

**VALUE CHAIN ANALYSIS OF LAMPIRONG (*Placuna placenta*)
IN OTON, ILOILO**

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ABSTRACT

Lampirong (*Placuna placenta*) is a highly valued bivalve in the Philippines due to its economic value. It was once abundant in Oton and was overexploited, leading to its stock depletion. Southeast Asian Fisheries Development Center's (SEAFDEC) efforts to enhance the stock in Oton resulted in the resurgence of lampirong stock and industry. The lack of transparency in the lampirong industry and studies on the linkages between the actors in the lampirong business have gotten little to no attention following the resurgence of lampirong and the recovery of the shell craft industry after the depletion. A Value Chain Analysis (VCA) was conducted to evaluate the overall performance of the local lampirong industry following the stock enhancement. Using an interview schedule, the researchers gathered primary data from a total of 20 study participants. They were interviewed in the month of May and were grouped according to the tasks they carried out. The biggest player of the chain turned out to be the Institutional Buyers as they are the bulk buyers and sellers of lampirong in the market. The industry resembles a competitive market as the majority of participants were price takers and the products are homogenous. As the lampirong transforms from raw to processed forms, its net added value increases as it goes through the various actors. Lampirong processing incurred the highest cost but also generated the highest value-added. Diving lampirong was performed by men while processing and trading were dominated by women.