

**MARKETING OF MILKFISH AT FARM LEVEL IN
SELECTED TOWNS OF BATANGAS**

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*Marketing of milkfish at farm level in
selected towns of Batangas
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**MYRACHAEL TENORIO SIERRA
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ABSTRACT

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This study was conducted to describe the socio-economic characteristics of milkfish producers; describe the marketing practices of milkfish producers; determine the efficiency of marketing milkfish; and identify the problems encountered by milkfish producers.

Four municipalities of Batangas were selected as research areas in this study. These were Agoncillo, Calatagan, Calaca and Nasugbu. Forty respondents were selected through purposive sampling. Data were gathered through personal interview using a questionnaire.

In general, milkfish producers had average age of 42 years old. Most of them were college and high school graduates, married with an average four dependent. They produced milkfish from six months to three years. The types of fishpond used were fish cage and modular pond. Most of the fishcage users had two cages and modular pond users had an average of four ponds. The initial capital of milkfish producers ranged from P20,000 to P570,000 with an average of P127, 963.07 mostly taken from their personal savings. Production and marketing of milkfish were regarded as their main source of income.

In terms of marketing practices, producers harvested milkfish once a year and the most frequently mentioned month was November. Most of the respondents harvested

milkfish once and twice a month in modular pond and once a month in fish cage. The preferred method of harvesting was whole cage for fish cage users and ring net method for modular pond users. Sorting of milkfish was categorized into three, namely: large, medium and small. The sorted milkfish was directly packed in cooler with three shovel of ice. Harvesting, sorting and packaging were done mostly by hired laborers. Marketing cost included post-harvesting cost and transportation cost. Post-harvesting included sorting, icing and packaging cost while transportation cost included hired truck, gate fee and food expense. The common problems encountered by milkfish producers in marketing milkfish were low price, transportation facilities, and unfair weights.

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