlemen performed counting, sorting, storing, packaging and transporting.

In performing the five pre-sale practices by the fry catchers, the cost of₱16.95 is incurred. These are all non-cash costs. The cost of P 4.0012 for the depreciation cost of marketing investment items and the mortality cost of ₱12.95 - this includes the allowance for mortality given to the buyer as well as the actual deaths of milkfish fry - are the composition of the marketing costs. The net price of milkfish fry is ₱0.24/piece. But 23 % of the opportunity cost of labor was forgone.

The pre-sale practices performed by each type of middlemen involved in the marketing of milkfish fry accumulated a distinct cost for each type. For the commissionman, he has a total of ₱ 87.3367 marketing cost. The wholesaler incurred = 117.996, the facilitative organization has₱ 570.4867 and the wholesaler/retailer has₱1.365.7987. The middleman who has the highest net return in terms of percentage of average revenue, is the commissionman (70.62 %), followed by the wholesaler (69.76 %), then facilitative organization (57.89 %), and the smallest is received by the wholesaler/retailer (37.54).

In terms of gross margin received by each type of middleman, the highest share holder of it is the wholesaler/retailer (P0.28), then the wholesaler (P0.23), followed by the facilitative middleman (P0.21), and then the commissionman (P0.06).

The problems of poor transportation facilities, no sufficient capital, communications in pricing, excessive mortality rates and the absence of a buyer are the bottlenecks in the marketing system. These problems produce a bad outcome to the middlemen by increasing their losses.