

# Local Marketing Channels of Reef-Associated Species: Linking Fisheries to Tourism



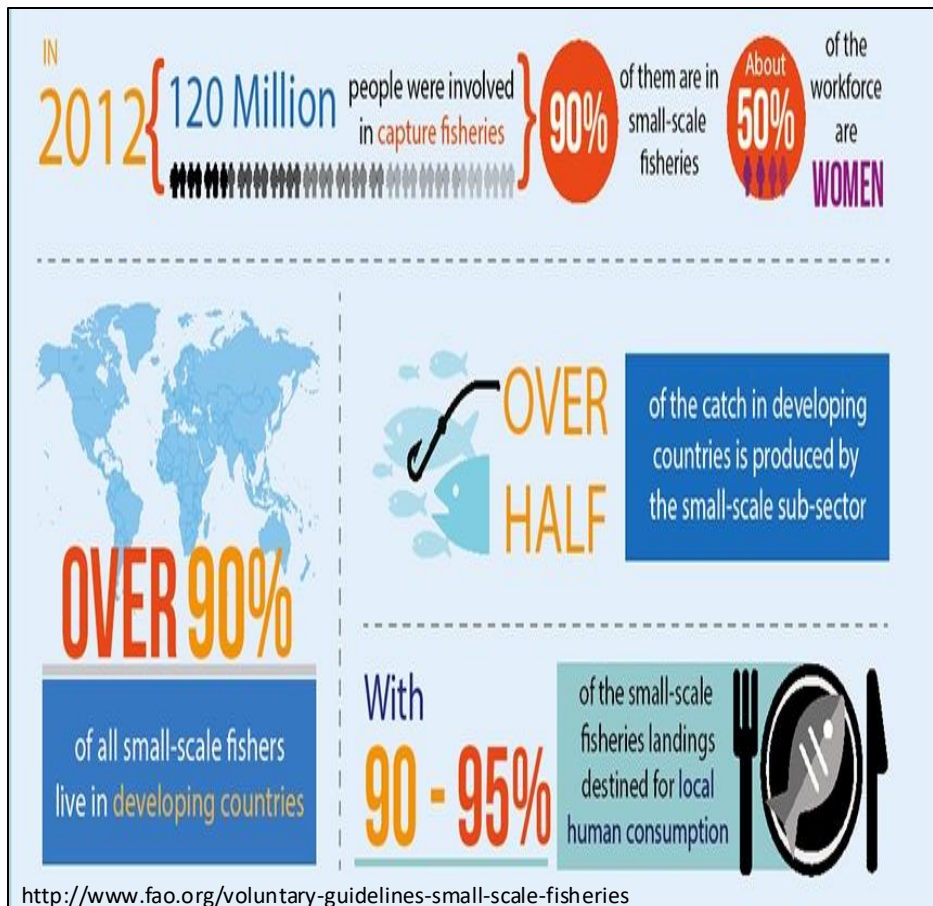
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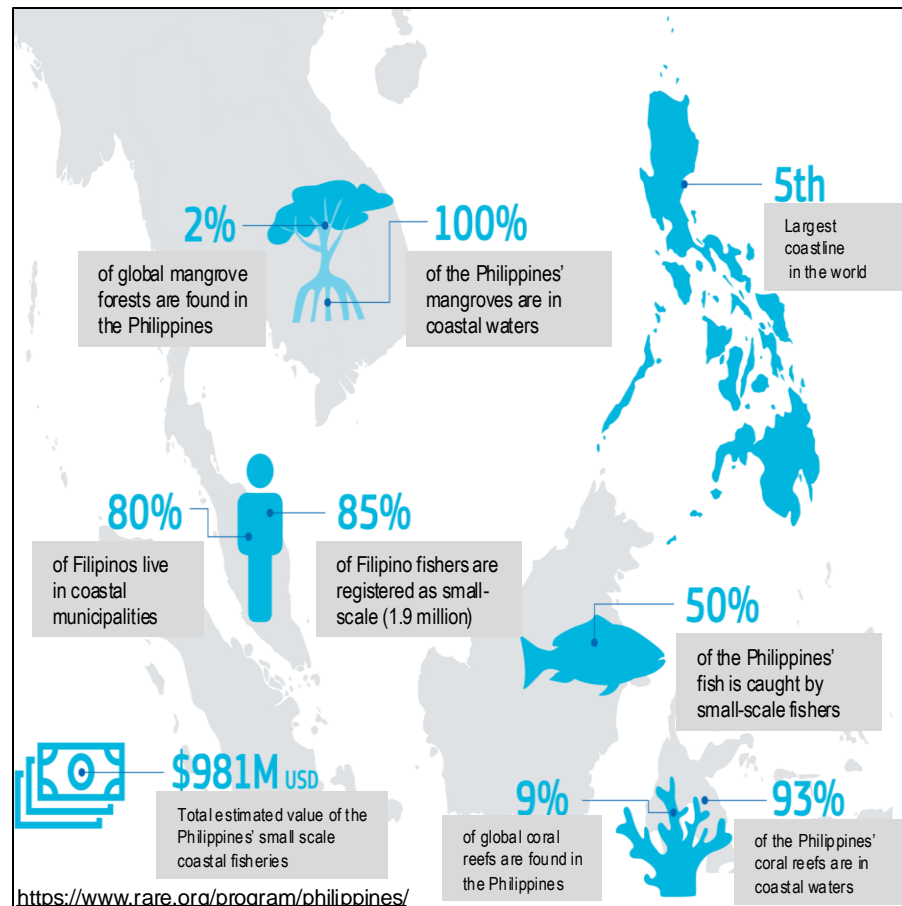
# Introduction: Small-scale fisheries FACTS

## In the World



5.8 million fishers earn less than \$1/day (FAO, 2004)

## In the Philippines



Ave. gross income of fishers US\$7.6/day (Muallil et al. 2013)

# Introduction: Rationale of the Study

- Small-scale fishers - 34% poverty incidence (Philippine Statistics Authority, 2015)
- Low economic benefits due to low market price (Tambuyog Development Center, 2011)
- Decline in catch is reflected in the low incomes of many fishers (Anticamara et al, 2016)
- Deficiencies to market access- lack of integration among the key players (Pomeroy and Jacinto, 2011)
- Tourism and local trade as socio-economic drivers of small scale fisheries (Rodrigues and Villasante, 2016)

**FISHERIES + TOURISM = Increased Benefits for Fishers**

# Introduction: Objectives of the Study

This study examined the current local marketing systems of small-scale fisheries in the Philippines

Specific aims:

1. examine the marketing channels for reef fisheries,
2. understand relationships and linkages among market agents,
3. determine current problems and opportunities in local seafood trade

- ◆ To look at links to secondary sectors (such as tourism) and potential economic opportunities to increase the benefits to the small scale fishers and their communities.



Goal 1. By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

# Methods: Site Selection

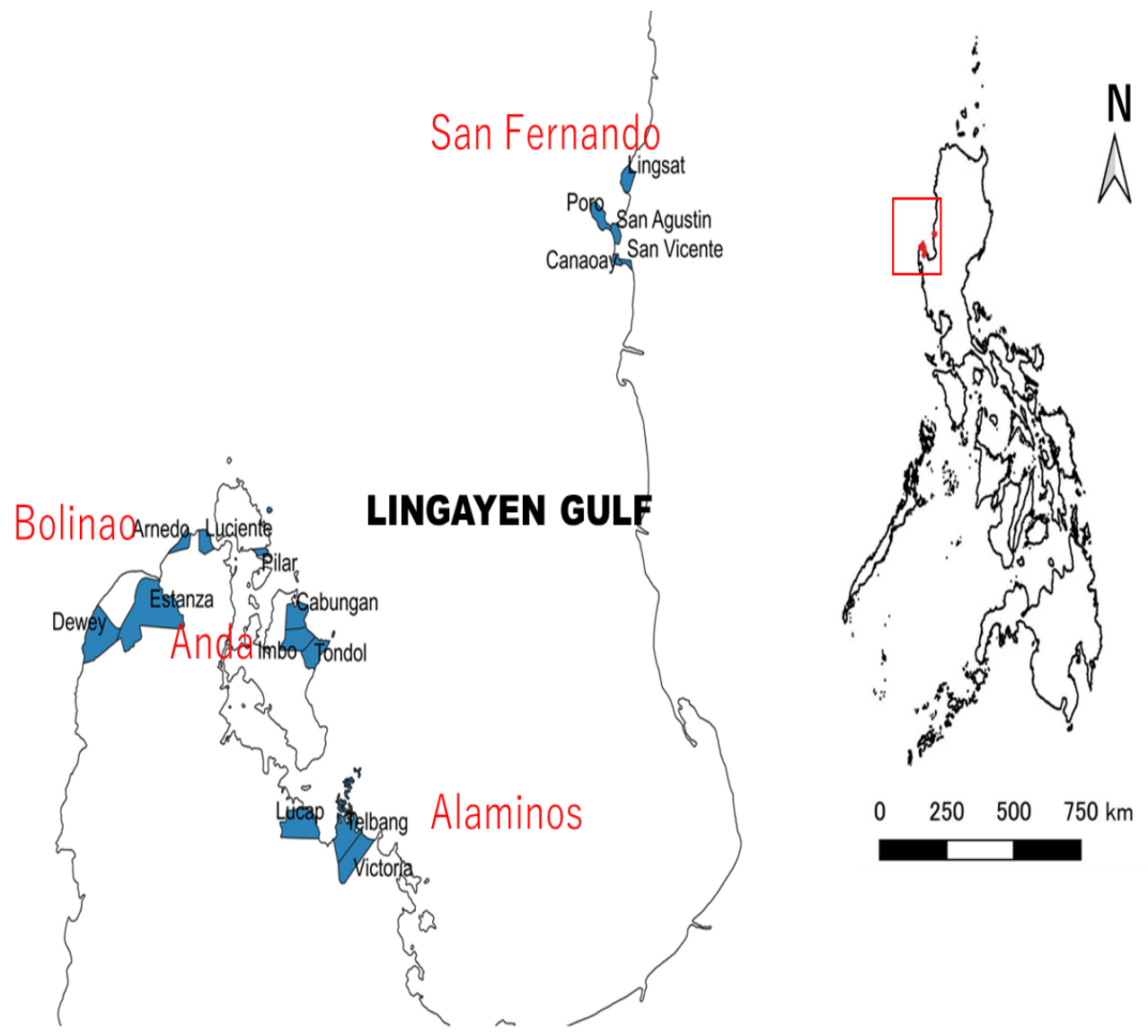
Setting of Criteria  
Reef fishers,  
Proximity to market,  
tourism and landing  
ports/sites



Consultation with  
LGUs  
for recommended  
sites



Analytical Hierarchy  
Process  
an approach to  
determine the relative  
importance among a  
collection of elements,  
criteria or scenarios  
using paired  
comparisons  
(Satty, 1997)



# Methods: Data Collection and Analysis

Semi-structured survey  
Nov 2017- April 2018

Respondents	Sample Size
Fishers	148
Traders	36
Vendors	18
Hotels/Restaurants	10

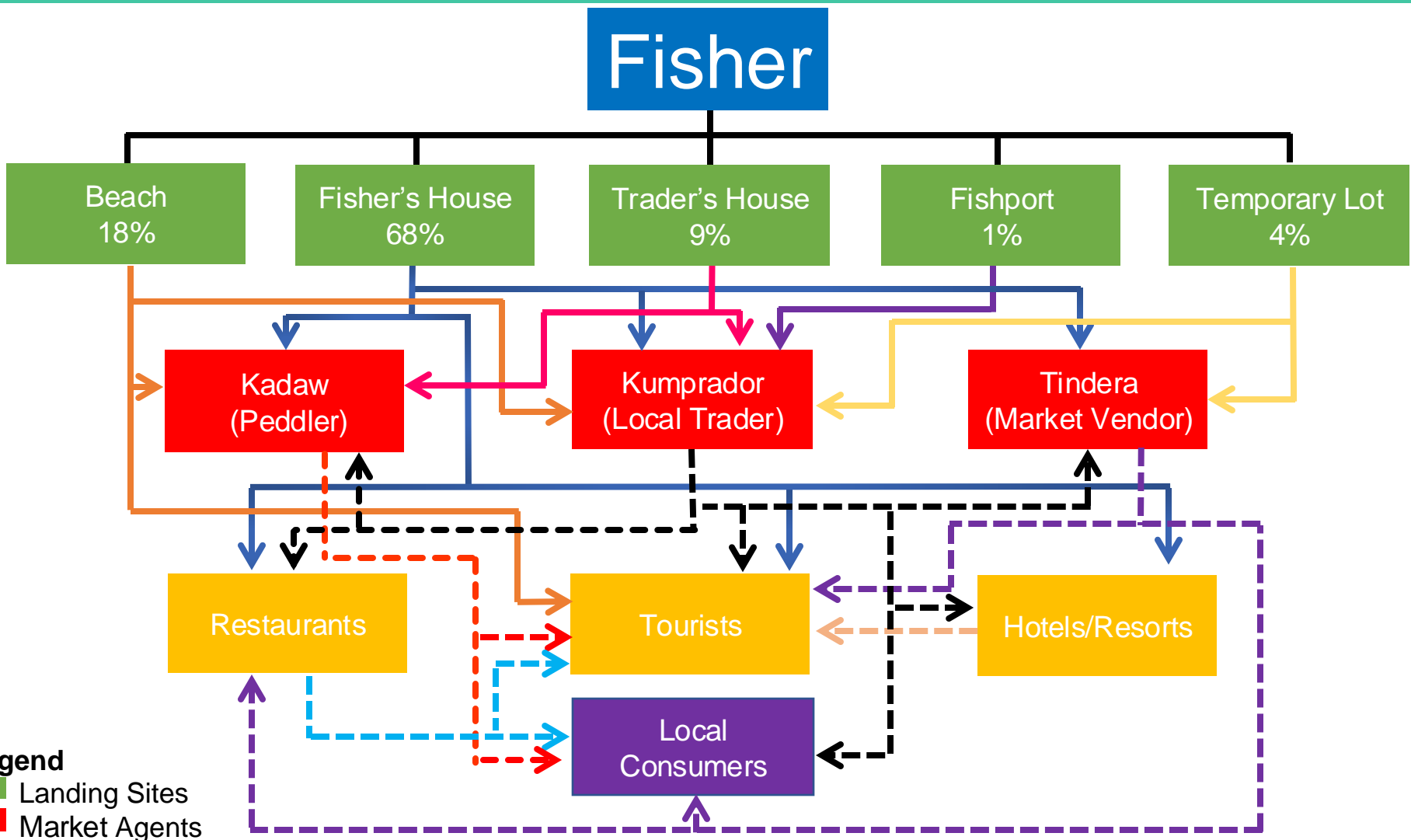


## Data Validation and Analysis

- Market and landing sites observations and focused group discussions with key informants
- Data gathered were encoded and inputted in MS Excel. Statistical analysis were done using SPSS software



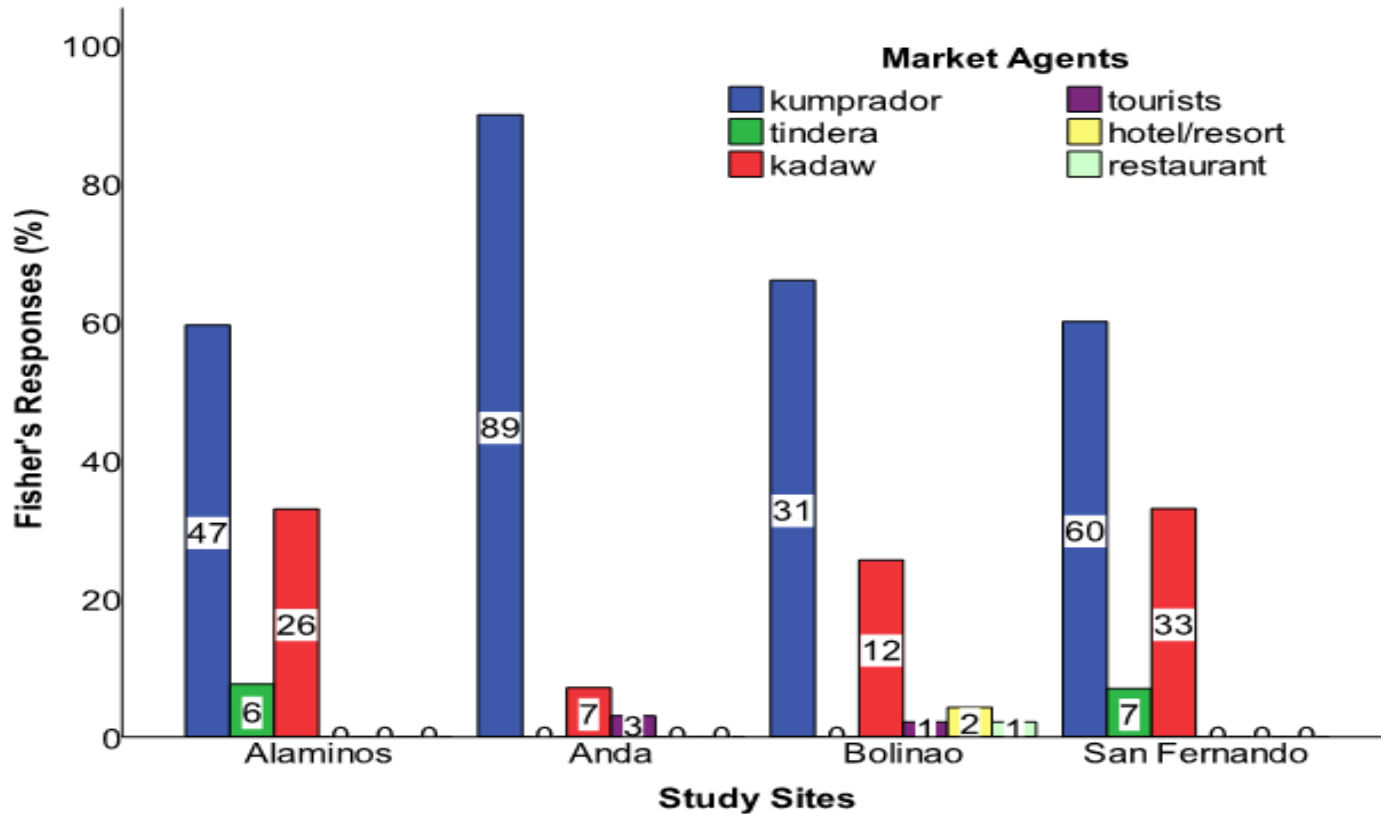
# Results: Marketing channels from 'reefs to plate'



- Legend**
- Landing Sites
  - Market Agents
  - Tourist-Associated Market

***Kadaw*** - ambulant vendors  
***Kumprador*** - local traders  
***Tindera*** - market vendors

# Results: Distribution of catch to Market Agents



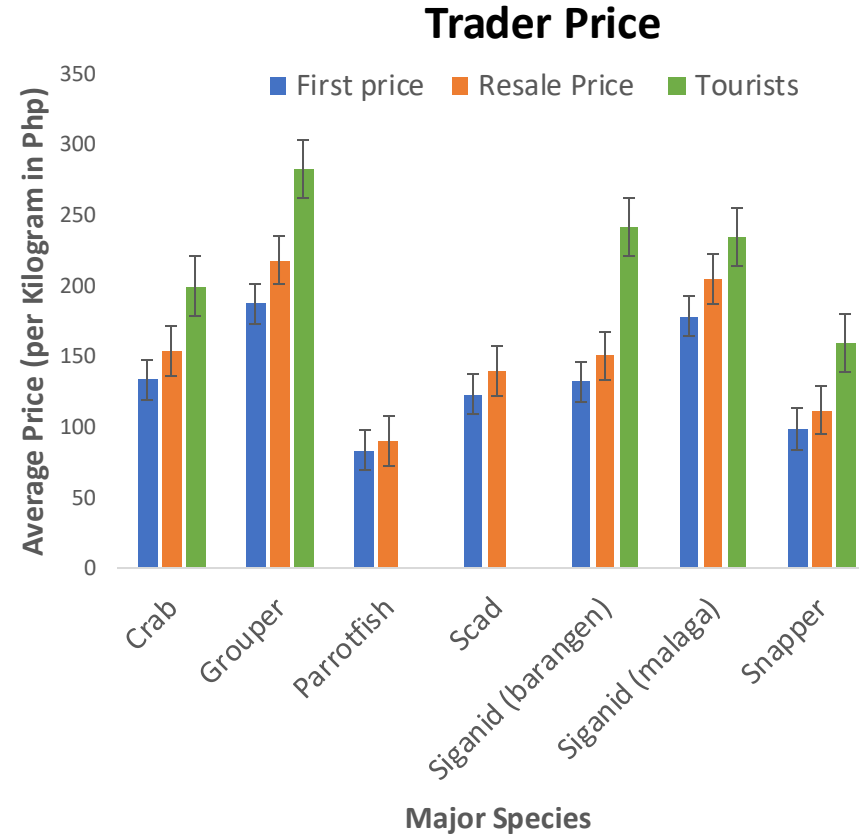
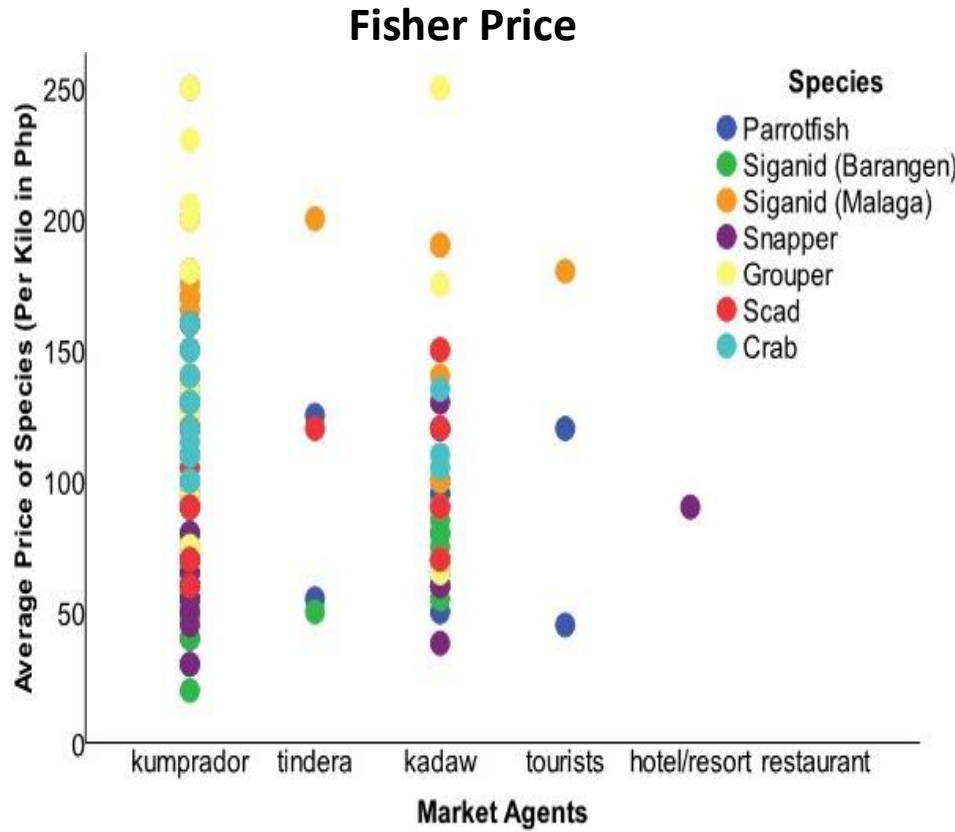
- Kumprador predominate in all sites (Kruskal-Wallis test  $p < .001^{***}$ )

>70% are engaged in *suki system* with kumprador (local traders)

***Suki system*** – patron- client relationship (symbiotic or parasitic)



# Results: Species Traded and Average Prices



- The prices of species vary among market agents
- Majority of species are sold to kumprador and kadaw
- Highest prices were obtained when sold by traders to tourists

**Tourism potential to increase income**

# Key Findings

## 1) Marketing channels

- Market flow involves various market agents including tourism associated markets.

## 2) Relationships and linkages

- Majority of the fishers have a strong relationship with kumprador (suki system)
- There is a very weak linkage between fishers and tourism associated markets

## 3) Problems and Opportunities

- Direct selling to tourists is not yet recognized
- Hotels cannot assure consistent supply from fishers thus they prefer buying from public markets.
- Fishers have limited access to public market due to high market rental fees.

## Strengthen the linkage and promote synergies between fisheries and tourism

### Current Efforts

community fish landing centers - Bureau of Fisheries and Aquatic Resources

promote tourism through seafood festivals (e.g., Paraw festival in Alaminos and Pidudungo festival in Bolinao)

# Acknowledgement

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