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**AGMARIS MANUAL**

**A Guide to Designing,  
Installing, and  
Monitoring a Site-  
Specific, Provincial  
AGMARIS in the  
Philippines**

**Second Edition**

**January 15, 1993**

**Prepared by:**

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by:

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## LIST OF ACRONYMS

<b>AAPP:</b>	Accelerated Agricultural Production Project
<b>AGMARIS:</b>	Agricultural Marketing Information System
<b>AMIS:</b>	Agricultural Marketing Improvement Strategies Project
<b>AMSAD:</b>	Agricultural Marketing Statistics Analysis Division
<b>ASAI:</b>	Agribusiness System Assistance Project
<b>BAI:</b>	Bureau of Animal Industry
<b>BAS:</b>	Bureau of Agricultural Statistics
<b>DA:</b>	Department of Agriculture
<b>DPAID:</b>	Data Processing and Agricultural Information Division
<b>DPWH:</b>	Department of Public Works and Highways
<b>DTI:</b>	Department of Trade and Industry
<b>MAO:</b>	Municipal Agricultural Officer
<b>MC:</b>	Market Center
<b>MINA:</b>	Marketing and Information Needs Assessment
<b>MNS:</b>	Market News Service
<b>NAFC/RAFC/</b>	
<b>PAFC:</b>	National, Regional, Provincial Agricultural and Fisheries Council
<b>NASC:</b>	National Advisory and Steering Committee
<b>NEDA:</b>	National Economic and Development Authority
<b>NFA:</b>	National Food Authority
<b>NSO:</b>	National Statistics Office
<b>NTWG:</b>	National Technical Working Group
<b>PASO:</b>	Provincial Agricultural Statistics Officer
<b>PCCI:</b>	Philippine Chamber of Commerce and Industry
<b>PIA:</b>	Philippine Information Agency
<b>POC:</b>	Provincial Operations Center
<b>PMS:</b>	Price Monitoring Service
<b>PPA:</b>	Philippine Port Authority
<b>PPDO:</b>	Provincial Planning and Development Office
<b>RAIMS:</b>	Regional Agricultural Information Management System
<b>RECON:</b>	Reconnaissance
<b>RTWG:</b>	Regional Technical Working Group
<b>SCU:</b>	State Colleges and Universities
<b>SOCO:</b>	Survey Operations Coordinating Office
<b>TC:</b>	Trading Center
<b>USAID:</b>	United States Agency for International Development

## **FOREWARD**

This is the second edition of the AGMARIS Manual, drafted in January 1993, to explain the basic objectives, procedures and outputs for each of the ten steps for designing, installing and monitoring an Agricultural Marketing Information Service (AGMARIS) in the Philippines. The first edition of this manual was written at the Home Office of the Bureau of Agricultural Statistics (BAS) in Manila, Philippines in October 1992. A third edition is expected in mid-1993 to reflect improvements made in the service over the next six months.

This manual is specifically designed as a tool to guide BAS and AGMARIS staff in setting-up a site-specific AGMARIS unit in provincial operations centers. It will help future research teams to avoid "trail and error" techniques and from repeating past mistakes during Marketing and Information Needs Assessments (MINAs). It is important to note that this manual does not follow a cookbook approach, but rather provides the reader with guidelines for designing, implementing, and monitoring an AGMARIS based on past experiences.

## **ACKNOWLEDGMENTS**

The authors of this manual wish to extend their gratitude to the many individuals and agencies who have provided the AGMARIS Project with technical, financial and administrative support. Most notably, the authors thank the Bureau of Agricultural Statistics (BAS) for their dedication and contribution to the Project. Without the leadership of Director Romeo Recide, AMSAD Division Chief Celeste Molina, the Regional/Provincial Agricultural Statistics Officers and Market Reporters, the Agricultural Market Information Service could not function. The technical skills and hard work of the AMIS and AGMARIS staff are also greatly appreciated as well as the input from local representatives of private and government institutions who participated in the MINAs.

We also wish to thank USAID and the Philippine Department of Agriculture for their financial support of the Project and to Abt Associates and Deloitte and Touche consulting firms. The efficient handling of Project finances by Access Asia has also been greatly appreciated.

## CHAPTER 1: AN INTRODUCTION TO AGMARIS

The Agricultural Marketing Information System (AGMARIS) is a joint effort of the Bureau of Agricultural Statistics (BAS) and the Agricultural Marketing Improvement Strategies (AMIS) Project of the Bureau of Science and Technology/USAID. Funded initially by the Accelerated Agricultural Production Project (AAPP) and later through the Agribusiness System Assistance Program (ASAP) of the Department of Agriculture and USAID/Manila, it addresses the strengthening of existing agricultural market information services to the private and public sectors. Central to the AGMARIS is a systematic approach for assessing and responding to the marketing information needs of farmers and traders in the agribusiness community at the local level and Philippine policy-makers at the national and local levels.

It is widely recognized that relatively little is known within the public sector regarding the organization and operations of agricultural marketing systems, especially the provincial markets for perishable commodities like vegetables and fruits. This lack of understanding has seriously hampered market development efforts in the Philippines. Experience has shown that farmers producing and marketing perishable commodities are among the main beneficiaries of timely marketing information.

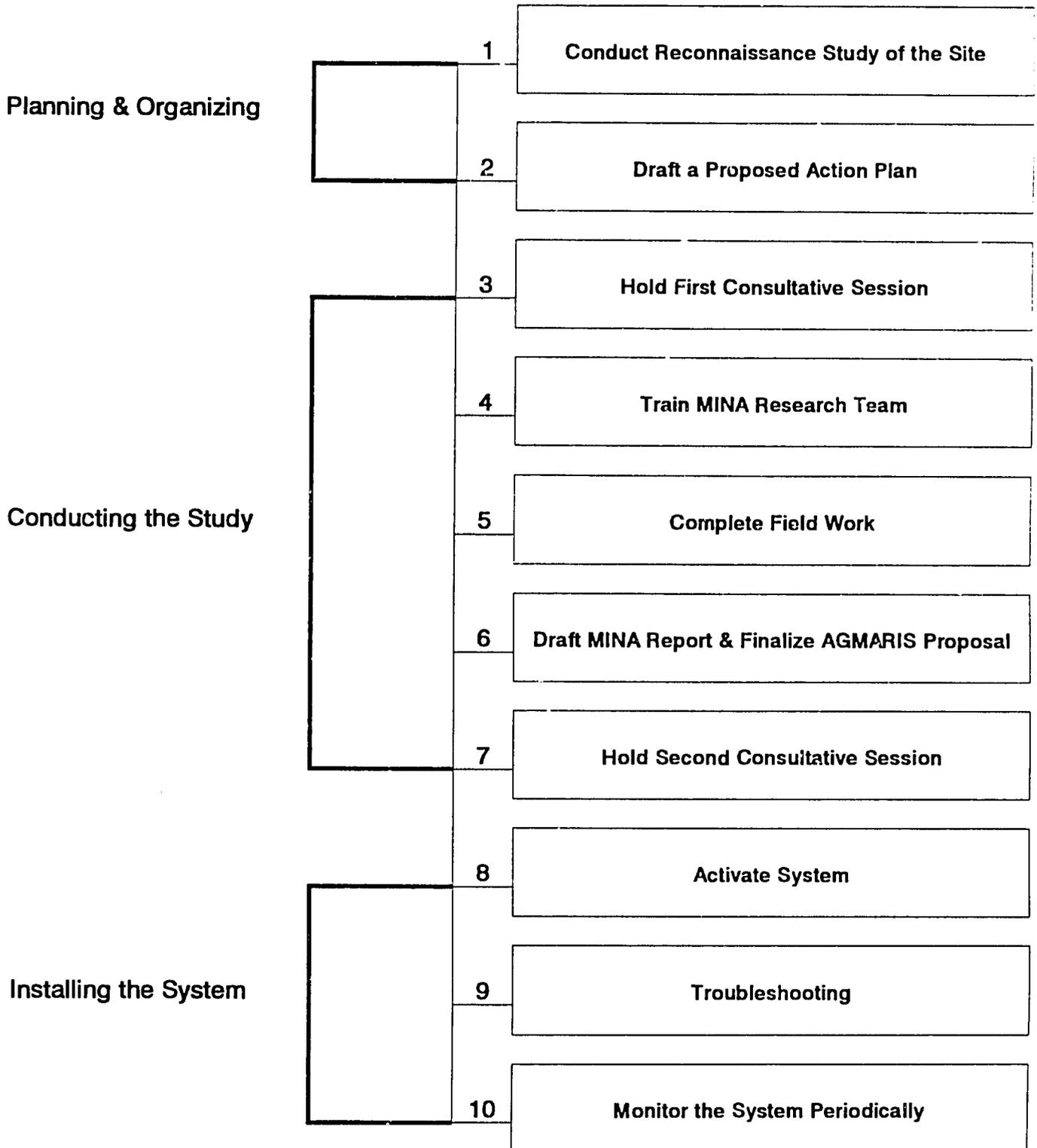
Therefore, before installing an AGMARIS in a given province, a Marketing and Information Needs Assessment (MINA) is conducted to investigate the marketing system of each priority commodity in the locality and to determine the market information needs of each type of marketing participant. This includes examining the flow of agricultural commodities from the farm level to terminal market centers. Research teams consisting of AGMARIS staff, BAS personnel, and local counterparts work together to conduct the MINA before a site-specific AGMARIS is tailored to local market conditions and information needs.

Preparing for and installing the AGMARIS in each province involves eight principal steps that require between 2 to 3 months to complete, depending on the complexity of the local marketing system and the number of commodities assessed. Steps nine and ten focus on troubleshooting and monitoring the AGMARIS after its installation. These final two steps are organized and administered by the lead agency for AGMARIS, i.e., BAS, throughout the life of the system.

Chart 1 outlines the ten steps sequentially into the stages of planning and organizing, conducting the assessment, and operationalizing the AGMARIS. Chart 2 is a time chart illustrating the MINIMUM number of days needed to design and install the system.

Chart 1

# The Ten Steps Required to Develop A Site–Specific AGMARIS



**Chart 2  
TIME FRAME FOR DESIGNING AND INSTALLING AN AGMARIS**

**NUMBER OF DAYS**

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
<b>Step 1</b>	1 - 10									
<b>Step 2</b>										
<b>Step 3</b>										
<b>Step 4</b>			14 - 18							
<b>Step 5</b>			14 - 41							
<b>Step 6</b>							42 - 56			
<b>Step 7</b>										
<b>Step 8</b>									58 - 65	
<b>Step 9</b>	<b>Organized and Administered by BAS after the installation of AGMARIS</b>									
<b>Step 10</b>										

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This second edition of the "Manual for AGMARIS" examines each of the three stages and ten steps, beginning with the gathering of background information on a province and ending with the monitoring the AGMARIS and its services after installation. The format for each step follows this pattern:

- I. Time Frame
- II. Staff Requirements
- III. Objectives
- IV. Preparatory Activities
- V. Procedures
- VI. Expected Outputs

The attachments to this manual explain ways to conduct reconnaissances under different situations as well as describe in detail the assessment approaches applied to Market Centers and Trading Centers. The appendices provide draft versions of question guides for interviewing farmers, traders, and local government officials.

It is important to note that the "Manual for AGMARIS" is **not** a substitute for other AGMARIS documents, such as the MINA Training Manual, Training Manual for AGMARIS Operation Systems, and Computer Operations Manual. This "how to" manual is primarily intended for those who will participate in these steps by giving an integrated overview of how each steps should be accomplished, along with the interrelationships among the ten steps.

## **CHAPTER 2: THE TEN STEP ORIENTATION FOR INSTALLING A PROVINCIAL AGMARIS**

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### ***STEP 1. CONDUCT RECONNAISSANCE OF PROVINCIAL SITE***

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A Reconnaissance of the prospective AGMARIS province requires a period of intensive activities in preparation for drafting the proposed AGMARIS Action Plan, conducting the First Consultative Session, and training/fielding a team for the Marketing and Information Needs Assessment (MINA). It takes place within the proposed new provinces for AGMARIS and requires the assembly of several basic sets of information which will allow the MINA Team to quickly orient itself in this new location. During this Reconnaissance (RECON) period, the team will also assemble information for estimating the costs and ways to support the full team under field conditions and will identify local counterparts as possible MINA team members.

**I. TIME FRAME:** Seven to ten days

**II. STAFF REQUIREMENTS:** MINA Team Leader — Three to four team members

**III. OBJECTIVES:**

- To assemble background information on the prominent local commercial crops, active trading centers and marketing information activities of local institutions, especially information that is only available locally, as an input to the AGMARIS Action Plan;
- To arrange personnel and related matters for the upcoming MINA activities, especially the First Consultative Session and the selection of local counterparts for the MINA team;
- To assess the costs and availability of local logistical support and accommodations in the process of computing and preparing the cash advances and other administrative requirements for the MINA team; and,
- To interview officials of relevant institutions, agencies, councils and groups, in order to prepare them for the AGMARIS activities, to assess possible problems in conducting the MINA, and to appraise marketing information needs.

**IV. PREPARATORY ACTIVITIES:**

The preparatory activities require both the technical considerations of the team leader and the attention of the administrative and advisory staff of AGMARIS.

**A. Team Leader:**

1. Refer to the "Guidelines for Reconnaissances" for the basic approaches and expected outputs from this type of Reconnaissance (RECON);

2. Request the RECON team members to get and review a copy of all relevant materials/data previously collected about the province. These materials will be used for ready reference, validation, review and filing for future use.
3. Prepare and furnish each RECON team member with a tentative schedule of activities and list of outputs which will be reviewed with the PASO.
4. Review the RECON strategies with the project's team members assigned to this MINA site, including the schedule of activities, the list of outputs expected, and the types of key informants required. Every important point or instruction should be explained clearly. It is important for the RECON team to know what is expected of it, given the short duration programmed for each activity.
5. Prepare and provide each RECON team member with the necessary materials and supplies, such as an Identification Card, letters of introduction from key officials or important persons, referral letters from key national offices with local branch offices, a set of AGMARIS Primers, updated clearance from the local police and military authorities, etc. Emphasize that this 4-5 person RECON team should always carry these documents whenever doing field work.

**B. AGMARIS Administrative Staff:**

1. Prepare and send in advance "Official Letters" of introduction or requests for assistance to such persons as the D.A. Regional Director, local PASO of BAS, head of the Marketing and/or Agricultural Economics Departments at local state colleges and universities, president of the local Chamber of Commerce and Industry (PCCI), and the like. In addition to notifying them of anticipated activities, these letters can include the tentative dates of arrival.
2. Prepare a reference table of cost ceilings for each cost item and a checklist of the necessary paper work for disbursing, tracking and liquidating funds.
3. Estimate cash advance requirements, costs of plane tickets, etc. before requesting the funds and making travel arrangements for the RECON team.
4. Compile a list of contact persons, key informants and others who can help the RECON team in that location.

**V. PROCEDURES:**

The Reconnaissance of the province has both technical and administrative components in order to accomplish its tasks while simultaneously preparing for the next set of activities. The basic assumptions are that the core members of this RECON team have prior field research experience, knowledge of how to access information from different types of local government agencies and skill in effective team work. The more experienced and skilled the team members, the shorter the duration and the better the outputs of the RECON.

The "Guidelines" focuses on the technical matters, such as the details of whom to visit, what information to collect from each, and how to organize the information and present the outputs regarding

the background information. Thus, this section will focus on the administrative procedures, particularly those for the two additional assignments given the RECON team. These procedures include:

1. Canvass accommodations, restaurants and transportation options (jeepney rental rates) from which to develop a short list of options and likely costs of supporting the MINA team. Preferred lodging houses/hotels are those with relatively new facilities, reasonable rates within the budget, functioning generator, several nearby restaurants, adequate supply of hot and cold water, and a conducive working atmosphere. (Note: Do not waste time at the best hotels. Know which "type" of accommodations are acceptable or feasible and look only for that type.)
2. Screen prospective candidates as counterparts to the experienced MINA team coming from the Head Office. In addition to the basic criteria cited above, follow these guidelines for the initial screening:
  - a. prefer persons who are relatively less senior and more capable of long work hours in the field;
  - b. search for persons with some understanding of or a sincere interest to learn about agricultural marketing;
  - c. choose those in BAS who are likely to be given the responsibility of Market Reporter or Computer Operator for AGMARIS types of activities at a later date; and,
  - d. select persons who speak most of the local dialects.

Show the candidates a statement of the arrangements for Team membership, including the full-time nature and duration of the expected activities and the forms of AGMARIS support, i.e., costs of hotel, laundry, food and transportation for each team member. Emphasize that no honorarium will be given. However, if their institution provides a travel allowance, they may qualify for it.

Request from each acceptable candidate a copy of his/her biodata, even if only drafted at the time of the interview.

Later, the Team Leader should deliver a letter of invitation to each candidate and his/her supervisor so that tasks can be handed over to other office mates before joining the training sessions.

The Team Leader is responsible for sequencing the activities, making assignments each day and evaluating the materials collected. Once the Team Leader decides that there is adequate information for preparing the next AGMARIS steps, the team returns to the Home Office.

#### **Debriefing in the Home Office - AGMARIS Project and BAS Staff:**

##### **A. Technical Matters**

Given the large amount of information collected during this reconnaissance, each item should be summarized in the following order:

1. What are the 10-14 major commodities in this location, given the criteria that AGMARIS has specified?
2. What are the main types of marketing participants and what are their key characteristics relative to each commodity system?
3. What are the main marketing channels for each commodity?
4. What are the key locations in terms of production areas and Trading Centers per commodity?
5. What are the key months of planting and harvesting per commodity?
6. What are their main production and marketing problems, as mentioned by key informants?
7. What are the programs and projects of institutions actively affecting each commodity system? (For example: financing schemes that support productivity or price information broadcasts on local radio stations.)

The balance of the RECON information, especially maps, must be systematically compiled in three ring binders for easy reference, duplicated for a home office and field copy, and regularly updated during the subsequent MINA field work. The organization of the information must make information gaps or contradictory information apparent so that the MINA team can rapidly fill or rectify such discrepancies. In other words, this is ACTIVE INFORMATION and not for the files.

#### **B. Administrative Matters**

Upon returning to the Home Office, the Team Leader should debrief the AGMARIS management and technical advisory personnel on the efficiency and reliability of each member of the RECON team, especially in terms of the various assignments. The technical advisory staff should have a follow-up discussion with anyone who performed poorly during this activity in order to determine the causes and possible solutions for poor performance.

### **VI. EXPECTED OUTPUTS:**

- A. Process Documentation:** The team will submit a process documentation report (standard format) of daily reconnaissance activities to the AGMARIS management and technical advisory staff. This should also include problems encountered and recommendations for future reconnaissances.
- B. Data for the Action Plan:** The RECON Team will also organize materials needed to draft the Action Plan. This information will include the following:
  1. List of all major commodities currently traded in the province per season;
  2. List of major trading centers and supply areas per commodity;

3. Set of maps
  - a. infrastructure (major market places, ports, road network, etc.);
  - b. institutions (location of relevant institutions); and
  - c. locations of trade-related businesses (sites of traders, millers, wet markets, etc. especially within Trading Centers) and others as specified in the MINA.
4. Set of Institutional Profiles (initial listing identified in AGMARIS);
5. Short paper (bulletized format) entitled "Insights and Patterns of Agricultural Marketing for Each Commodity Group in Province."
6. Hand-drafted maps showing the general commodity flow patterns from the known production sites to the assembly areas, to the Trading Centers, and finally to the market centers or final destination of each type of commodity.

**C. Administrative Information:**

1. Availability, costs, and address and telephone numbers of alternative lodging/accommodation options that are suitable for the MINA team during the MINA should be submitted. Reservations for the MINA training site will be made near the time of the First Consultative Session while reservations at other sites will depend on the schedule of MINA coverage.
2. List of prospective invitees to the First Consultative Session, including their contact address and contact number (telephone or SSB radio).

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## ***STEP 2. DRAFT THE PROPOSED ACTION PLAN***

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This activity represents the synthesis of the RECON materials, highlighting the findings and drafting the Action Plan. The Reconnaissance Team for the province writes the proposed Action Plan for presentation by the MINA Team Leader during the first Consultative Session. In consultation with AGMARIS Specialist and BAS Central and local offices, the Team will also prepare background materials that will explain the choices made.

**I. TIME FRAME:** 2 to 3 days

**II. STAFF REQUIREMENTS:** MINA Team Leader — Two team members

**III. OBJECTIVES:**

- To draft a proposed Action Plan which includes the identification of key trading centers and recommended commodities in the AGMARIS site;
- To organize and prepare materials to support the proposed Action Plan, including appropriate maps, price and volume data and ideas from key informants.

**IV. PREPARATORY ACTIVITIES**

The RECON team should: a) complete the reconnaissance of promising sites and b) organize, review and analyze the data/information gathered for the first Consultative Session.

**V. PROCEDURES:**

The results of the reconnaissance of the province are the basis for the proposed Action Plan. Thus, the Plan will include a list of commodities recommended for AGMARIS together with the trading centers and supply areas corresponding to each commodity.

**A. Select Commodities for Coverage**

Based on the following criteria in Chart 3, the team will select priority commodities for the AGMARIS:

### Chart 3. Criteria for Selecting Commodities for AGMARIS

**EXCLUDE** commodities with the following characteristic:

- dominant estate crops or strongly controlled commodity systems with large farmers (i.e., sugarcane);

**INCLUDE** commodities with the following characteristics:

- substantial price fluctuation - important to know buying prices reduces risks of wrong sales or purchase decisions);
- substantial quantities already being marketed by a large number of farmers;
- national priority among food commodities (rice and corn);
- high-value commodity with strong potential demand;
- large unsatisfied local demand with production potential as an additional crop for small farmers;
- Already monitored in 3 or 4 other AGMARIS sites.

For each commodity mentioned in the Action Plan (usually no more than 15), the RECON Team should have collected secondary data from one or more sources during the reconnaissance to support their selection relative to the criteria mentioned above.

#### **B. Select Appropriate Trading Centers**

The Action Plan cites the prominent trading centers in the province (usually up to three sites). A trading center refers to a general location where sizeable amounts of agricultural commodities are bought and sold on a regular basis by several indigenous traders. This location may include a "wet market" for fruits, vegetables, and meat, streets lined with traders of grains and industrial crops, and/or clusters of mills near the town boundaries. The significance of a "trading center" lies in its common recognition as a prominent point of sale for farmers and small traders from nearby barangays or towns.

Trading centers that are specified in the Action Plan are selected based on the following criteria outlined in Chart 4:

#### Chart 4. Criteria for Selecting Trading Centers for AGMARIS

- Site of active trading of substantial quantities and varied mixes of agricultural commodities;
- Presence of a major crossroad, port, or other infrastructural feature conducive to large scale trading of agricultural commodities;
- Main site of large scale processing factories for a variety of agricultural commodities;
- Wide-spread recognition as an important commodity outlet for major producing municipalities or a strategic outlet for several municipalities; and
- Dispersed locations throughout the province, such as handles trading within the eastern versus western section of the province.

As in the selection of commodities, the team should have data to support the selection of trading centers, i.e., indication of the relative volume of commodities handled as well as the sources and destinations of those commodities.

#### C. Develop Supporting Information:

In addition to a tentative list of commodities and trading centers to be covered by AGMARIS, the team should properly package supporting information for the first Consultative Session, including:

1. Provincial and Market Center maps, including the locations of relevant ports, agribusiness stores, food processing factories and market places in or near the Market Center. These should correspond to the main commodity groups, i.e., one map for fruits, another for vegetables and another for grains;
2. Preliminary listing of traders and processors of agricultural commodities, especially for fruits and vegetables;
3. Profiles of key provincial institutions or organizations; and,
4. Charts and tables of commodity inflow and outflow patterns through the local port, including an inventory of the shipping companies, along with their routes/schedules (where applicable and time permitting).

#### VI. EXPECTED OUTPUTS:

A. **Action Plan:** The principal output is a 2-3 page Action Plan with attachments of supporting data. Elements included in the write-up include:

1. initial list of priority commodities;

2. prominent trading centers; and
  3. recommendations on production areas to cover in the MINA, including the rationale for each site.
- B. Selection of Lodging Option for the MINA Training Course:** Once the sites of the Consultative Session and major trading centers are decided, the Team can make arrangements and reservations for local training accommodations.
- C. Completion of the List of Invitees and Venue for the First Consultative Session:** This list should include provincial representatives of the agricultural, marketing and information sectors. A similar number of participants from the private and public sectors will allow a balanced viewpoint on the prevailing situation and information needs of each group. The criteria for the selection of participants are given below:

**Chart 5. Criteria for the Selection of Invitees to the Consultative Session**

- Persons representing or knowledgeable about each section of the province, such as North, South, East, and West sections (example: progressive MAOs from commercially active municipalities).
- Persons knowledgeable about or familiar with each local Trading Center.
- Public sector officials with relevance to the proposed commodities, including roles in regulatory, advisory, or policy-related functions.
- Private sector participants, such as leaders of farmers' co-ops, officers in the Chamber of Commerce and Industry, staff of the private colleges, officers of traders' associations, managers of shipping lines, etc.

Based on the preceding criteria, representatives from the following institutions may be considered:

**Private Sector:**

- Agricultural Coop Representatives
- Traders Union Representatives
- Local Radio Station Broadcasters or Managers
- PAFC, RAFC, NAFC Representatives
- Local Farmer Leaders
- Prominent and Interested Traders
- Market Administrators
- Officials of Non-Government Organizations (NGOs)
- Managers of Agricultural Banks/Lending Institutions
- Instructors or Professors in the fields of Marketing, Agricultural Economics and/or Research at State Colleges and Universities (SCU)

- Officials of the Chamber of Commerce and Industry

**Public Sector Officials from:**

- BAS (Director, AMSAD, PASO, Market Reporters, SOCO)
- Provincial Department of Agriculture (DA)
- National Statistics Office (NSO)
- National Food Authority (NFA)
- Philippine Information Agency (PIA)
- Governor's Office (PPDO)
- FIDA
- Philippine Port Authority (PPA)
- Department of Trade and Industry (DTI)
- Fertilizer and Pesticide Authority (FPA)

The PASO, together with the Reconnaissance Team Leader, should locate a suitable venue for the first Consultative Session. Invitations must be sent one week advance to the invitees, specifying the location, time, and place for the session. Two to three days prior to the session, personal contacts will be necessary to confirm attendance.

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### ***STEP 3. HOLD THE FIRST CONSULTATIVE SESSION***

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The first Consultative Session represents the beginning of a longer term interaction between the public and private sectors within the agribusiness community **AT THE LOCAL LEVEL**. The emphasis is on generating awareness, promoting involvement/commitment, and exchanging ideas and insights on local agricultural marketing.

- I. TIME FRAME:** 1 day
- II. STAFF REQUIREMENTS:** MINA Team Leaders and members BAS Central Office Staff, PASO, SOCO, and Market Reporters

**III. OBJECTIVES:**

**GENERAL**

- To introduce the marketing information services of the AGMARIS Project to participants from local private and public sectors;
- To solicit insights and recommendations on the proposed AGMARIS Action Plan.

**SPECIFIC**

- To assess whether the commodities listed earlier are local priorities for price information, considering their commercial or potential value to farmers and traders;
- To determine for these commodities, a) key trading centers, b) prominent trading partners, and c) corresponding major producing municipalities/barangays;
- To identify institutions with active marketing information services;
- To identify key informants knowledgeable about each type of commodity marketing system;
- To initially assess the types of marketing information as needed by various types of marketing participants; and,
- To identify probable implementation issues, problems and constraints affecting existing marketing information services and to propose appropriate solutions.

**IV. PREPARATORY ACTIVITIES:**

The MINA Team Leader should complete a draft of the proposed Action Plan, prepare a presentation outline, and finalize the transparencies, handouts, workshop worksheets, and maps at this time. Together with the PASO, the Team Leader will review and confirm the list of invitees compiled

in the previous step and then, draft a program format and agenda which will include the topics, time, and names of presenters for the session.

Once the participants have arrived, the MINA Team members should analyze the composition of the audience and prepare for their allocation among the various workshop groups later in the session. This includes the following steps:

**A. Analyze the audience composition according to;**

1. Locational Distribution - are representatives from any key commercial municipalities not present?
2. Sectoral Presence - is there adequate representation from both the private sector and public sector?
3. Institutional Distribution - are key institutions, such as, DTI, NFA, NSO, Bankers, and PPA, present?
4. Commodity System - are farmers/traders of grains, vegetables, industrial crops, and fruits represented?

**B. Predict the broad implications of insufficient representation on the workshop discussions and subsequent decisions;**

1. likely information gaps and questionable ability to adequately prioritize commodities for inclusion from any given commodity group - may have to do some follow-up or "RECON" to insure proper prioritization;
2. potential for a "hidden agenda" to surface given a substantial presence from a particular sector;
3. awareness of AGMARIS presence and assistance needed for effective assessment of how markets work and what information needs are crucial; and
4. caution about later opposition or lack of cooperation from a crucial institution.

**C. Allocate participants to each workshop group with special attention to the locational distribution and the balance of private and public sector representation, especially for the vegetables and fruits groups.**

Note: the following materials should be prepared for this consultative session; a) banner, b) name tags, c) handouts, including maps and the briefing kit, d) arrangement of tables for maximum participation of the participants, and e) working condition of audio-visual equipment.

**V. PROCEDURES:**

The emcee (usually the PASO) of the first Consultative Session will follow the sequence given below:

**A. Opening Ceremonies:** Usually presented by local government officials and introduced by the emcee.

**B. Overview of the AGMARIS (AMSAD Division Chief):** The presentation of the overview should highlight the goals and objectives of the services provided by an Agricultural Marketing Information System. Likewise, it should introduce the role of the BAS provincial offices in the organizational structure of AGMARIS. The information functions corresponding to each service will also be discussed. It should briefly explain the basics of the 10 steps for designing, installing, and operationalizing a site-specific provincial AGMARIS. This segment of the program will last approximately **15 to 20 Minutes**.

**C. Plenary Session for Commodity Selection (MINA Team Leader):** During this segment of the program, the MINA Team Leader will present the findings of the provincial reconnaissance, including prominent crops, common patterns of commodity flows from production areas to trading partners, patterns and implications of seasonality, and the prominence of trading in particular locations.

Experience has proven that participants prefer to develop their own list of priority commodities during the plenary session rather than have the MINA Team Leader present a selected list of commodities for the groups' comments. Consequently, the plenary session should always draw on the experience and expertise of the sessions' participants and should not have a monologue presentation by the Team Leader.

The group discussion proceeds as follows: the Team Leader explains that three commodity groups will be covered by the AGMARIS (fruits, vegetables, and grains). The rationale for **not** covering fish, livestock, and other commodity groups in the AGMARIS is discussed at this time. Based on the criteria for commodity selection (see page... in previous section), the Team Leader solicits suggestions from the audience on priority commodities for inclusion in the AGMARIS.

Each commodity suggested by the participants is weighed against the previously discussed criteria. Secondary data collected during the reconnaissance (i.e., price fluctuation, yearly production, total number of farmers cultivating specified crops, etc.) will help the participants reach a consensus on the final list of priority commodities. The Team Leader must guide the discussion to ensure that important provincial commodities are not overlooked and that no one person or group dominates the discussion.

Once a tentative list of commodities has been drawn up (never exceeding 15), the Team Leader will explain that these commodities will now be included in a Marketing and Information Needs Assessment (MINA) in order to validate their relevance for the information needs of local farmers and traders and to understand how these marketing systems actually work. The group is next requested to participate in a workshop session to determine the main trading centers, production areas and trading partners for the commodities just prioritized. The total duration of the plenary session lasts **60 minutes**.

**D. Workshop Session (MINA Team Leader, BAS Staff):** After the plenary session, the MINA team and BAS staff will divide the participants into two types of subgroups; commodity type (vegetables, fruits or grains group) or involvement in information media. The groupings according to commodity type will have a balance of private and public sector participation and will depend on each participant's area of expertise or familiarity with the types of agricultural

commodities such as fruits, vegetables, or grains. Each group will designate a leader who will later present the workshop results to the other subgroups. An AGMARIS or BAS staff member will join each subgroup to help explain workshop procedures, distribute worksheets and maps, and act as the recorder, timekeeper, and informant on expectations.

Each commodity subgroup is asked to identify likely provincial trading centers and major supply areas by type of commodity. Maps are distributed so the groups can easily sketch locations of supply barangays and the flow of commodities to the Trading Centers. The group is also asked to provide names of key informants for each commodity. All the names of barangays, trading centers, and key informants are recorded on worksheets.

In the information dissemination subgroup, an AGMARIS or BAS staff member will discuss the proposed AGMARIS dissemination strategies and assist in the selection of a group leader. Samples of radio broadcast scripts (in the local dialect) and bulletin board formats will be distributed to the group for comments and critiques. The group leader will request the PIA representative and radio station managers to comment on the scripts and provide information on local radio broadcasting (i.e., number of radio stations, names of station managers, listenership, etc.). Local government officials in the subgroup are asked for their future support to fund and install price bulletin boards in key trading centers. The workshop is usually conducted during the lunch hour, and runs approximately **60 minutes**.

**E. Presentation of Workshop Results (Group Leaders):** During this segment of the session, the designated group leader from each subgroup presents the results of the workshop session to the participants. Transparencies of maps may be used to show commodity flows and major supply areas. The information generated during this workshop will serve as a guide for the MINA team in the following way:

- a. the commodities will be listed in the LEFT column as "commodities" and the ROW across the top of the chart includes each Trading Center that is cited per commodity (position those locations according to the geographic order - East, Central, West or North, Central, South) and
- b. the prominent three Trading Centers will be selected from that chart, giving more weight to "Fruit and Vegetable" Trading Centers and selecting the most frequently mentioned Trading Center per each section of the province.

The information dissemination group presents last, providing feedback on the AGMARIS dissemination strategies and possible future support. These presentations take about **30 minutes** to complete.

**F. Insights from the Private Sector (RAFC Chairman):** The resource speaker will provide insights from the private sector perspective not only as a user and source of agricultural information but as a proposed co-implementor as well. This presentation takes **10 to 15 minutes**.

**G. Synthesis of the Session (AGMARIS Technical Advisor/AMSAD Staff):** The recapitulation of the day's session will include: a) the issues raised; b) the agreements and resolutions reached on the proposed Action Plan and c) the results of each workshop session. The synthesis should last approximately **10 to 15 minutes**.

**H. Closing Remarks (BAS Director):** The final presenter is the BAS director who gives closing comments. This will take approximately **15 minutes**.

**VI. EXPECTED OUTPUTS:**

The expected outputs from the first Consultative Session are:

1. Rationale for conducting the first Consultative Session;
2. Highlights of the sessions, including the names of commodities discussed versus proposed and their corresponding trading centers, supply areas, and key informants;
3. Program details, including location (venue), date, topics and names of those presenting materials or moderating the small workshop sessions;
4. List of invitees and attendees, including the names, addresses of organization or agency represented and related facts;
5. Copies of all transparencies used and handouts distributed during the session;
6. Compiled worksheets of workshop subgroups during the consultative session for reference by MINA team.

**AGRICULTURAL MARKETING INFORMATION SYSTEM (AGMARIS)**

*First Consultative Session*

*Date, Time*

*Name of Conference Hall, Address*

*City, Province*

**SAMPLE PROGRAM**

<i>8:15 AM</i>	<i>Registration</i>	<i>BAS/POC Staff</i>
<i>9:00</i>	<i>Invocation</i>	<i>Local Govt Official</i>
<i>9:10</i>	<i>National Anthem</i>	<i>BAS or DA Staff</i>
<i>9:15</i>	<i>Introduction of Participants</i>	<i>PASO, BAS, Province</i>
<i>9:20</i>	<i>Welcome Remarks</i>	<i>Local Gov't Official</i>
<i>9:30</i>	<i>Opening Message</i>	<i>Regional Director, DA</i>
<i>9:45</i>	<i>Overview of the AGMARIS</i>	<i>Chief, AMSAD, BAS</i>
<i>10:00</i>	<i>Coffee Break</i>	
<i>10:45</i>	<i>Plenary Session for Commodity Selection</i>	<i>Team Leader/PASO</i>
<i>11:45</i>	<b>WORKSHOP</b>	<i>Moderator</i>
<i>12:00 NN</i>	<b>LUNCH (Continuation of Workshop)</b>	
<i>1:00 PM</i>	<i>Presentation of Workshop Results</i>	<i>Group Leaders</i>
<i>1:30</i>	<i>Insights from the Private Sector</i>	<i>RAFC or PAFC Chairman</i>
<i>1:45</i>	<i>Synthesis</i>	<i>AMSAD/AGMARIS Rep.</i>
<i>2:00</i>	<i>Closing Message</i>	<i>Director, BAS</i>

**EMCEE: PASO**

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#### **STEP 4. ORGANIZE AND TRAIN THE MINA TEAM**

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Before the field work commences in a particular provincial AGMARIS site, the AGMARIS trainers will conduct a live-in training course on principles of agricultural marketing and information systems, investigative research techniques, and the role/tasks required of a MINA Team member. The local counterparts of the MINA team will be the trainees with the experienced MINA Team members contributing their practical insights and expertise. What follows are a general description and guidelines for this training. For specific information on each training module, technique, and material, the reader should refer to the "Training Manual for Marketing and Information Needs Assessments (MINA)."

- I. TIME FRAME:** 5 days live-in training in the MINA site, including 2 days of field activity and process simulation.
- II. STAFF REQUIREMENTS:** MINA Training Specialists (1-2)  
BAS Training Apprentice (1)  
Team Leader (during certain modules)  
Experienced MINA Team Members (1-2)

#### **LOCAL TEAM MEMBERS AS TRAINEES:**

- Two or three designated Market Reporters from the Provincial Operation Center (POC) of the Bureau of Agricultural Statistics (depending on the size of the province and whether the Market Center is included);
- One or two staff from the Provincial or Regional Offices of the Department of Agriculture, particularly the Agribusiness Division;
- One staff from a local State College or University;
- Representative from an NGO that is specifically engaged in Agribusiness.

**III. OBJECTIVES:** To train the local MINA team members in:

1. Role of MINA within the design, establishment and implementation of AGMARIS and its services;
2. Agricultural marketing principles from a system's perspective;
3. Four functions of marketing information systems, especially in relation to AGMARIS job assignments;
4. Basic roles, tasks and functions of each Team member relative to the overall output requirements of MINA;

5. The basic steps and process of conducting the MINA;
6. Assessment techniques, including: a) application of analytical tools, such as the SOFT approach and PROBs Frame, b) investigative interviewing techniques, and c) methods for organizing and interpreting data; and
7. Development of working/interpersonal relationships with other team members.

**IV. PREPARATORY ACTIVITIES:** The preparatory activities include the following:

1. Preparation of agendas, handouts and other training materials at the home office (See "Training Manual for MINA").
2. Screening, selection and notification of prospective trainees which should be completed at least two weeks prior to the training at the MINA site; and
3. Pre-arrangement of venue, equipment, resource persons and locations for simulation activities near the MINA site.

**V. PROCEDURES RELATIVE TO THE CONCEPTUAL FRAMEWORK:**

The MINA Training is divided into eight (8) modules with a combination of theoretical and practicum components. The modules progress from knowledge building about the basic concepts of AGMARIS, MINA and marketing principles to role familiarization and development of research skills. It culminates with a Team Building workshop which exposes the MINA Team to structured learning exercises designed to elicit natural behavior and relationships from working together as a group or as individuals.

The latter part of the training was developed to simulate as nearly as possible the expectations and activities for the actual conduct of the MINA. The intention of the sequence of the modules and the approaches used is to help the trainees experience and relate this new knowledge to the actual demands of their roles as MINA Team members in field work conditions.

The eight basic modules in the MINA Training are listed below:

- ▶ **Module I** is an overview of the basic components of the training, including a discussion of training objectives, schedules, norms to be observed and organization of the training.
- ▶ **Module II** is an overview of the AGMARIS as it relates to the existing services and information functions of the Bureau of Agricultural Statistics (BAS). It also introduces some basic concepts and principles of agricultural marketing through a Marketing in Action (MIA) Game.
- ▶ **Module III** lays out the basic ideas about the MINA, its objectives, process and procedures.

- ▶ **Module IV** initiates role familiarization through the introduction of analytical tools used in the MINA and the development of basic interviewing skills. During this module, the trainers will invite local traders and farmers to share their experiences and problems in marketing their agricultural commodities as part of the Team's process of developing its own interview instruments, i.e., question guides. Then, the module relates the information collection instruments, i.e., question guides, with the expected contents of the final MINA report.
- ▶ **Module V** is a detailed exercise in planning and scheduling field work in preparation for the field immersion and process simulation activity of the next module.
- ▶ **Module VI** has two forms of simulation: (1) field interview simulation and (2) data processing and report preparation simulation. This module focuses on skill development in which the participants actually interview traders and farmers while utilizing the tracing approach to follow the commodity channels from farmers to retailers. Based on the information from these actual interviews, the participants are expected to process their own data, analyze the results and draft a brief presentation. In fact, they will have to defend their findings during a presentation before a panel of local knowledgeable persons and experienced MINA Team members acting as participants in the Second Consultative Session of AGMARIS.
- ▶ **Module VII** is a team building session where the group of trainees undergoes several structured learning exercises to elicit insights on how individuals interact within a group. This session should provide them with insights on what to expect when working within a team and how to limit the misunderstandings that may arise during intense work group sessions. This skill should improve the efficiency and effectiveness of team work.
- ▶ **Module VIII** is an integration session. The knowledge, experiences, and insights gained during the conduct of the training are integrated into the overall schema presented during the first day of training. The results of this module will help gauge the effectiveness of the training, especially in terms of achieving its goals and objectives.

## **VI. EXPECTED OUTPUTS:**

The Trainers will keep a daily log of activities and observations. At the completion of the training course, a brief write-up will highlight the issues raised and lessons learned during the entire conduct of the training. The AGMARIS Management and Technical Advisory Staff will receive this form of Process Documentation from the trainers.

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## **STEP 5. COMPLETE THE FIELD WORK**

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After completing the training course, the local counterparts of the MINA Team will join the ongoing MINA field activities. The entire team should not exceed 10 persons.

**I. TIME FRAME:** Four to six weeks

**II. STAFF REQUIREMENTS:** MINA Team Leader  
MINA Team Members (8-9)  
AGMARIS Specialist

It is essential to recognize that although the Team members come from a wide variety of backgrounds and differences in employment status, namely project hired versus deputed from various local and national offices, they must work together as a Team in order to achieve the long term MINA expectations.

**III. OBJECTIVES:**

- To assess the agricultural marketing systems in this province and the marketing information needs of the local agribusiness community; and
- To validate the merits and feasibility of including in AGMARIS the priority commodities and trading centers decided upon during the First Consultative Session.

**IV. PREPARATORY ACTIVITIES:**

A start-up kit of equipment, office supplies, illustrative forms, and writing materials are prepared at the Home Office in Manila. These are brought to the AGMARIS site when members of the Team come for the First Consultative Session.

Before starting the MINA, the Team Leader arranges for the team's accommodations at a pension house or hotel that is affordable, centrally located and near the first Trading Center. One larger room in the pension is designated as the team's office where the laptop or desktop computer/printer, publications, supplies and various materials collected and stored during the MINA. This office along with the local POC becomes the contact point where the team plans its strategies and undertakes its field activities.

During the MINA Training of the local counterparts, the Team Leader and experienced MINA Team members divide their time between assisting the trainers and filling critical data gaps identified when drafting the RECON results and based on the discussions during the Consultative Session. Likewise, during this period these Team members from outside of the province have the chance to become acclimatized to this particular area of the Philippines.

## **V. PROCEDURES:**

Between early 1991 and late 1992, the MINA Teams field-tested several approaches for assessing agricultural marketing systems and information needs in AGMARIS sites. During that period, two dominant situations or conditions affected the performance of the original MINA approach. Consequently, one type of approach and set of procedures has emerged for "market center conditions" and another for the "trading center conditions".

In the beginning of the Project, the Market Center approach was most frequently applied since the Research Teams were conducting MINAs in the major Market Centers with national ports (i.e. Manila, Cebu, Cagayan de Oro). Now that the AGMARIS foundation is in place in many of these Market Centers, the Trading Center approach is expected to become the standard approach to MINA.

What follows is an overview of both the Market Center (MC) and Trading Center (TC) approaches for organizing and completing MINA field work. A more detailed explanation of each approach is given in Attachments 1 and 2.

### **"MARKET CENTER APPROACH"**

The Market Center (MC) Approach emerged from the MINA Teams' experiences and observations that large scale traders in large wholesale market places are often secretive and reluctant to answer questions about their business and the commodity marketing system in which they are active. Likewise, they are usually too busy for lengthy interviews during trading hours and are suspicious when outsiders ask questions about their marketing practices. These conditions prevail in such cities as Manila, Cebu, Davao, Cagayan de Oro, and Batangas.

Consequently, a strategy has been developed whereby contact with these key respondents is limited until the team collects, analyzes and understands substantial information from other marketing participants operating outside of the principle market center. Once the types of large traders and their trading practices are more clearly understood, the team meets with the large traders during their off-hours to validate their findings, to clarify vague points and to determine key seasonal patterns of trade while providing insights of value to these traders. In this way, time is spent asking critical questions which provide key insights into how the commodity marketing system functions.

With this strategy in mind, the team forms sub-teams of one experienced member together with one local member who speaks the local dialects and is familiar with local conditions. They begin the MINA by interviewing key informants and marketing participants at locations where commodities flow to or from the major wholesale market place. Examples of likely locations around the periphery of that market place include ports, satellite retail markets, and mills or other processing plants as well as Trading Centers in nearby supply areas.

One sub-team is assigned each of those sites. This approach enables the team to learn as much as possible about inflow/outflow patterns by season and location, types and names of major traders, and their functions and size of operation **before** entering the wholesale market place. Thus, after completing the assessments of these sites, reviewing insights and identifying data gaps, the entire team regroup before assessing the wholesale market place.

During the assessment of the market place, the team mentally prepares a list of questions for the respondents. Two person teams interview key marketing participants during a one to two day period. The detailed procedures are explained in chronological order in Attachment 1.

### **"TRADING CENTER APPROACH"**

The Trading Center (TC) approach is based on the original design of viewing each individual Trading Center and its corresponding supply areas as a unit. The Team begins the procedure by first forming sub-teams for each type of commodity group, such as vegetables, fruits, or grains. Then, the sub-teams are assigned to interview traders, processors and transporters of priority commodities in each Trading Center before tracing the commodity channels backward to the major supply areas.

In the supply areas, the entire Team visits major producing barangays per commodity group to interview the different types of farmers who cultivate and market priority crops. Barangay traders who buy and sell agricultural commodities are also interviewed. If any data gaps or contradictory information is found, the Team returns to the trading center to collect missing information before writing the results and proceeding to the next trading center and supply areas.

The original design for the trading center approach was modified when it became apparent that commodity channels and supply areas were sometimes inter-linked by various factors such as season, type of commodity, types of producers (proportion of plantation versus small growers) or layout of the road network. An adjusted approach was therefore developed to account for the interrelationships among trading centers by viewing the entire province as a unit.

In the adjusted trading center approach, links among trading centers and their nearest Market Center(s) and overlapping locations of commodity demand are examined. In contrast to the original design, the Team first covers each of the two or three target trading centers before proceeding to the major supply areas for various commodities. Although both the original and adjusted approach are referenced to the demand conditions in the TCs, the interrelationships between and among Tcs and supply areas became better understood with this latter sequencing of the coverage.

## **VI. EXPECTED OUTPUTS:**

The two types of expected outputs from the field work are: 1) sets of primary and secondary information for analysis and 2) a Process Documentation report from the monitoring of the MINA during its implementation.

The information for analysis includes both the compilations of secondary data and research findings obtained from various institutions and organizations and the write-ups from primary data collection. Write-ups of the primary data do not only include the well-organized sets of question guides and highlights of the brainstorming sessions but also the brief commodity reports and materials for capsulized project ideas.

The Process Documentation remains a major tool for managing and tracking the progress of the team during the MINA and at the same time providing an historical record for later evaluating or reviewing the capabilities of each team member.

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**STEP 6. DRAFT THE MINA REPORT AND FINALIZE THE AGMARIS PROPOSAL**

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- I. TIME FRAME:** Two to four weeks at the Head Office of BAS
- II. STAFF REQUIREMENTS:** AGMARIS Specialist, MINA Team Leaders and Team Members, including Computer Operators
- III. OBJECTIVES:**
- To organize and analyze the data collected during the MINA Study;
  - To draft materials based on the format of the MINA Report;
  - To draft the AGMARIS Manual of Operations;
  - To draft and review three capsule ideas;
  - To prepare an information flow diagram showing the movement of market information from data collection to information dissemination to end-users;
  - To present the preliminary MINA findings to Central Office of BAS; and
  - To prepare the presentations for the Second Consultative Session.
- IV. PREPARATORY ACTIVITIES:**

Once the field work is completed, the Team separates and the local staff resume their former jobs while the permanent Team members return to the Head Office of BAS in Manila. Therefore, it is important to setup a reliable means of communication between these two groups in case important data gaps need to be investigated.

Before the team begins report writing, the MINA Team Leaders should review the "MINA Report Format" (Chart 6 at the end of this section) with AGMARIS management and technical advisory staff. At this time, the expectations for the report, including sets of tables, charts and maps for inclusion and deadlines, can be clarified. Any modifications on the report format should be agreed upon by all concerned parties.

The AGMARIS management and technical advisory staff should review the question guides, tally sheets and working tables prepared by the team to evaluate team progress and identify any data problems/gaps that may have arisen during the MINA.

## **V. PROCEDURES:**

The MINA Team Leader assigns a commodity group to each Team member in the Head Office and carefully explains how the topics should be covered for the selected commodities. He/she will set deadlines for individual team members to complete the preparatory materials (i.e., the tally sheets, working tables, and draft maps, and the draft commodity write-up). After completing and turning those materials over to the Team Leader, each member finalizes the tables, charts, maps and the commodity write-ups while the Team Leader completes his/her synthesis in the report. Computer operators are given flow charts, sketches of market layout charts, and tables to begin entering into the computers.

The MINA Team Leader is responsible for writing the overview, macro view of the province, description of trading centers and discussion of information needs. He/she will also edit the commodity reports of each Team member.

Once a week, the AGMARIS management and technical advisory staff will meet briefly with the Team Leaders to discuss the team's progress and offer technical advice on the write-ups. If data gaps are discovered, the Team members remaining in the province will be requested to locate and send the missing information to the Head Office.

Team Leaders should give top priority to the commodity flow charts and capsule ideas needed for the Second Consultative Session, while the AGMARIS Specialist will draft the AGMARIS information flow diagrams and the Manual of Operations.

## **VI. EXPECTED OUTPUTS:** The expected outputs from Step 6 include:

1. A completed draft MINA Report which will be finalized after the consultative session;
2. Draft AGMARIS Manual of Operations;
  - List of respondents per commodity and trading center
  - Table of commodities and TCs for retail selling prices
  - Table of commodities and TCs for wholesale buying prices
  - Market reporter work schedules
  - Data collection sites and times per commodity
  - Information flow charts
  - Proposed bulletin board sites
  - Names of radio stations to air AGMARIS price information
3. An information flow chart showing the movement of market information from data collection to information dissemination;
4. Transparencies, handouts, and scripts for the Second Consultative Session;
5. AGMARIS proposal for the Second Consultative Session; and,
6. At least three capsule project ideas.

### **CAPSULE PROJECT IDEAS:**

Capsule project ideas are short write-ups (two to three pages) explaining marketing or production constraints identified during the MINA and proposing some form of corrective action. The format for these ideas are divided into three sections; Background Information, Current Marketing Situation and Implications, and Proposed Actions.

Capsule project ideas are distributed during the Second Consultative Session to interested donor agencies and local government officials who would like to pursue or translate these ideas into action. Examples of topics include establishing trading centers in certain municipalities, development of particular roads into important agricultural supply areas, and a proposal to study the shipping charges applied on the different classifications of container vans.

The management staff of the BAS will carefully review the MINA report and closely collaborate with the MINA Team in drafting the AGMARIS proposal.

## **Chart 6. MINA Report Format**

### **I. OVERVIEW AND RECOMMENDATIONS**

### **II. INTRODUCTION**

- A. Summary of the First Consultative Session*
- B. MINA activities*
- C. Priority crops included*
- D. Commodities excluded from AGMARIS and rationale for exclusion*

### **III. AGRICULTURAL MARKETING IN SPECIFIED PROVINCE**

#### *A. Macro View of the Province*

- 1) Population level and composition*
- 2) Environment - seasonality (rainfall, etc.) and terrain*
- 3) Infrastructure - road network*
- 4) Dominant agricultural commodities and main supply areas*
- 5) Distribution and types of trading centers*
- 6) Institutions - current agricultural marketing information efforts and demand for AGMARIS outputs*

#### *B. Commodity Systems for Specified Province*

##### *1) Vegetables*

- i. Input/production patterns*
- ii. Marketing participants*
- iii. Marketing channels*
- iv. Geographic flows*
- v. Marketing practices and functions (production, assembly, distribution, processing)*
- vi. Commodity specifications*
- vii. Price formation*
- viii. Seasonality*
- ix. Problems/constraints/opportunities*

##### *2) Fruits*

- i. Input/production patterns*
- ii. Marketing participants*
- iii. Marketing channels*
- iv. Geographic flows*

**Chart 6. MINA Report Format (continued)**

- v. *Marketing practices and functions (production, assembly, distribution, processing)*
- vi. *Commodity specifications*
- vii. *Price formation*
- viii. *Seasonality*
- ix. *Problems/constraints/opportunities*

**3) Grains**

- i. *Input/production patterns*
- ii. *Marketing participants*
- iii. *Marketing channels*
- iv. *Geographic flows*
- v. *Marketing practices and functions (production, assembly, distribution, processing)*
- vi. *Commodity specifications*
- vii. *Price formation*
- viii. *Seasonality*
- ix. *Problems/constraints/opportunities*

**C. Key Trading Centers**

- 1) *Background information (historical and operational)*
- 2) *Basic characteristics - location, size and layout*
- 3) *Major commodities handled by season*
- 4) *Findings and opportunities for an improved information system*

**IV. ASSESSMENT OF INFORMATION NEEDS**

**A. Overview**

**B. Types of End-users/per Commodity Type (Matrix)**

- 1) *Pertinent decisions/main purpose*
- 2) *Patterns for seeking marketing information*
- 3) *Preferred ways to acquire marketing information*

**C. Observations regarding AMNEWSS**

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## **STEP 7. HOLD THE SECOND CONSULTATIVE SESSION**

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After the completion of the MINA report, the capsule project ideas and the AGMARIS Proposal, the Second Consultative Session is convened with representatives from the public and private sector who attended the First Consultative Session. This is the opportunity to follow-up on the commitments previously made, to gain a consensus on the priority commodities based on a better understanding of how local markets actually work, and to build local interest in and commitment to the proposed AGMARIS services.

**I. TIME FRAME:** One day

**II. STAFF REQUIREMENTS:** AGMARIS Specialist  
MINA Team Leaders  
BAS Central Staff  
Marketing Analyst

**III. OBJECTIVES:**

- To present and review the findings of the Marketing and Information Needs Assessment (MINA);
- To examine the recommendations in the AGMARIS Proposal in order to reach a consensus on the choice of trading centers and commodity coverage for monitoring market information; and
- To seek the cooperation of specific institutions by entering into Institutional Collaborative Agreements (ICAs), including possible cost-sharing arrangements.

**IV. PREPARATORY ACTIVITIES:**

The **AGMARIS Specialist** should complete a draft of the AGMARIS proposal and prepare basic presentation materials. Meanwhile, the MINA Team Leader will prepare the transparencies and handouts regarding both the MINA findings and the capsule project ideas. The BAS Central Office staff will prepare and present the overview of the AGMARIS and the proposal.

The AGMARIS Specialist, together with the PASO, will develop a program format which includes the topics, time allotment, and presenters for each session. The PASO should have his staff personally reconfirm the attendance of the invitees (preferably the same as in the First Consultative Session) and follow-up on the arrangements for the venue. Since the PASO usually acts as the emcee during the program, many of these preparatory activities will become his responsibilities.

**V. PROCEDURES:**

Similar to the first session, the Second Consultative Session draws on the expertise of local public and private sector participants involved in agricultural marketing and information dissemination. A

sample program format is given at the end of this section. Below is a description of the flow of topics presented and discussed by each resource person:

- A. **Opening Ceremonies:** Usually presented by local government officials.
- B. **MINA Findings (MINA Team Leader and Team Members):** When possible, it is preferable to have at least two persons (i.e. the MINA Team Leader and a Team member) to deliver the MINA findings and the capsule project ideas to avoid the monotony of a single speaker. Although this can be done in several ways, the following approach has proven successful:

**Person 1** discusses the outline of the presentation and the MINA methodology, including the composition of the Team, sites and commodities covered, sampling frame (types and numbers of respondents interviewed) and the overall approach, i.e. the compare and contrast approach. Photocopies of the maps and the matrix on the coverage can be handouts. The time allotted for topic is approximately **five minutes**.

**Person 2** introduces the overview of the relationship between the identified Trading Centers and the nearest Market Center (approximately **five minutes**) and proceeds with a discussion of the highlights of the findings of the MINA (approximately **twenty minutes**).

The highlights focus on the flow of the priority commodities from the provincial Trading Centers in the supply area to the Market Center as the demand center. For the first topic, this person cites the findings about the marketing systems. For illustrative purposes, this presenter focuses on the differences and uniqueness of two commodity systems chosen from each commodity grouping, i.e., grains, fruits, and vegetables. Key topics for comparison among commodities include: (1) production patterns; (2) marketing (harvesting, market structure, market channels, geographic flow); (3) prices (price formation and implications of seasonality); and (4) problems and constraints.

The second topic explores information needs by the different types of marketing participants, especially regarding the implications of those needs on the price collection methods and dissemination strategies of BAS. Materials for distribution to the audience are flow charts showing geographic flow, market channels and participants and points of price formation.

**Person 1** uses the same procedures employed by the other person to present his/her findings on the Market Center.

He/she also provides the audience with handouts of geographic and commodity flow charts and price formation points in the demand area. Considering the complexity of the market system in the market center, this speaker is given **20 minutes**.

- C. **Open Forum on MINA Findings (Moderator):** Prior to answering questions from the consultative session participants, the moderator will present the matrix of the priority commodities identified during the First Consultative Session, side by side with the recommended set of commodities based on the MINA findings. Then, the moderator will cite the justifications for the exclusion and/or inclusion of the respective commodities.

During this panel discussion, the audience will have an opportunity to interact with the AGMARIS Specialist, Team Leader, team members, the AGMARIS Marketing Analyst and BAS Central Office staff regarding the selection of commodities and trading centers. The moderator must ensure that questions are focused on the MINA findings and do not involve topics related to the AGMARIS procedures for data collection, data processing, and information dissemination. If there are no comments or objections to the recommended list of commodities and trading centers, the forum is closed. The time allotted to this segment ranges from **15 to 45 minutes**.

- D. Presentation of the AGMARIS Proposal (AMSAD Division Chief):** The next topic is the tailor-made AGMARIS Proposal for the province. To support the rationale for this proposal, the presenter will refer to the findings of the MINA, the expressed needs of information users, the availability of limited resources, and the need for involvement of cooperating agencies to insure that this effort responds to information needs on a sustainable level.

The discussion of the Proposal will focus on the recommended commodities, trading centers and/or collection points, frequency (day and time) of collection and dissemination, the overall flow of information from the BAS-POC to the cooperating communication media, and the potential for cooperation from local institutions.

Photocopies of the Proposal will serve as handouts for distribution to the participants. This topic should require **20 minutes**.

- E. Open Forum on the AGMARIS Proposal (Moderator):** The panelists for this open forum would include the BAS Director, BAS-AMSAD Chief, PASO, AGMARIS Specialist and AGMARIS Marketing Analyst. During this session, the participants will question or critique the forthcoming activities to operationalize the AGMARIS.

The moderator will be responsible for maintaining an orderly flow of discussion, ensuring that the session is not monopolized by one person or a certain sector. The total time allotted to this session is about **45 minutes to one hour**.

- F. Insights from the Private Sector (RAFC Chairman):** The resource speaker will provide insights from the private sector perspective, not only as a user and source of agricultural information but also as a co-implementor. This presentation is between **10 and 15 minutes**.

- G. Synthesis of the Session (AGMARIS Marketing Analyst):** Towards the end of the session, the AGMARIS Marketing Analyst will wrap up the day's activities, including the issues raised and the agreements or resolutions reached on implementing the localized AGMARIS. The synthesis should last approximately **10 to 15 minutes**.

- H. Closing Remarks (BAS Director):** The BAS Director will make the final presentation and closing comments. This will take around **15 minutes**.

## **VI. EXPECTED OUTPUTS:**

The outputs generated from the Second Consultative Session will consist of a report whose format is similar to that of the first consultative session.

1. Rationale for Conducting the Consultative Session;
2. Program, including location, date, topics and names of presenters (see sample at the end of this section);
3. List of Attendees' names and agencies;
4. Highlights, including the commodities and trading centers agreed upon for the AGMARIS, the AGMARIS information Flow, and the Proposal;
5. Copies of all handouts distributed during the session;
6. Photocopies of all transparencies used during the presentations; and
7. Copies of Capsule Project Ideas and names of participants who received copies.

**AGRICULTURAL MARKETING INFORMATION SYSTEM (AGMARIS)**

**Second Consultative Session**

**Date, Time**

**Name of Conference Hall, Address**

**City, Province**

**S A M P L E P R O G R A M**

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<i>8:15 AM</i>	<i>Registration</i>	<i>POC BAS Staff</i>
<i>9:00</i>	<i>Invocation</i>	<i>Local Gov't Official</i>
<i>9:05</i>	<i>National Anthem</i>	<i>BAS/DA Staff</i>
<i>9:10</i>	<i>Welcome Remarks</i>	<i>Regional Director DA</i>
<i>9:20</i>	<i>Introduction of the Participants</i>	<i>RASO or PASO</i>
<i>9:30</i>	<i>Inspirational Talk</i>	<i>Local Gov't Official</i>
<i>9:40</i>	<i>Summary of the First Consultative Session</i>	<i>SOCO Chief, BAS</i>
<i>9:50</i>	<i>Coffee Break</i>	
<i>10:00</i>	<i>MINA Finding Highlights</i>	<i>MINA Team Leader/Member</i>
<i>10:45</i>	<i>Open Forum/Discussions</i>	<i>MINA Team Leader Moderator</i>
<i>11:10</i>	<i>AGMARIS Proposal</i>	<i>Chief, AMSAD, BAS</i>
<i>11:40</i>	<i>Open Forum/Discussions and What's Next</i>	<i>BAS Director Chief, AMSAD, BAS PASO MINA Team Leader</i>
<i>12:00 NN</i>	<b>L U N C H</b>	
<i>1:00</i>	<i>Private Sector Insights</i>	<i>RAFC or PAFC Chairman</i>
<i>1:15</i>	<i>Synthesis</i>	<i>AGMARIS/AMSAD. Representative</i>
<i>1:30</i>	<i>Closing Remarks</i>	<i>BAS Director</i>

**EMCEE: PASO or RASO**

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## **STEP 8. ACTIVATE THE SYSTEM**

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This step requires three integrated activities that are implemented directly after the Second Consultative Session. These activities are:

1. Training on AGMARIS Procedures
2. Following up on Institutional Linkages
3. Conducting a Time and Motion Appraisal (Hands-on Implementation)

General objectives and procedures for all three are highlighted below. For more detailed guidelines, the reader should refer to the "Computer Operations Manual," "Training Manual for AGMARIS Operations" and the "Guide to AGMARIS Dissemination Activities."

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### **ACTIVITY 1: TRAINING ON AGMARIS PROCEDURES**

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**I. TIME FRAME:** Two to three days

**II. STAFF REQUIREMENTS:**

- AGMARIS Specialist
- AGMARIS Training Specialist
- Computer Systems Specialist
- One BAS Central Office Staff
- Assistant PASO/SOCO

**III. OBJECTIVES:**

- To install the AGMARIS computer software in the BAS-POC computers and to explain the basic steps in using the program designed for the AGMARIS commodity and trading center coverage in this site;
- To teach the POC staff about the concept of AGMARIS and its implementation procedures with reference to the information functions of data collection, data processing, data analysis and information dissemination;
- To identify the roles, tasks and responsibilities of the relevant BAS staff; and
- To use the AGMARIS computer software for entering data, retrieving them and generating radio scripts/newsletters for posting on bulletin boards.

**IV. PREPARATORY ACTIVITIES:**

1. The training team should send a wire message to the PASO to confirm the following:

- list of prospective participants like the Assistant PASO, Market Reporters, Computer Operators, Radio Operators or other possible back-up personnel;
  - availability of overhead projector, screen, white board or chalk board;
  - availability of BAS computer facilities for the duration of the training; and
  - arrangements with the local radio station to actually broadcast the script over the radio.
2. The Assistant PASO should contact a food concessionaire and make arrangements for meals based on the approved budget. The number of persons will be known after the list of participants has been finalized.
  3. The training team should prepare training materials (see "Training Manual for AGMARIS Operations").
  4. The computer systems specialist should familiarize himself with the MINA Findings, the AGMARIS Proposal and the AGMARIS Manual of Operations before reading the highlights of the Second Consultative Session.

#### **V. PROCEDURES:**

For information on the training modules and techniques, refer to the "Training Manual for AGMARIS Operations."

#### **VI. EXPECTED OUTPUTS:**

This training team will submit a process documentation report on all daily activities and problems encountered during the training. Upon their return to the Head Office, the team will debrief the AGMARIS Management and Technical Advisory Staff together with the BAS Central Office Staff.

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### ***ACTIVITY 2: INSTITUTIONAL LINKAGES***

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**I. TIME FRAME:** Two to three days

**II. STAFF REQUIREMENTS:** BAS - Communications Staff  
 AGMARIS Information Specialist  
 or Trained Staff  
 PASO or Assistant PASO

### III. OBJECTIVES:

To establish potential linkages with these four categories of local organizations, namely:

- At least two local radio stations to air AGMARIS radio scripts;
- The mayor's office and/or the municipal administrator, to obtain support for the construction and installation of price bulletin boards;
- Any state college or university in the area, to develop MOUs for translating educational materials into the local dialect and broadcasting wholesale price information times over their own station; and
- The provincial PIA office, to assist in the delivery of radio scripts to distant radio stations and to distribute any printed materials, such as the Market Watch, to their information centers.

### IV. PREPARATORY ACTIVITIES:

1. The PASO should send the names, addresses, positions and stations of all the relevant individuals for Memorandums of Understanding (MOU) to be prepared one week before the departure of the linkage team. The team shall take three copies of the draft MOUs and leave a copy on the diskette in case modifications are necessary. Someone on the team should be capable of modifying the MOUs on the computer.
2. Several days before the scheduled departure of the linkage team, the PASO must arrange and confirm appropriate meetings by BAS radio and his availability during that period. The PASO's participation in these meetings is critical because he will follow-up on any unfinished business resulting from this trip.

### V. PROCEDURES:

The linkage team should contact the following institutions during its follow-up activity:

1. **The provincial PIA office.** The PIA office can assist in delivering the radio script to distant radio stations and distributing any printed materials, such as the Market Watch, to their information centers. It can motivate participation by public radio stations by citing the tax-exempt status of equipment.
2. **Local Radio Stations.** The PASO must set up an appointment with the station managers and radio broadcaster for at least three local radio stations while distributing the AGMARIS Primer and samples of the radio scripts.

On the day of the meeting, the team discusses the AGMARIS strategies at the local level and the importance of market information dissemination over the radio. If the radio station manager is interested in airing AGMARIS during their broadcasts, a Memorandum of Understanding (MOU) is drawn up between the

PASO and the radio station manager. It will clearly specify the time slot for airing AGMARIS wholesale prices. MOUs with three stations should be prepared in case the first two choices are unwilling to sign.

3. **Local Government Officials.** The PASO should arrange meetings with mayors in the Trading Center sites. The local government can provide financial support in constructing and installing price bulletin boards in the major trading centers. The list of sites for the bulletin board, identified during the MINA, is found in the dissemination section of the Manual of Operations. The linkage team should explain the purpose of AGMARIS, show the local government officials the proposed sites on maps, and explain the rationale behind the selection. Primers should be distributed to all contacts. The linkage team should also seek verbal agreements with interested parties.
4. **State College or University in the Area.** The MINA team and/or PASO should identify and arrange meetings with contacts in state colleges and universities who are interested and willing to enter into MOUs for the translation of educational materials into the local dialect and broadcast of wholesale prices at set times over their radio stations.

## **VI. EXPECTED OUTPUTS:**

1. The linkage team will forge Memorandums of Understanding (MOU) between the PASO or Assistant PASO and radio station managers, clearly specifying the time slot for airing AGMARIS wholesale prices.
2. The team should also obtain verbal or written agreements with local government officials to install price bulletin boards in selected trading centers.
3. The team should submit process documentation reports of daily activities to AGMARIS and BAS Central Staff once it has completed its work.

### ***ACTIVITY 3: TIME AND MOTION APPRAISAL***

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- I. **TIME FRAME:** Three to four days (Dependent on distances and the number of days needed to complete the full cycle of visits to the trading centers).
- II. **STAFF REQUIREMENTS:** AGMARIS Specialist  
BAS Central Office staff  
SOCO/PASO or Asst. PASO  
Market Reporter(s)  
Computer Operator  
Radio phone Operator
- III. **OBJECTIVES:**

- To explain the basic purpose and principles underlying the AGMARIS, especially as compared to AMNEWSS;
- To test-run the AGMARIS Proposal from data collection, to processing, analysis and dissemination while calculating the time and costs (i.e. lodging, food, and transportation) involved per activity for each AGMARIS Market Reporter;
- To examine the AGMARIS Manual of Operations with the PASO, Market Reporters, computer operator and radio phone operator and resolve problems created by it's "Market Reporter's Weekly Work Schedule";
- To assist the PASO in redistributing work assignments among those BAS field staff not involved in AGMARIS, taking into account the price collection activity for AMNEWSS;
- To estimate the POC's requirements for computer supplies and forms related to AGMARIS and prepare mechanisms for funding and procuring them; and
- To fill data gaps in the Manual regarding commodity specifications, lists of appropriate trader respondents, and relevant institutions.

#### **IV. PREPARATORY ACTIVITIES:**

1. The AGMARIS staff should provide the PASO with a draft AGMARIS Manual of Operations during the Second Consultative Session;
2. The PASO, Market Reporters and computer operator should have undergone the "Training on AGMARIS Procedures", familiarized themselves with the Manual of Operations, and developed a list of questions regarding administrative, logistical and technical issues associated with the new system;
3. Prior to the test-run, the Time and Motion Appraisal Team (TMA) should meet with the operations training team to discuss the conduct and problems of that training.

#### **V. PROCEDURES:**

On this first day, the Time and Motion Appraisal (TMA) Team meets with the PASO, Market Reporters, and Computer Operator to carefully examine the AGMARIS Manual of Operations. The PASO should be ready to discuss his list of questions concerning the AGMARIS proposal, especially issues regarding logistical, administrative, or technical matters. During that afternoon, the TMA Team should fill-in any remaining data gaps by visiting relevant government institutions or private organizations.

The Appraisal Team must be able to clearly explain data collection procedures, computer operations, level of expectations on data analysis, and information dissemination strategies. The team should summarize the overall design and goals of AGMARIS and explain how AGMARIS relates to the current AMNEWSS price monitoring system.

Together with the PASO and Market Reporters, the TMA Team plans the test-run of the AGMARIS in each Trading Center for the next two to four days.

During the following days, the TMA Team accompanies the Market Reporters to the trading centers **following the schedule outlined in the Manual of Operations**. If there is more than one Market Reporter, the Team can split into two, one following the schedule of Market Reporter #1 and the other following the schedule of Market Reporter #2. The test-runs will be conducted on the **same days and same times** as mentioned in the Manual. One team member will calculate the time and costs involved in the data collection, processing, and information dissemination for each Market Reporter.

In the market place, the TMA Team members accompany the Market Reporter who collects market information following the prescribed data collection procedures in the Manual of Operations. The TMA members offer guidance and suggestions on how to assess supply levels and how to locate and interview respondents using the layout charts and list of prospective traders found in the Manual.

Following the price collection for all commodities in the designated trading center, the team returns to the POC to process the data in the computer. At this time, the team discusses how to manually calculate average prices whenever there is a computer failure or brownout. The Market Reporter and/or computer operator enter the data into the computer while the TMA members record the time required to accomplish this task.

The TMA team explains to the Market Reporters and radio operator how the price information will be transmitted over SSB radio to and from other trading partners.

AGMARIS radio scripts are then printed and delivered by the Market Reporters and appraisal team to radio stations mentioned in the Manual of Operations. The appraisal team should take this opportunity to discuss with local radio station managers and broadcasters any difficulties encountered in broadcasting prices (correct language, designated time slot for broadcasting each day, the time it takes to read each radio script and the like).

After delivering the radio scripts, the team returns to the POC to evaluate the day's activities. Each person writes down a list of comments or problems encountered in the test-run. The TMA Team then discusses with the POC staff possible solutions to the identified problems and decides if adjustments need to be made in the AGMARIS.

The next task is to review the inventory of the POC office equipment and supplies. An operational AGMARIS requires the following equipment and supplies:

▶ **Equipment**

- one computer and one monitor
- one printer (Star XR1500)
- one UPS
- one air conditioning unit
- desk and chair for each Market Reporter
- hand calculator

▶ **Supplies**

- printer ribbons
- computer paper
- one box of computer diskettes
- data collection forms (in Manual of Operations)

If certain supplies or equipment are lacking or defective, the TMA team should report this immediately to BAS Central Office and follow-up its request to ensure that the POC receives all items mentioned above.

The group's final task is to request each participant in the Time and Motion Appraisal to write a page of "Follow Up Activities" including target completion dates for each activity (see Leyte Time and Motion Report, Aug 13, pages 5-6 for an example).

Before leaving the site, the TMA team prepares a Time and Motion Appraisal Report of activities and observations. The PASO will keep one copy of the report, signed by all participants in this activity. When the TMA Team returns to the Head Office, they should debrief BAS and AGMARIS staff on their findings and recommendations.

**VI. EXPECTED OUTPUT:**

The appraisal team should prepare a Time and Motion Appraisal Report including an itinerary, issues raised/findings of the appraisal, recommendations, follow-up activities and estimated travel and lodging expenses for each AGMARIS Market Reporter, (Refer to Time and Motion Appraisal Reports submitted by the follow-up team).

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## **STEP 9. TROUBLESHOOT**

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BAS is responsible for troubleshooting any problems that may arise after the activation of the system. Common examples of such problems include computer failures, transportation difficulties, and scheduling conflicts for Market Reporters.

**I TIME FRAME:** Continually throughout the life of the AGMARIS.

**II. STAFF REQUIREMENTS:** Two BAS Home Office staff

**III. OBJECTIVES:**

- To ensure that provincial and zonal offices are well- equipped with all the materials needed to run the AGMARIS;
- To act as a liaison between the POC and DPAID when computer problems arise;
- To help the PASO resolve schedules conflicts between AGMARIS and other BAS activities;
- To inform all POC AGMARIS sites when any changes are made in data collection, data processing, or information dissemination procedures; and
- To respond to serious problems associated with the implementation of AGMARIS or its services.

**IV. PREPARATORY ACTIVITIES:**

Before beginning this step, all the previous eight steps should have been fully completed.

**V. PROCEDURES:**

BAS is developing the procedures for troubleshooting activities (refer to the BAS manual).

**VI. EXPECTED OUTPUTS:**

BAS will decide the outputs of this activity.

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## **STEP 10. MONITOR THE SYSTEM AND SERVICES**

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AGMARIS is dynamic. Thus, the information system must adjust over time to changes in the agricultural marketing system and to the information needs of end-users. After six months, the BAS-POC/AGMARIS unit will conduct a local consultative session with the Regional Technical Working Group (RTWG), i.e., ICA partners, clientele and users of the AGMARIS. The consultation is intended to evaluate the outputs of the Market News Service.

Prior to, or directly following the consultation, BAS will monitor the internal operations of the AGMARIS at the local POC office.

**I. TIME FRAME:** One to two days (periodically)

**II. STAFF REQUIREMENTS:** Two BAS Central Office staff

**III. OBJECTIVES:**

- To monitor the AGMARIS in selected sites and
- To gather feedback on indications of MNS impacts from RTWG members through a consultative session.

**IV. PREPARATORY ACTIVITIES:**

The BAS home office staff visiting the AGMARIS site should be well-versed on AGMARIS procedures. They should read the Manual of Operations and review all correspondence between the Home Office and POC on AGMARIS activities. The PASO will help to schedule the consultation with RTWG members and to send invitations.

**V. PROCEDURES:**

BAS will conduct two types of monitoring activities; a consultation with RTWG members to assess the impact of AGMARIS and an internal monitoring of the system, examining logistical, technical, and financial problems of the AGMARIS after six months in operation. Below are some general areas that must be addressed by each:

**A. Consultation with the RTWG for Impact Purposes**

The RTWG members and BAS staff representatives will examine the data collection, data analysis, and information dissemination components of the AGMARIS.

Under data collection, the group will discuss the appropriateness of the current list of commodities for each trading center. The group will decide if additional commodities should be included and if so, why.

For the data analysis component of AGMARIS, the group will examine which local institutions are currently using the MNS price information for analysis. They will determine to what extent the price

information has been useful and accurate for these institutions' needs. The group should also discuss if there are other institutions that might be interested in using the AGMARIS market information.

Information Dissemination topics would include the RTWG's impressions of the "Market Watch", the weekly market report. The group will also discuss whether the market information aired at each radio station is clear, timely and accurate.

For a more detailed description of the RTWG consultation format, refer to the "AGMARIS Monitoring Guide".

## **B. BAS Internal Monitoring**

BAS internal monitoring is a mechanism to examine the strengths and weaknesses of the provincial AGMARIS and to correct any technical or logistical problems with the current system. This activity will involve the open and honest feedback between BAS Home Office and Provincial Office staff. Representatives from the Home Office will accompany Market Reporters during their daily schedules to collect and process market data and to disseminate information to the end-users.

During data collection at the market place, the Home Office representative will evaluate how effectively and accurately the Market Reporters comply with data collection procedures outlined in the Manual of Operations. They will also address any logistical or financial concerns on data collection.

Once the data has been collected, the Home Office Representative will return to the POC with the Market Reporters to process the data. At this time, any computer difficulties will be discussed. The BAS staff will also make any needed changes/updates in the AGMARIS computer program, where applicable.

During the information dissemination duties, the Home Office Representative will determine if radio transcripts are being delivered on a timely basis to the radio stations. He/she will also observe if the bulletin boards are being routinely updated by the Market Reporters and the accuracy of the price information. Informally, the representative may wish to ask traders and farmers at the market if they regularly examine the bulletin boards and if not, why? The timeliness, usefulness and accuracy of the "Market Watch" should also be evaluated with local institutions.

For a more detailed description of internal monitoring, refer to the "AGMARIS Monitoring Guide".

## **VI. EXPECTED OUTPUTS:**

The representative from the Home Office should write a report on his/her evaluation findings. During the consultations with RTWG members, the staff should record the minutes of the meeting and report the findings to the BAS Home Office.

## CHAPTER 3: LESSONS LEARNED

The development, applications and evaluations of the MINAs and AGMARIS units have provided several valuable lessons. These lessons are organized according to the overall set of AGMARIS steps and then focused on the MINA experiences.

### ▶ "AGMARIS"

1. Promoting sustainable institutional changes is more difficult than treating the technical difficulties of understanding marketing systems. The original AGMARIS design included only 9 steps, with less than two weeks allocated to the final steps of installing and monitoring the site-specific AGMARIS. However, the Team quickly learned that for the personnel of the lead institution to operate the system, especially in the provinces, would require substantially more technical assistance than anticipated.

The task of changing Standard Operating Procedures (SOPs), paying for the additional staff time in the field and restructuring the distribution of current work assignments, required substantial administrative and technical skill as well as the strong commitment and active participation of the institution. In other words, the institutional realignment of responsibilities and functions is so time consuming and expertise intensive that the last stage now requires three steps and more than twice the originally planned time.

2. The temptation to take short cuts in implementing AGMARIS units should be avoided. Once other POCs or local committees hear about the successful implementation of AGMARIS in other sites, controversy arises as to why they don't currently have such a service. Yet, the "quick fix" to comply with those requests could begin the demise of this tailor-made approach to sustainable, responsive institutional change.

### ▶ "MINA"

1. Technical correctness rather than administrative convenience should guide AGMARIS implementation. It is important that administrative concerns, such as budget allocations and dispersal mechanisms, remain subject to the technical requirements of the MINA process. In other words, if field conditions indicate that the Team needs at least four weeks to complete the technical requirements for the MINA in a particular location, the administrative question is how to best support the Team for that period given the limited resources. Often rough estimates of daily expenses and planned budgets per site lead to a plan which then dictates uniform time per site for field work, regardless of mitigating circumstances or whether the technical requirements are met or not.
2. Discipline, example and constant motivation are key to effective "leadership" of the Team. The MINA Team Leader position is one of the most difficult assignments because of the person's balance between technical ability, administrative skill and leadership characteristics. Unlike the common perception of time consuming and narrowly focused "field research", the MINA has a fast pace and requires a wide breadth of knowledge, often gained by hands-on learning under varied conditions. Thus, Team Leaders must be carefully selected.

3. Substantive marketing studies at the provincial level are extremely rare. Despite frequent criticisms of MINA for spending several weeks to figure how the local commodity systems actually operate, no one ever provided a satisfactory set of information with which to set-up an adequate AGMARIS. Thus, the MINA remains the cornerstone for tailoring the information system.
4. The high "turnover rate" of the core MINA staff presents both a problem and opportunity. The common causes for staff quitting include the extensive time required in the field (periods of 4 to 6 weeks); the intense and fast paced field activities which give little time for rest; a tight budget which results in spartan living conditions; investigates so many commodities at once; and does not follow a loose "research orientation" which some candidates had expected. On one hand, the new team members bring fresh enthusiasm and inquiring minds which can become lost after doing this type of work for extended periods of time.
5. Differences and variations in MINA findings were the norm. For example, trading practices, units of measure, and several commodity types varied by location. For instance, in different locations on the same island, the same variety of mango had different names and sometimes contradictory names were given the same variety. For example in the Bukidnon province, the particular variety was known as the "Russian Mango" however in the nearby city of Davao that variety was known as the "Carabao Mango". To add to the confusion, Bukidnon province had another popular variety known as the "Carabao Mango". Implications - the price of which variety is appropriate for "Carabao Mangoes", especially given the level of trade moving between those two places? How to infer that the local market conditions and behavior are similar to another place, given such diversity?
6. The language skills of the team members became important for an effective MINA. Since several dialects are prominent throughout the country, it was necessary to select and train team members from different parts of the country. In other words, a heterogeneous team was essential to support the understanding of local conditions, trading practices and the tailoring process for AGMARIS.
7. Unstable Peace and Order (P&O) conditions distort the performance of local markets. P&O situations not only created temporary shortages and peculiar patterns of commodity movement but also made it hazardous for the Team to assess those local conditions. The prevailing P&O situation must be understood before proposing a MINA in new locations.
8. MINA is "action oriented" rather than an exercise in planning. The MINA approach requires that the Team gains insights into how things actually work in a given site. Thus, the greater their skill and the simpler the marketing systems, the quicker it can be finished. Also, during the MINA there are many distinct trade-offs between the amount and quality of time spent on; a) planning activities, b) implementing those activities, c) explaining or writing-up the results of the activities, d) improvising new ways to assess markets in the next MINA, and feeding information into the tailor-made AGMARIS. Consequently, the team must juggle several things simultaneously and not think in terms of a cookbook approach.

## APPENDIX I

### GUIDELINES FOR CONDUCTING A RECONNAISSANCE

#### I. OVERVIEW

In the process of implementing the Marketing and Information Needs Assessment (MINA), it became apparent how costly it can be to move a team of 8-10 persons into relatively unknown situations. For example, the full team could come into a prospective province only to find out that most crop production is subsistence in nature, thus market information is only marginally beneficial in this location. Or find that the trading centers suggested by key informants are really transshipment points for commodities coming from outside the province and that locally produced commodities are traded elsewhere. Likewise, the team may be searching several hours for target commodities in wet markets only to learn that it is not a "market day" or that it is the "off-season" for those commodities. Or local officials may refuse to release the data requested without proper national clearances.

As a result of those and similar situations, the team will not only lose several days of scarce field time but also dampen the team's momentum and motivation. The opportunity costs are very high for a large ill-prepared team. Thus, a small team should be sent in advance to prepare the way for the full team which must quickly conduct several interviews in a given site and rapidly interpret the findings relative to each commodity system. Frustration seriously hampers the progress of a MINA team.

The following sections will provide basic details for the conduct of the different types of reconnaissance used within the MINA: the provincial reconnaissance described in Step 1, and the trading center and supply area reconnaissance described in Step 5.

#### II. PROVINCIAL RECONNAISSANCE

##### A. Introduction

The purposes of a RECON for a prospective AGMARIS province are to confirm the merits of this site for AGMARIS and to prepare for drafting the proposed Action Plan, conducting the First Consultative Session, and training/fielding a team for the Marketing and Information Needs Assessment (MINA). It takes place within the proposed new provincial site for AGMARIS, confirms the need for marketing information here and requires the assembly of several sets of information which will allow the MINA Team to quickly orient itself in this new location.

During the Reconnaissance (RECON) period, the team has two other assignments, namely to identify local counterparts as possible team members for the MINA field work and to assemble information for estimating the costs and ways to support the full team under field conditions. Both of these have been fully described in Step 1.

Although the time requirements for this first visit to the prospective province depends on the amount of pertinent information already available to the team, seven to ten days is sufficient in most cases. The team usually consists of a Team Leader and three to four team members plus one knowledgeable local person assigned from a local institution. These persons should have prior field research experiences, knowledge of how to access information from different types of local government institutions, and skill to work effectively in a team.

The main objective is to assemble background information on the prominent local commercial crops, active trading centers and marketing information activities of local institutions, especially information which is only available locally. Also it is important to interview officials of relevant institutions, agencies, councils and groups, in order to make them aware of the forthcoming AGMARIS, to assess possible problems in conducting the MINA, and to evaluate local marketing information needs.

## **B. Preparations**

The preparations include the following:

### **Technical Matters:**

1. Request the RECON team members to get and review a copy of all relevant materials/data previously collected about the province. These materials will be used for ready reference, validation, review and filing for future use.
2. Prepare and furnish each RECON team member with a tentative schedule of activities and list of outputs which will be reviewed with the PASO.
3. Meet with the proposed MINA team members assigned from the project to this site to review the RECON strategies, including the schedule of activities, the list of outputs expected, and the types of key informants required. Every important point or instruction should be explained clearly. It is important for the RECON team to know what is expected of it, given the short duration programmed for each activity.
4. Prepare and provide each RECON team member with the necessary materials and supplies, such as an Identification Card (ID), letters of introduction from key officials or important persons, set of AGMARIS Primers, updated clearance from the local police and military authorities, etc. Emphasize that the 4-5 person RECON team should always carry these documents whenever doing field work.

### **Administrative Matters:**

1. Prepare and send in advance "Official Letters" of introduction or requests for assistance to such persons as the D.A. Regional Director, local PASO of BAS, head of the Marketing and/or Agricultural Economics Departments at local State Colleges and Universities, president of the local Chamber of Commerce and Industry (PCCI), and the like. These can include the tentative dates of arrival.
2. Prepare a reference table of cost ceilings for each cost item and a checklist of the necessary paper work for disbursing, tracking and liquidating funds.
3. Estimate cash advance requirements, costs of plane tickets, etc. before requesting the funds and making travel arrangements for the RECON team.

4. Compile a list of contact persons, key informants and others who can help the Team in that location.

### **C. Field Activities**

The Team Leader is responsible for sequencing the activities, making assignments each day and evaluating the materials collected. Once the Team Leader decides that there is adequate information for the next steps, the team returns to the Home Office. However, these procedures should be first completed:

1. Visit the PASO and the Assistant PASO-POC and brief them on the objectives and expected activities of the AGMARIS and MINA. Provide them with copies of the AGMARIS Primer. Encourage them to ask questions in order to avoid misunderstandings during the course of the field work.

Request the PASO or the Assistant PASO to accompany and introduce the RECON Team to the Regional/Provincial DA as well as to other local government and private officials. Explain the purpose of the visit to the heads of these organizations or institutions and inform them of forthcoming AGMARIS activities. With utmost tact, solicit their cooperation and support for AGMARIS.

2. Request that both the DA's PAO and/or Regional Director and the local DA-Agribusiness Unit provide separate lists of their priority agricultural commodities for the province for possible consideration by the AGMARIS. This list may augment those noted below in "b".

At this point, it may be essential to inform them that the focus of the project is initially on vegetables, fruits, and grains (plants) and not on livestock or fish (animals). Further, ask them to identify important trading centers in the supply areas from which large amounts of commodities are sent to the closest market center.

Cite examples for clarification purposes. For instance: Valencia and Malaybalay as trading centers in Bukidnon Province serve as the major rice and corn suppliers for the Market Center of Cagayan de Oro City. There, substantial commercial trading takes place. Given the above indication of priority commodities, ask where the major production areas are per commodity and how stable the peace and order situation is in each site. At this time complete the appropriate institutional profile form.

3. Assign two members of the RECON Team the collection of the following priority secondary data with follow-up visits to the offices cited above (sources):
  - a. Current top 10 to 15 agricultural crops, including only vegetables, fruits and grains, produced in the province in terms of the number of farmers growing them and/or land area per year (BAS/DA);
  - b. Other crops planted in the province with perceived market potential, especially if they induced a change in the production patterns in the province, e.g., banana plantations taking over previous rice lands (BAS/DA);

- c. Production data or statistics on those identified major commodities in terms of harvested area and production per municipality (cite the most recent 3-5 year period to assess stability and patterns of change) (BAS/DA);
  - d. Barangays/Municipalities known as major production areas for each of those identified crops (BAS/DA);
  - e. Cropping (and marketing) calendars for each priority commodity (BAS/DA).
  - f. Dominant monthly patterns of rainfall and temperature as measured in the more productive municipalities of the province to indicate seasonality of production (PAGASA or research stations).
  - g. Descriptions of common production and marketing practices for each of those major commodities. Focus on practices unique to the province. (DA, research stations and/or any local state colleges and universities).
  - h. Major Trading Centers and trading sites for those agricultural commodities in this province (BAS/DA).
  - i. Names and locations of major traders, processors and post harvest facilities or equipment for grains and other priority commodities (NFA, DA, DTI, and BAS).
  - j. Inflow/Outflow data of those major commodities from the local ports, if present (DTI/PPA/DA).
  - k. Provincial Profile - Provincial Agricultural Profile (DA), Socio-Economic Profile (Five-Year Development Plan of NEDA, NSO or the Provincial Government), etc. which contain a directory of government agencies/institutions along with the names of their officials in the province, a list of local colleges and universities, names of the local radio stations, cooperatives and non-government organizations as well as the usual economic and demographic information;
  - l. Provincial, municipal and poblacion maps, including: Road Maps, Elevation Map, Land Utilization Map, and Agro-climatic Map (DA/BSWM/BAS/PPDO/DPWH). Trace and reproduce extra copies of the provincial and poblacion "working maps" from the combination of the road, land marks and elevation maps.
  - m. Distance matrices with the major marketing land marks across the top, i.e., market center, trading centers, ports, and the like, and major crop production locations down the left hand column.
4. Request the BAS-POC personnel to give a briefing on the operations/activities of the provincial trading center where they collect price data. A prior appointment (date and time) with these staff is necessary, considering the nature of the field staffs' work assignments.
  5. Visit that major trading center which is usually located within the provincial capital. (Examples are Digos in Davao del Sur and Tagum in Davao del Norte). Give particular attention to the following information during the inspection of that trading center:

- a. Observe/take note of the modes of transportation facilities available in going to and from that trading center (jeeps, bus terminals, mini-bus terminals etc.), road condition at entry and exit points, travel time and factors affecting the duration of travel from the Market Center to the Trading Center as well as the presence of checkpoints, condition of bridges, and the like.
  - b. Take note of indicators of progressiveness within the trading center, such as the extent of human and vehicular traffic, availability of public vehicles (tricycles, jeeps, etc.) servicing the poblacion, number/size of banks, number of communication facilities (telephone, telegraph, etc.), shopping centers, construction of new commercial buildings, and the like. This information can be best visualized if sketched on a map of the urban area (from the municipal office) viewed during this tour around the trading center.
  - c. Map the entry and exit routes for this trading center on a map of the city (market proximity map) along with a general sketch of the layout of the market places worth visiting during the MINA.
6. Determine from the bus dispatchers and other key informants the main transportation routes from the Market Center to the adjacent provinces and trading centers. Identify the locations of the main terminals for buses/jeepneys/tricycles on each route relative to each destination. Then, visit those terminals to ask dispatchers or drivers about the frequency and schedule of trips (specifically the first and the last trips), fare, and seasonality of trips.
  7. Complete the balance of the institutional interview forms based on the listing of influential institutions as found in the provincial profile.
  8. Validate or gain additional insights regarding the preliminary information compiled above by presenting the key points to the PASO, Assistant PASO, available BAS field staff, and any other key informants who have the interest to listen and comment.

While conducting courtesy visits and follow-up compilation of data and studies from various public agencies, be sure to add insights or relevant information to their respective institutional profiles. These can be further refined during the MINA.

The key points noted above are summarized in Tables 1 and 2. Step 1 specifies the way and sequence that this information should be organized.

### **III. TRADING CENTER RECONNAISSANCE**

#### **A. Introduction**

The RECON of prospective trading centers will not only help determine which ones qualify as "Trading Centers" for inclusion in Step 5 interviews but also provides substantial insights on the operations of the local commodity marketing systems. The major differences between this and the former reconnaissance is the focus on key informants in the market places.

#### **B. Preparations**

In addition to the preparations noted above, the team should obtain and carry an "endorsement letter" from a local influential, prominent organization, such as a local Chamber of Commerce and Industry or the Regional Agricultural and Fishery Council (RAFC). For local respondents, this form of introduction has more credibility than a letter of reference from some distant government entity.

### **C. Field Activities**

During visits to the largest marketplaces within the prospective "Trading Center" or where commercial trading occurs for each identified commodity (or commodity group), briefly interview at least 2 key informants, such as market supervisors, distributors and retailers. The Team Leader must first decide the appropriate criteria for classifying respondents, for example small, medium or large distributors, before selecting them from the BAS or NFA listings. The PASO may be able to suggest which key informants from the list would be most willing to share insights and information.

Now the team should divide into two person sub-teams with each assigned to interview respondents handling a particular commodity group, such as tropical vegetables, temperate vegetables, fruits, or grains, or to meet those responsible for the administration of the market place. The sub-teams will refer to these general guide questions:

- Who are the major suppliers (by type and season of supply) of the commodity? (Marketing Participants)
- In what forms is the commodity being traded? Example: coconut - as copra or desiccated coconut, or "buko" etc. (Specifications/Forms)
- Where are the major production areas located? (Bring a working map of the province or municipality.) To where is the bulk of the commodity being shipped? (Commodity Flow)
- When are the peak and lean production months? Peak trading months? Within the week, what are the peak market or trading days? (Seasonality and Price Change)
- What are the common trading practices per commodity? Trade in bulk or small units? In cash or in kind? Where is the commodity assembled before it is traded? (General Trading Practices)

In other words, the Team should have preliminary indications of the locations that are major sources of the principal agricultural commodities grown in the province; assembly areas outside and within the trading center; general sources and destinations for commodity flow; and the typical participants in the marketing systems. In fact, the information collected should fit within these seven point:

1. What are the 10-14 major commercial commodities in this location, given the criteria that AGMARIS has specified?
2. What are the main types of marketing participants and what are their key characteristics relative to each commodity system?

3. What are the main marketing channels for each commodity?
4. What are the key locations in terms of production areas and Trading Centers per commodity?
5. What are the key months of planting and harvesting per commodity?
6. What are their main production and marketing problems, as mentioned by key informants?
7. What are the programs and projects of institutions actively affecting each commodity system? (For example: financing schemes that support productivity or price information broadcasts on local radio stations.)

After assessing the information from this largest trading center in the province, the RECON should be able to confirm whether it is a "Trading Center". If that is not possible, it should schedule another RECON in the next identified trading center, such as occurred in the case of Davao del Sur and Davao del Norte. Apply the same procedure as noted above. Given the amount of information already collected from the Provincial Capital, less days should be allotted this site.

After organizing all the data/information gathered, compare and contrast the two or more trading centers by these factors:

1. Stability of the peace and order situation (recent number and type of incidents, especially as a potential hazard for the MINA Team)
2. Number of major perishable commodities actively traded in each trading center.
3. Number of potential recipients of price information (farmers, traders, millers, etc.).
4. Dominant scale and type of agricultural production, such as plantation vs. individually-owned farms, financed vs. self-financed production of crops, etc.
5. Patterns of commodity flows relative to the trading center and between the trading center and Market Center. It is important to learn which commodities are mostly consumed in the trading center relative to those being sent to other areas.

This information will serve as a basis for the RECON team's recommendations in the Action Plan. The organization of the information must make information gaps or contradictory information apparent so that the MINA team can rapidly fill or rectify such discrepancies. In other words, this is ACTIVE INFORMATION and not for the files.

Whenever there is another RECON team covering a nearby Market Center, it is important to interview pre-identified key informants in close coordination with that team, especially regarding the commercial relationship of the Market Center and these trading centers. Unfortunately, this is often difficult given logistical, communications and timing problems.

The outputs should include the following:

1. List of all major commodities currently traded in the province per season;
2. List of major trading centers and supply areas per commodity;
3. Set of maps
  - a. infrastructure (major market places, ports, road network, etc.);
  - b. institutions (location of relevant institutions); and
  - c. locations of trade-related businesses (sites of traders, millers, wet markets, etc. especially within Trading Centers) and others as specified in the MINA.
4. Set of Institutional Profiles (initial listing identified in AGMARIS);
5. Short paper (bullet format) entitled "Insights and Patterns of Agricultural Marketing for Each Commodity Group in \_\_\_\_\_ Province."
6. Hand-drafted maps showing the general commodity flow patterns from the known production sites to the assembly areas, to the trading centers, and finally to the Market Centers or final destination of each type of commodity.

**TABLE 1**

**PRIORITY INFORMATION FOR COLLECTION IN RECONNAISSANCE OF TRADING CENTERS**

DATA/INFORMATION	SOURCES
<p>1. Top fifteen (15) commercial agricultural commodities of the province/supply area. Criteria:</p> <ul style="list-style-type: none"> <li>a) in terms of % of total agricultural area</li> <li>b) must have an established marketing channel</li> <li>c) supplies the market center</li> </ul>	<ul style="list-style-type: none"> <li>1) Provincial Planning and Development Office (PPDO)</li> <li>2) Office of the Provincial Agriculturist (PAO)</li> <li>3) RAIMS/PAIMS</li> <li>4) BAS POC</li> <li>5) PAO/DA Agribusiness Chief</li> </ul>
<p>2. Area/provincial production statistics of commodities identified in #1</p> <ul style="list-style-type: none"> <li>a) hectares</li> <li>b) volume produced</li> <li>c) cropping patterns</li> </ul>	<ul style="list-style-type: none"> <li>1) RAIMS/PAIMS</li> <li>2) BAS POC</li> </ul>
<p>3. List of major trading centers/assembly areas where commodities in #1 are marketed by farmers, assembled and marketed in wholesale quantities to traders from MC.</p> <ul style="list-style-type: none"> <li>a) name and location of municipality</li> <li>b) allocation of trading sites/ outlets in TC</li> <li>c) schedule of market days</li> <li>d) names of contact persons (i.e., agricultural input dealers, transporters, market administrators and the like)</li> </ul>	<ul style="list-style-type: none"> <li>1) PAO/DA Agribusiness Chief</li> <li>2) PAFC Chairman</li> <li>3) Local Chamber of Commerce and Industry</li> </ul>
<p>4. Maps of provincial road/terrain/climate/and land use</p>	<ul style="list-style-type: none"> <li>1) Provincial DPWH, DENR, PAGASA</li> </ul>
<p>5. List of key informants (KI) for major commodity systems and as contact persons/ potential invitees to Consultative Session. A KI should be somebody who is not a direct participant in the marketing of a particular commodity but has a relatively wide knowledge of the commodity situation.</p>	<ul style="list-style-type: none"> <li>1) PAFC Chairman</li> <li>2) PAO</li> <li>3) Provincial DENR</li> <li>4) Local Chamber/Business Organization</li> <li>5) NTA/NFA/FIDA/PCA...</li> </ul>

Table 1 Continued

DATA/INFORMATION	SOURCES
<p>6. Rainfall/agro-climatic patterns/data nearest to each trading center. (No. of rainy days/month, mm/month)</p>	<p>1) Provincial PAGASA Station            2) Municipal Profile (Municipal Planning Office)            3) MAO's office</p>
<p>7. Provincial profile</p> <p>a) Physiography - physical characteristics of an area            b) Land use/classification            c) Demography            d) Infrastructure support facilities            e) Institutional support services            f) Trade and commerce</p>	<p>1) Provincial Planning &amp; Development Office (PPDO)            2) Provincial Agri. Info. Mgmt. System (PAIMS)            3) RAIMS</p>
<p>8. List of locations/addresses of institutions for institutional profiles, including contact persons (Managers/Office Heads).</p> <p>a) NFA            b) PPA            c) PCA            d) SCUs            e) DTI            f) NSO            g) DA            h) Cooperatives            i) NGOs            j) Local Government            k) Local AFCs</p>	<p>1) Provincial Planning and Development Office (PPDO)            2) Office of Provincial Agriculturist</p>
<p>9. Municipal profile of trading centers</p> <p>a) Crop statistics            b) List of barangays            c) Demography/physiography            d) Maps- roads/municipal/markets</p>	<p>1) MAO's Office            2) Municipal Planning Office</p>
<p>10. List of processors and other businesses in the province (DTI) related to each commodity</p>	<p>1) PPDO/DTI (Computer diskette)</p>

**TABLE 2**

**PRIORITY INFORMATION TO COLLECT DURING RECONNAISSANCE IN MARKET CENTERS**

DATA/INFORMATION	SOURCES
1. List of all wet market places with a corresponding short descriptions of each market's basic functions (retailing, receiving (landing) area and distribution points) as well as the address or location.	City Hall Planning Office
2. Road map of the entire market centers (indicate barangays), Road map focused on the poblacion area of the market center, Road map of the region showing all provinces adjacent to the market center	DPWH/City Engineer's Office
3. Photocopied list of companies operating in the Market Center	DTI/City Hall Planning Office (computer list/document) DA-Agribusiness Office
4. Market Center profile (photocopy)	DA-RAIMS/Provincial City Planning Office
5. Regarding regular shipping routes of inter-island vessels:  a) List of shipping lines operating in the main port, b) List of vessels by company and the corresponding route serviced by vessel c) Schedule of each vessel d) Commodity usually shipped per vessel	PPA
6. Location of bus and jeepney terminals, especially those leaving the market center	City Engineer/Planning Key Informants at terminals
7. List of contact persons  a) Local chamber - President or Office Manager b) Market Administrators c) PPA Manager d) DA-Agribusiness Chief	RAFC President and active members
8. List of new City Officials  a) Mayor b) Persons whose primary duty or role in the city is to monitor trading.	City Planning Office
9. List of radio stations - address, telephone number, name of station manager, type of programming.	KBP PIA
10. List of local colleges and universities, including names and addresses of contact persons.	City Planning Office

## **APPENDIX II**

### **THE MARKET CENTER APPROACH**

#### **I. OVERVIEW**

The Market Center (MC) approach emerged from the MINA Teams experiences and observations that large scale traders in large wholesale market places are often secretive and reluctant to answer questions about their business and the commodity marketing system in which they are active. Likewise, they are usually too busy for lengthy interviews during trading hours and are suspicious when outsiders ask questions about their marketing practices. These conditions prevail in such cities as Manila, Cebu, Davao, Cagayan de Oro, and Batangas.

Consequently, a strategy was developed whereby contact with these key respondents was limited until the Team collected, analyzed and understood substantial information from other marketing participants operating outside of these market places. Then, based on a substantial understanding about these types of large traders and their trading practices, the Team meets them during their off-hours to validate its understanding, to clarify vague points and to determine key seasonal patterns of trade while providing insights of value to these traders. In this way, time is spent asking critical questions which provide key insights to fill missing pieces to the puzzle called the commodity marketing system.

With this strategy in mind, the Team forms sub-teams consisting of one experienced team member together with one local member who speaks the local dialects and is familiar with local conditions. They begin the MINA by interviewing key informants and marketing participants at locations through which commodities flow to or from that major wholesale market place. Examples of likely locations around the periphery of that market place include ports, satellite retail markets, and mills or other processing plants as well as Trading Centers in nearby supply areas. One sub-team would be assigned each of those sites. This approach enables the team to learn as much as possible about inflow/outflow patterns by season and location, types and names of major traders, and their functions and size of operation before entering the wholesale market center.

The following sections will provide preliminary ideas on; a) how a team should organize itself, b) how to assess a port, c) how to approach large scale retail market places (wet markets), and d) how to interview processors of agricultural commodities. The information from those sections will be carefully arranged and interpreted in preparation for interviewing the large scale wholesalers in the Market Center. With further applications of this approach, a more comprehensive manual on these topics is expected in the near future.

#### **II. TEAM PREPARATION AND ORGANIZATION**

The Team Leader divides the Team into sub-teams with one experienced MINA Team member paired with a local member who speaks the local dialect fluently. The Team Leader then assigns a sub-team sole responsibility for one of the sites mentioned above, such as the port, or one set of respondents dealing with a particular type of commodity, such as vegetables, at all the sites. Likewise, the Team Leader drafts a schedule of daily activities with technical and administrative assignments per team member for the next couple of weeks. A copy of the assignments will be displayed in the Team's office room for everyone to read.

At the end of each day the Team spends an hour or so for a briefing on the day's activities, problems and accomplishments, a brainstorming session on important findings and follow-up issues, and a review of the schedule planned for the next day. At this time sub-teams may be reorganized or reassigned based on the happenings of the previous days. This is the main opportunity for the person assigned to Process Documentation to assess what has happened for that day and to follow-up on any unclear situations. Likewise, computer operator or someone else should be given the responsibility to keep minutes of this session.

An essential activity at the outset of this approach is the conversion of printed road maps into "working maps" both of the Market Center city itself and its surrounding areas. The city map should include the sites of major retail markets, the major wholesale market place, the port, major access roads, locations of the main mills and processing plants, and the main traffic patterns for incoming long distance buses, jeepneys and trucks, if possible. The map of the city within its surrounding area, should include features of the terrain and nearby supply areas as well as important logistical features, such as the national highways, ports and major bridges.

### **III. THE PORTS ASSESSMENT**

Whether the entire team or a sub-team is responsible for covering the port area, the following guidelines are suggested.

First, visit the office of the Philippine Port Authority to introduce yourself, explain your purpose, and request a chart of the port layout and basic set-up, i.e., schedules of activities and who is located where. Also, the Team should make arrangements to obtain a list of the shipping companies, their vessels and routes, and the location of their office, container storage sites and loading areas in the port.

Second, walk around the entire facility becoming familiar with the layout and activities and noting points of interest. Record the observations noted below on the first day before informally interviewing such key informants such as porters and checkers. Observations should include:

#### **Port Observation Points:**

- State of maintenance or repair of container van loading and unloading areas,
- Road condition of the access roads and distance from the port gate to the Market Center and prominent Trading Centers,
- Port capacity in terms of the size/number of vessels that can accommodated at any one time at the pier,
- Location of each shipping line's office relative to the piers and main gate,
- Number, size and position of warehouses (per shipping line) and description of equipment used by the port services, especially the cargo forklifts used by domestic lines,
- Description of the size/types of packaging for fruits and vegetables shipped as cargo as well as carried on passenger liners, and

- Description of the alternative methods of loading and unloading different types of commodities, such as manual or mechanized.

After a day or two of recording and discussing their observations, the team members begin interviewing two sets of key informants at the port.

First, the team conducts interviews with key informants involved in the day-to-day operations of the port, such as PPA staff and managers or staff of shipping lines and port services noted below.

**Key Informants (Types of Information):**

- Managers of the Philippine Port Authority (Names of consignees and consignors according to the commodities handled, i.e., fruits and vegetables. Shipping schedules, daily arrivals and departures of vessels, names of vessels with their origins and destinations and the like).
- Managers and staff of the arrastre companies which are in charge of transferring cargo from vessels to the pier and vice versa (Names of consignees and consignors according to commodities handled. Common problems with shipments of different commodities and alternative ways that the problems are handled.)
- Managers and staff of shipping lines with scheduled routes, mostly shipping lines with container and/or passenger vessels (Seasonality and problems experienced with the dominant types of cargo they handle. Methods the consignees and consignors use to gain preferential treatment or to reduce losses during transit).

Second, when their operations are well understood, the other set of key informants is approached, including a sample of those actually shipping commodities from and to the port. This latter group includes different types of shippers who are also traders and/or processors shipping fruits, vegetables or grains to domestic and foreign markets. The basic guideline is to interview three to five respondents from each type of shipper per type of commodity.

**IV. LARGE SCALE RETAIL MARKETS**

A main principle is that considerably more time should be spent with retailers and market personnel at large scale retail markets (wet market) than at the port and processing plants. Thus, one of the initial points for the Team to determine from key informants in the city office is the number and distribution of the commonly recognized large scale retail outlets throughout the city. Then, it should plot the location of each market on the map of the city and examine the locations relative to the large wholesale market in the Market Center, to the port, to the major highways leading from the major production areas and to the other retail markets.

The Team should then be divided into at least four sub-teams, one each for vegetables, fruits, grains and general market organization and operations. The sub-team assigned to the market organization and operations should briefly visit each market during regular days to validate its classification as large scale according to the volume traded, physical size of the facilities, and/or number of registered retailers.

Also the sub-team will determine its basic features such as the main market day and schedule of activities, and collect relevant secondary information, such as a chart of the market layout.

That information will allow the Team to select 3-5 retail markets that are well distributed throughout the city (east, west, north, and south), represent the main concentrations of population (especially those of major income and ethnic groups), and capture any important price differences for fresh produce. Then, the Team should spend about a half day in each market beginning with the one furthest from the wholesale market for vegetables and fruits.

Once the Team arrives in a retail market, the commodity-specific sub-teams spread out and begin interviewing key informants, such as officers of traders' associations or drivers at jeepney stands, and retailers of their particular type of commodity. They can refer to the "Question Guide for Retailers" for the types of questions to be asked during their interviews in the retail market. Usually these interviews are conducted during the slack hours of peak market days, if possible. Peak market days are usually on Saturday and/or Sunday mornings and afternoons

A few of the main points to clarify at this time include:

- Who are the major suppliers and end-users (by type and season) of the commodity? (Marketing Participants)
- In what form is largest share of the commodity traded? Example: coconut - as copra or desiccated coconut or "buko" (Specifications/Forms)
- Where are the major production locations and to where is the bulk of the commodity shipped? (Commodity Flow)
- When are the peak and lean production and marketing months for the commodity? What time of the day is the peak and slack sales in the retail market? (Seasonality and Price Changes)
- What are the common trading practices and terms of trade for this commodity? (Trading Practices)

Meanwhile, the sub-team responsible for the market organization and operations will visit the market administrator and staff to complete the following types of information:

#### **Market Infrastructure**

- Map of streets surrounding the market, together with those identified as the primary access and exit routes
- Chart of the market layout and drawing of the physical structure
- Description of the market's physical features, such as floor space, presence of water/lighting/toilets, places designated for fruits, vegetables and grains, etc.

- History of this market, such as year constructed, years of any unusual damage or reconstruction, expansion programs, etc.
- Location of Public Bulletin Boards for prices or other information dissemination
- Description and locations of bus or jeepney terminals which service this market, including:
  - Name of the head of the jeepney association
  - Jeepney routes passing the market
  - Schedules and destinations of jeepneys hired by traders for agricultural commodity transport. (Approximate distances and travel time to supply areas should also be recorded, whenever possible).

### **Market Organization**

- Sections within the market and names of those responsible for each section,
- List of registered wholesale and retail traders as categorized by commodity group (including the identification of the "old timers" for the commodity groups of interest),
- Names of traders' associations and their officers,
- Positions of the market staff and the number of personnel in each position,

### **Market Operations**

- Description of the 24 hour schedule of the market, including arrival times for each type of commodity, time period for most wholesale activities, time period for most retail trading, etc.
- Presence of other price monitoring services, including the names of any other organization collecting and dissemination price information,
- Description of jurisdiction of the agencies active in the market and the responsibilities of the market personnel, especially the "fee collectors"
- Description of the fee collection schemes used to generate revenue and the types of costs covered.

Although the magnitude of this information seems formidable, it is useful for preparing the Market Reporters for their substantial role within AGMARIS and as a benchmark for future changes in the structure of the local marketing systems.

## **V. GRAIN MILLERS AND OTHER PROCESSORS**

Since grains as well as fruits and vegetables are priority types of commodities for AGMARIS, it is essential to understand the role of this major type of demand for those commodities,

especially as to how processors affect the price formation process in the Market Centers. The assessment of this sector also will require mapping exercises and the development of a fairly comprehensive directory of firm.

Key informants for the grain industry include the BAS and the NFA, both of which have listing of millers, traders and other marketing participants. The main task is to devise meaningful categories for these types of respondents, to fit the listed persons into the appropriate categories, and then to select sufficient samples to capture the essential features of the industry relative to the marketing systems and the information needs of farmers and traders. Although the most frequently used categories are by size (small, medium and large), the criteria of integrated into related businesses versus single type of firm or shippers versus those only servicing local demand or corporate versus family firm or old/established firm versus new-comer are well worth investigating.

The question guide given in Appendix VII provides several of the basic questions which should be asked during this assessment. Basic topics cover the firm's identification, competition in the industry, the firm's suppliers and buyers, procurement patterns, internal operations, sales patterns, information needs, and problems encountered in their operations. These interviews require about 45 minutes.

## **VI. LARGEST WHOLESALE MARKET**

After covering the port, large retail markets, and a cross section of mills and processing plants, the team spends the next couple of days compiling information, discussing and documenting the findings in preparation for the largest wholesale market. Since the main wholesale market place within each Market Center is one of the spokes in the wheel of the national marketing network for agricultural products, it deserves special attention. Most marketing channels for vegetables and fruits either originate from or lead to this particular market place as the major link between supply and demand conditions.

The Team must carefully prepare itself for these interviews. First, the sub-team on market organization and operations will conduct a brief RECON of the market while the commodity sub-teams will review information from the other assessments and prepare a plan of action for the next two to three days.

Second, the Team will organize itself into pairs for time slots of 6 - 8 hours during the "Market Watch of 24 hour". This Market Watch provides actual observations of what happens around the clock, such as arrivals of commodities shipped from other distant markets versus those hauled from nearby barangays, wholesale transactions by institutional buyers or processors versus distributors/retailers from other market places, peak periods of retailing to different types of consumers (morning and afternoon), and the like. The Team arranges this information into a Market Watch matrix for planning market interviews and for use in the MINA report.

Third, the sub-teams arrive according to the pre-determined off-hours for their particular respondents and completes the interviews required for a complete understanding of the commodity systems and the information needs per type of marketing participant. The following section identifies the types of information expected from these interviews.

The RECON of the market organization and operations sub-team will provide the description of the layout and facilities for this market, especially locations of key traders and schedules of slack periods. The subsequent observations and interviews of this sub-team will provide the market infrastructure,

organization and operations information as gathered in the retail markets as noted above. However, unlike the retail markets, special attention will be given to identify any opportunities for improving the structure, organization or operations of this wholesale market place. This is a prime source of "capsule project ideas".

The commodity-related sub-teams will compare everything learned from the assessments of their commodity systems at other sites, such as the port, with the key points that must be known from the MINA. With that process, they will identify data gaps and contradictory information, construct a list of the frequently mentioned influential traders in this wholesale market, formulate a plan of whom to interview and what information is needed from each, and draft key findings which can be shared with these traders. The question guides in the appendices should provide a useful starting point in the preparation and conduct of these interviews.

It is useful to point out that because "reciprocity of information between inquirer and respondent" and "market transparency" are important principles for the MINA, this is one opportunity to put them into action. However, each Team member must remember to maintain confidentiality of information regarding each individual's personal business but can share insights regarding industry-wide patterns and trends as well as what is happening in distant locations, such as surpluses, new varieties, consumer preferences, new processors looking for suppliers, improved packaging materials, and the like.

The Team Leader will vigorously participate in all activities involving this wholesale market and will decide when sufficient information has been collected. At that time the Team will begin the final phase of the MINA, namely organizing and interpreting the information gathered.

## **VII. COMPILE INFORMATION AND COMPLETE WRITE-UPS**

The organization and compilation of information gathered during the MINA is an ongoing process. However, before the Team can leave for the Home Office, the Team Leader must review all the information collected to insure no major gaps remain. The following outline developed by the MINA Team for Cebu illustrates one way to organize important information from observations and key informant interviews.

### **Compile Information**

1. Compile information on all respondents interviewed at the port, each retail market, and the wholesale market in separate folders;
2. Fill out trader or processor question guides:
  - a. one question guide per respondent,
  - b. attach a flowchart to each question guide, and
  - c. write "interviewed by" and "date" on each question guide.
3. Fill out the following working tables:
  - a. market watch - a 24-hour schedule of retail market activities,
  - b. list of traders and suppliers mentioned by respondents,
  - c. trading calendar,

- d. list of trader respondents,
- e. table stating price difference per commodity,
- f. table of marketing functions per commodity,
- g. tabulation sheets
- h. commodity specifications, by site and source
- i. monthly volumes of commodity inflow/outflow per season

### **Write-up/Documentation**

Team members should NOT write a lengthy reports, but rather use a bulletized or capsulized writing style to present their information on the following topics:

1. **Background Information on Wholesale and Retail Markets**
  - a. Brief history of the market place,
  - b. Reason/s for the establishment of certain days as "market days",
  - c. Maps of the municipality showing market location/s,
  - d. Road condition and distance of retail market from the market center,
2. **Organization of Market Places**
  - a. Description of streets surrounding the markets,
  - b. Transportation routes (cite times when certain streets are closed to traffic),
  - c. Description of the market sections with an indication of the number of traders in each applicable section per market,
  - d. Layout chart or sketch of each market place,
  - e. List of traders' associations,
3. **Operations of the Market Places**
  - a. Description of market activities within the 24-hour period of the Market Watch,
  - b. Classification of the market as mainly retail or wholesale,
  - c. Identification of the market's peak trading days,
  - d. Classification of the different types of traders within the market and their respective functions,
4. **Major Commodities Handled Within Each Season**
  - a. Commodities sold in the market at different times of the year, attach each markets' trading calendar,
  - b. Specifications of the commodities applicable to each season,
5. **Port Operations and Organization (where applicable).**
6. **Comprehensive Directory of Agribusinesses and Transporters by commodity sector, including grains, fruits, vegetables, industrial crops, etc. as compiled by NFA, DA-Agribusiness Group, BAS, etc.**

7. Hand-drawn bar chart of monthly inflow and outflow data from ports reflecting the most recent 3 years (where applicable and feasible within the time permitted).
8. Hand-drawn graph of monthly wholesale prices of important local agricultural commodities.

## APPENDIX III

### TRADING CENTER APPROACH

#### I. OVERVIEW

The Trading Center (TC) approach is based on the original design of "TC - supply areas - TC - supply areas". In other words, the Team viewed each TC with its supply areas as one whole and organized the MINA accordingly. The Team would form sub-teams as above and assign each a different type of commodity, such as vegetables, fruits, or grains. Then, they would first interview traders, processors and transporters of the priority commodities in the Trading Center itself before tracing the commodity channels backward to the major supply areas.

In those supply areas, the whole Team would visit major producing barangays per commodity type and interview the different types of farmers who grew those crops and marketed their commodities as well as the barangay traders who bought and sold those commodities. Then, if any data gaps or contradictory information were found, the Team would return to the TC and obtain the missing information before writing the results and proceeding to the next TC with its own supply areas.

However, the need for a modification became apparent when commodity channels and supply areas were sometimes found to be interlinked in varied ways depending on such factors as the season, type of commodity, types of producers (proportion of plantation versus small growers) or layout of the road network. The original design did not produce adequate results.

The adjusted approach became "TC -TC - supply area - supply area". In other words, the province became the whole consisting of interrelated TCs, especially as linked to the nearest Market Center(s) or overlapping locations of commodity demand. Thus, the Team would first cover each of the two or three target TCs before proceeding to the barangays in the major supply areas for the various commodities. Although both the original and adjusted approach are referenced to the demand conditions in the Tcs, the interrelationships between and among Tcs and supply areas became better understood with this latter sequencing of the coverage.

The Team will use the Trading Center approach in either of two situations; first, for interior commercial provinces without a port or nearby Market Center, and second, as part of the Market Center approach whenever the Market Center is located within or adjacent to the targeted commercial supply province, such as the case of Cebu City and Cebu Province.

In the latter case, the nearby supply province has such an influence on the performance of the price formation process of the major wholesale market that both locations should be considered at the same time. Consequently, once the port, large retail markets and mills/processors have been covered within the Market Center approach, the Team goes directly to the major supply areas before returning and completing the large wholesale market. This case will be most frequent in the initial period of establishing the nation-wide foundation for AGMARIS.

In the former case, this commercial province stands alone and will be treated as distinct from any particular Market Center. This case will be prevalent once the nation-wide foundation for AGMARIS has been put into place. However, in either case the basic steps for this approach are similar.

## II. TRADING CENTER ASSESSMENT

Within the Trading Center approach there are two types of assessment: the first focuses on the trading centers themselves, and the second focuses on the barangays in the major supply area. The assessment always begins with a reconnaissance which is followed by the actual interviews of marketing participants per each target commodity.

### A. RECONNAISSANCE OF TRADING CENTERS

The RECON of the province and the results of the First Consultative Session provide a list of potential trading centers located within this province. However, without careful observation of each site and appropriate questions for key informants in the locality, the eligibility of each remains only guess work. Experience has shown that few agriculturalists can understand the basic difference between the concepts of a "trading center" versus a place in or near a major production area.

Thus, the first activity is validating the eligibility of the places cited as key trading centers. A trading center, to be considered a pricing point within AGMARIS, must exhibit characteristics as specified in the Action Plan of a site-specific AGMARIS. For example, the location of a trading center should include a wet market, major assembly place, or a well known set of active resident traders wherein vegetables, fruits, and/or grains are actively bought and sold and prices can be discovered at regular, pre-determined times, such as "market days". Whether streets are lined with traders of grains, vegetables, or industrial crops and/or clusters of mills are scattered near the town boundary, the important idea is the local residency of traders and the discovery of prices which AGMARIS can disseminate for the marketing decisions of local marketing participants.

The Team will designate two or three members to travel to each prospective site and to determine whether the necessary characteristics hold for each site. This MINA team uses the list of key informants compiled in the First Consultative Session as reference. Usually this RECON of prospective trading centers requires about one day per site. Below are the types of key informants who should be contacted during this reconnaissance.

- **Municipal Agricultural Officer (MAO)** is interviewed on the history of agriculture in this area, newly introduced or rapidly expanding crops of commercial value, agricultural programs of DA or private firms, and improved varieties of traditional crops. The MAO can also provide the names and locations of input dealers, traders and processors for each type of commodity as well as suggest persons who are especially knowledgeable about local agricultural conditions.
- **Directors of Other Agencies**, such as the Philippine Information Agency, National Food Authority, National Irrigation Administration, and City Hall, can provide useful information on agricultural marketing conditions,
- **Market Administrators** of local wet markets can provide names of trade associations, charts of their market place, and observations on the nature of local marketing activities.
- **Operators of Transportation Companies** (jeepney and trucking companies that transport agricultural commodities) can identify persons handling large volumes of agricultural commodities, shortage months of transport vehicles, and companies which the service main routes from rural and urban areas;

- **Bankers and other Support Services**, such as rural/urban bankers and input distributors and dealers, may provide information on the viability of local agribusinesses, major crops grown and major producing municipalities.

## B. MINA INTERVIEWS IN TRADING CENTERS

After the team has completed the reconnaissance, it compares and contrasts the insights and information collected on the eligible sites with the characteristics expected and the dispersion of the sites throughout the province. Then, the Team determines the two or three trading centers which best reflect the marketing conditions in the province and whose information on wholesale buying prices of priority commodities would best serve the information needs of the majority of local farmers and traders. The Team selects the top 2 -3 Trading Centers for inclusion in the MINA.

The Team now develops its overall plan and schedule for the interviews in each trading center before it can proceed to the major supply areas. At each trading center it spends two to three days interviewing appropriate institutions, agencies, input dealers, traders, processors and transporters.

The basic approach is to divide into sub-teams focused on a particular type of commodity, such as vegetables. Then, each sub-team begins with the smaller sized businesses and once the pattern of operation for this size is understood, move to progressively larger types of firms until the picture of the marketing system and its seasonality emerges. In other words, the exact number of respondents will depend on the size and complexity of the marketing systems as well as the skill of the Team members and not a pre-set figure. Question guides for sample traders and processors are shown in Appendices IV and V.

The following section provides the general guidelines for sampling traders relative to each commodity group:

**Fruits and Vegetables.** The sub-teams interview 3 to 6 small retailers in each "wet market" in the process of understanding retail trading and tracing the sources of each individual commodity backwards to the barangays or municipalities which are their main suppliers. The greater the seasonal and varietal differences within an individual commodity, the larger will be the sample size required.

Since the sub-teams usually find and interview a sample of 3 to 6 wholesale distributors of each commodity at the market "landings", i.e., arrival sites, it is important to determine the barangays from which each fruit and vegetable originates. This is especially true since each jeepney stand or terminal is located at a separate site near the market and services a distinct set of barangays. Because retail and wholesale trading occurs at different times of the day and/or in different locations, each sub-team conducts interviews according to its own schedule.

**Grains.** The sub-team interviews 3 to 5 small retailers in or near each wet market and traces their sources of grain backwards to their main suppliers, i.e., millers or distributors who are usually located outside the market place. Then, they interview 3 to 6 of these distributors and/or millers and inquire about the various barangays from which specific grains were sourced. Since wholesale trading often occurs outside the market place, the team will contact NFA or BAS regarding the names, addresses and relative sizes of the local millers and distributors.

**Commodities not found in the market place.** In this situation, the sub-team must determine whether the commodity is no longer in season or is no longer commercially produced on a large scale in this area. In the case of commodities that are not in season during the MINA, the team must find traders who can recall the marketing system and practices for these commodities. Often it requires considerable time, effort and patience to collect this type of recall information.

Once the specific trading patterns and practices emerge from interviews with the respondents at this Trading Center, the Team maps the supply areas per commodity as linked to this TC before the Team moves to the next TC. At each subsequent TC, the same process is repeated except that special attention is given to commodity flows between Trading Centers and to supply areas which ship commodities to more than one TC. After completing the 2 to 3 TCs, the team prepares to trace the commodity systems backwards to major production areas, i.e., selected barangays.

### **III. SUPPLY AREA ASSESSMENT**

#### **A. RECONNAISSANCE OF SUPPLY AREAS**

Unlike the case of the Trading Centers where a list of prospective TCs was compiled during the provincial RECON and the First Consultative Session, there is no list for the supply areas per commodity as referenced to each TC. Thus, given all the information collected above, the Team will select sample barangay (village) sites by constructing a commodity supply matrix with reference to each TC. The matrix lists the priority commodities down the left hand column and the major supplying barangays (or municipalities) across the top with a check mark corresponding to each commodity which has relatively large areas under production in that barangay. Once this is completed for each TC, it is quickly reviewed with the BAS field staff, DA personnel and other key informants.

The basic objective is to cover at least two barangays per commodity, to spread coverage in each direction (east, west, north and south) from the TC, and to include as much variability as possible in order to sample a cross section of different types of farmers and traders. Thus, the Team begins at the first TC and selects 2 barangays for the commodities with the fewest sources specified, for example tomatoes. If a barangay supplies two or more TCs with the priority vegetable or fruit, it is given a high priority for coverage. Other screening factors per commodity include the distribution of locations throughout the province, number of households in the barangays (large versus small), stability of the peace and order condition, proximity to a major road and degree of crop specialization.

If a particular commodity is not sourced locally, it is not included. Also, if sample farmers in a given barangay grow considerable amounts of other priority commodities, in addition to the one sought, that barangay can also be counted for the other target commodity. Consequently, the Team may actually cover 8 - 12 barangays for the 10 - 15 commodities included in the MINA. Given fair weather conditions, accessibility and an effective RECON of each barangay, the Team can cover one barangay in the morning and another in the afternoon.

The reconnaissance of these supply areas will follow a pattern similar to that of the RECON in the province and Trading Center. Its purpose is to efficiently use the limited time available for the

MINA. The Team cannot afford to spend time in barangays which no longer grow the priority crops or wait all day for farmers or barangay officials to return at night from their distant fields.

A day or two before the Team plans to visit the sample barangay, one or two team members travel to the local MAC's office to confer with him about the barangay and to request that the extension agent assigned there accompany them to the barangay. Then, they go to the barangay to confirm the prevalence of farmers growing the selected crops, the condition of road access to the barangay, and the peace and order conditions. After explaining the purpose of the impending visit to the barangay captain or barangay counselors, s/he gathers information for the barangay profile, requests the names of farmers who conform with the MINA criteria, and schedules both the individual and group interviews. Now the way is ready for the MINA Team.

## **B. MINA INTERVIEWS IN THE SUPPLY AREAS**

When the Team arrives in the barangay on the appointed day and time, the extension agent, barangay captain and/or other local official will accompany and introduce the Team to the local farmers during the fieldwork. The MINA team interviews a group of farmers, individual farmers, and barangay traders during the visits to selected barangays. Below is a brief summary of what each interview involves.

- **Interviews with Individual Farmers.** After arriving in the selected barangay, the team breaks down into two-person teams to interview 2 to 3 farmers per commodity. In selecting farmer respondents for each targeted commodity, the Team Leader will decide upon farmer characteristics suitable for this barangay and commodity, such as any of the following - smaller versus larger farmers, landowners versus tenants, self-financed versus financed farmers, and more isolated farmers versus those with ready access to market outlets. By including the extremes within these characteristics, MINA can account for a cross section of farmer information needs as associated with actual differences between farmers. The Team will refer to the questions posed in Appendix IV for the "Question Guide for Individual Farmers."
- **Interviews with Barangay Traders.** After the two-person teams complete their farmer interviews per commodity, they search for and interview every barangay trader found in or near the barangay. This enables the Team to trace the marketing channels forward from the barangay to the trading center. Traders are classified according to the area from which they procure commodities, i.e. barangay traders, municipality traders, provincial traders and regional trader/shippers. (Refer to the list of terms in the appendices). The Team will use many of the questions provided in Appendix VI for the "Questions Guide for Assemblers and Distributors".
- **Interview with a Group of Farmers.** This type of interview provides a cross-check to the information collected during individual interviews, especially concerning the dominant marketing channels, production/marketing problems, marketing practices, and information needs. Since there are so many uncontrollable factors affecting the reliability of the group interviews, these interviews can never substitute for the individual farmer interviews but rather enhance them. For the questions to be asked see Appendix V,

"Question Guide for a Group Interview of Farmers" and find the interview method outlined below.

Since the techniques for conducting a group interview session are less well known than those for interviews of individuals, the following suggestions are provided. The Team should assign a two-person, "Group Interview Team" to conduct and record the entire proceedings soon after the completion of the interviews with the individual farmers. One or both members of that team should be fluent in the dialect commonly used in the barangay and well versed in the MINA.

While waiting for the session to begin, one team member will move around the room and ask each person present the following background information, i.e., name, crops grown during this past year, total area planted in each, amount harvested of each, and signature.

Then, the other member will introduce the Team to those present and take about 5 minutes to briefly explain the goals of the AGMARIS and MINA, the purpose for this session and how it will be conducted. While that member proceeds to ask the key questions, the other member documents the interview, either by tape-recording, or by writing the important points. Some of the basic questions to be asked in this session include:

**Major crops currently planted in this barangay.** Which crops do most farmers plant during the rainy season? During the dry season? This helps validate the barangay's eligibility for inclusion in the MINA and the information gathered from key informants during the RECON.

**Farmer Typology.** How do you distinguish farmers who are larger growers versus smaller growers of each target crop? Answers may include field or farm size, ownership of irrigated versus rainfed fields, ownership of tractors or other equipment, land ownership versus tenancy, other occupations as financiers, or the like.

**Common cropping patterns** for each target commodity relative to larger versus smaller growers. Determine lean and peak harvest months per each crop.

**Main marketing channels** including the names and locations of all local buyers per commodity and then the names of who deals mostly with the larger versus smaller growers.

**Price seasonality** in terms of what months the farmers earn the highest price per commodity and what months the lowest? Why?

**Grading/sorting practices** for each commodity, taking note of the unit(s) used and packaging whenever selling each commodity. Note particular preferences by type of buyer, such as unripe tomatoes for export versus semi-ripe for local markets.

**Market information acquisition habits** in terms of actually learning about prevailing prices or finding new buyers - whether listening to a radio program, looking at a bulletin board, reading printed materials, or asking knowledgeable persons.

**Information acquisition preferences** in terms of preference for wholesale or retail price information (not both), desired form of measurement, alternative locations included, and quality characteristics of each commodity.

**Yield level expected in a good season (normal season) and approximate costs** incurred by the larger versus smaller growers. These ballpark figures are more for a sense of magnitude than for exact reference per season.

**Production and Marketing Problems and Suggested Solutions.** The team notes the most common problems of the barangay alongside efforts to solve them. Suggested solutions are also noted.

A team member should stress at the completion of the session that not all the information requested by the farmers can be provided by the AGMARIS, due to the project's limited resources. Moreover, prices to be aired over the radio are not the exact prices that farmers or traders can expect to receive at selected locations. These average prices and price ranges, will serve as a reference or indication of the prevailing market prices.

After the MINA team completes the interviews, it regroups to discuss the findings. Should time be sufficient, it will visit another barangay on the same day or schedule interviews for the following day.

#### **IV. COMPILATION OF INFORMATION AND COMPLETION OF WRITE-UPS**

The expected outputs from this assessment of Trading Centers and supply areas includes the tabulated data, descriptive papers and process documentation expected from all aspects of a MINA.

The team compile the following information after completing these assessments:

##### **Compiled Information**

- a. profiles of each barangay and municipality
- b. commodity specifications in each trading center
- c. chart of cropping patterns for priority crops
- d. layout charts of market places
- e. tally sheets based on farmer & trader question guides
- f. worksheets and matrices with marketing and production data results
- g. major crops planted and harvested
- h. distinguishing characteristics of each type of farmer
- i. major outlets/marketing channels per commodity
- j. production/trading practices per commodity
- k. list of market information acquisition habits
- l. frequency count for information acquisition preferences
- m. list of problems/solutions/recommendations

##### **Write-up/Documentation**

Each team member writes a bulletized or capsulized statements regarding the insights learned in each Trading Center and barangay for submission to the Team Leader. Also, the person responsible for the process documentation must furnish a complete report before the Team leaves the province. Organizing and writing these outputs may require several days.

**TABLE 3**

**PRIORITY INFORMATION FOR TRADING CENTER RECONNAISSANCE**

DATA/INFORMATION	SOURCES
<p>1. Top fifteen (15) commercial agricultural commodities of the province/supply area Criteria:</p> <ul style="list-style-type: none"> <li>a) in terms of % of total agricultural area</li> <li>b) must have an established marketing channel</li> <li>c) supplies the market center</li> </ul>	<ul style="list-style-type: none"> <li>1) Provincial Planning and Development Office (PPDO)</li> <li>2) Office of the Provincial Agriculturist (PAO)</li> <li>3) RAIMS/PAIMS</li> <li>4) BAS POC</li> <li>5) PAO/DA Agribusiness Chief</li> </ul>
<p>2. Area/provincial production statistics of commodities identified in #1</p> <ul style="list-style-type: none"> <li>a) hectares</li> <li>b) volume produced</li> <li>c) cropping patterns</li> </ul>	<ul style="list-style-type: none"> <li>1) RAIMS/PAIMS</li> <li>2) BAS POC</li> </ul>
<p>3. List of major trading centers/assembly areas where commodities in #1 are marketed by farmers, assembled and marketed in wholesale quantities to traders from MC.</p> <ul style="list-style-type: none"> <li>a) name and location of municipality</li> <li>b) location of trading sites/outlets in TC</li> <li>c) schedule of market days</li> <li>d) names of contact persons (i.e., agricultural input dealers, transporters, market administrators and the like)</li> </ul>	<ul style="list-style-type: none"> <li>1) PAO/DA Agribusiness Chief</li> <li>2) PAFC Chairman</li> <li>3) Local Chamber of Commerce and Industry</li> </ul>
<p>4. Maps of provincial road/ terrain/ climate/ and land use</p>	<ul style="list-style-type: none"> <li>1) Provincial DPWH, DENR, PAGASA</li> </ul>
<p>5. List of key informants (KI) for major commodity systems and as contact persons/potential invitees to Consultative Session. A KI should be somebody who is not a direct participant in the marketing of a particular commodity but has a relatively wide knowledge of the commodity situation.</p>	<ul style="list-style-type: none"> <li>1) PAFC Chairman PAO</li> <li>2) Provincial DENR</li> <li>3) Local Chamber/Business Organization</li> <li>4) NTA/NFA/FIDA/PCA...</li> </ul>

TABLE 3 CONTINUED

DATA/INFORMATION	SOURCES
<p>6. Rainfall/agro-climatic patterns/data nearest to each trading center. (No. of rainy days/month, mm/month)</p>	<p>1) Provincial PAGASA Station 2) Municipal Profile (Municipal Planning Office) 3) MAO's office</p>
<p>7. Provincial profile</p> <p>a) Physiography - physical characteristics of an area b) Land use/classification c) Demography d) Infrastructure support facilities e) Institutional support services f) Trade and commerce</p>	<p>1) Provincial Planning &amp; Development Office (PPDO) 2) Provincial Agricultural Information Mgmt. System (PAIMS) 3) Regional Agric. Info. Mgt. System (RAIMS)</p>
<p>8. List of locations/addresses of institutions for institutional profiles, including contact persons (Managers/Office Heads).</p> <p>a) NFA b) NTA c) PPA d) PCA e) SCUs f) DTI g) NSO h) DA i) Cooperatives j) NGOs k) Local government l) Local AFCs</p>	<p>1) Provincial Planning and Development Office (PPDO) 2) Office of Provincial Agriculturist</p>
<p>9. Municipal profile of trading centers</p> <p>a) Crop statistics b) List of barangays c) Demography/physiography d) Maps- roads/municipal/markets</p>	<p>1) MAO's Office 2) Municipal Planning Office</p>
<p>10. List of processors and other businesses in the province (DTI) related to each commodity</p>	<p>1) PDO/DTI (Computer diskette)</p>

**TABLE 4**

**PRIORITY INFORMATION FOR MARKET CENTER RECONNAISSANCE**

DATA/INFORMATION	SOURCES
<p>1. List of all wet market places with a corresponding short descriptions of each market's basic functions (retailing, receiving (landing) area and distribution points) as well as the address or location.</p>	<p>City Hall Planning Office</p>
<p>2. Road map of the entire market centers (indicate barangays) Road map focused on the poblacion area of the market center. Road map of the region showing all provinces adjacent to the market center</p>	<p>DPWH/City Engineer's Office</p>
<p>3. Photocopied list of companies operating in the Market Center</p>	<p>DTI/City Hall Planning Office (computer list/document)</p>
<p>4. Market Center profile (photocopy)</p>	<p>DA-Agribusiness Office DA-RAIMS/Provincial City Planning Office</p>
<p>5. Regarding regular shipping routes of inter-island vessels: a) List of shipping lines operating in the main port, b) List of vessels per company and the corresponding route serviced per vessel c) Schedule of each vessel d) Commodity usually shipped per vessel</p>	<p>PPA</p>
<p>6. Location of bus and jeepney terminals, especially those leaving the market center</p>	<p>City Engineer/Planning Key Informants at terminals</p>
<p>7. List of contact persons a) Local chamber - President or Office Manager b) Market Administrators c) PPA Manager d) DA-Agribusiness Chief</p>	<p>RAFC President and active members</p>
<p>8. List of new City Officials a) Mayor b) Persons whose primary duty or role in the city is to monitor trading.</p>	<p>City Planning Office</p>
<p>9. List of radio stations - address, telephone number, name of station manager, type of programming.</p>	<p>KBP PIA</p>
<p>10. List of local colleges and universities, including names and addresses of contact persons.</p>	<p>City Planning Office</p>

**APPENDIX IV**

**QUESTION GUIDE FOR INTERVIEWS WITH INDIVIDUAL FARMERS**

RESPONDENT CODE : \_\_\_\_\_

INTERVIEWER'S NAME \_\_\_\_\_ DATE \_\_\_\_\_

Municipality \_\_\_\_\_ Barangay \_\_\_\_\_

**I. PRODUCTION OPERATIONS**

1. Name \_\_\_\_\_

2. Address \_\_\_\_\_

3. Number of years in farming ? \_\_\_\_\_

4. Aside from farming, in what other businesses are your family members engaged?

5. How many hectares do you now have under cultivation. \_\_\_\_\_

6. What crops did you produce during the last harvest ? Please list in order of importance.

	CROP	VARIETY
a.	_____	_____
b.	_____	_____
c.	_____	_____

**NOTE: SHIFT TO THE CROPPING PATTERN MATRIX**

# Cropping Pattern Matrix

PARCEL	(1) AREA	(2) OWN	(3) SOURCE OF WATER	(4) SLOPE	1991												1992 (5)							
					JAN	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	
					I																			
II																								
III																								

2. Ownership  
 OC - Owner/cultivator  
 T - Tenant  
 L - Leaseholder (CLT)  
 O - Others
3. Source of Water  
 R - Rainfed  
 IC - Irrigated Canal  
 IP - Irrigated Pump
4. Slope  
 F - Flat  
 R - Rolling  
 H - Hilly
5. Symbol for Cropping Pattern  
 P - Planting  
 H - Harvesting  
 I - Intercrop  
 (One crop pure stand and another crop between rows)
5. Indicate week of the month planting and/or harvesting (2nd, 3rd..)

\*\* -To fill in the following pattern, start from his latest harvest and work backward to the planting and then the next harvest. Take note of the variety of the crop and area planted for each parcel.

**II. SALES AND MARKETING**

Method of Disposal	Volumes for the _____ Season		
	Crop A	Crop B	Crop C
Harvester's share			
Landlord share (if any)			
Sold at Harvest			
Stored for Future Sale			
Saved for Seed			
Used as payment to creditors			
Stored for home use			
Gave as gift			
Other (specify)			
<b>Total Production</b>			

2. Fill out the sales methods tables for Outlets A&B separately for each target crop.

CROP #1 : \_\_\_\_\_

Sales to Outlet A			
<b>Name of Buyer</b>			
<b>Address of Buyer</b>			
<b>Type of Buyer</b> (✓ one)	Barangay Trader	Other Farmer	Local Processor
	Processor in Town	Trader in Town	Retailer in Town
	Trader from outside of town	Other (specify)	
<b>Mode of Delivery</b>	Picked Up	Delivered	Mixed
<b>Volume Sold</b>			
<b>Price Received</b>	(if more than one price, specify)		
<b>Terms of Payment</b>	Cash	Others (specify)	

Sales to Outlet B			
<b>Name of Buyer</b>			
<b>Address of Buyer</b>			
<b>Type of Buyer</b> (✓ one)	Barangay Trader	Other Farmer	Local Processor
	Processor in Town	Trader in Town	Retailer in Town
	Trader from outside of town	Other (specify)	
<b>Mode of Delivery</b>	Picked Up	Delivered	Mixed
<b>Volume Sold</b>			
<b>Price Received</b>	(if more than one price, specify)		
<b>Terms of Payment</b>	Cash	Others (specify)	

2. Fill out the sales methods tables for Outlets A&B separately for each target crop.

CROP #2 : \_\_\_\_\_

Sales to Outlet A			
Name of Buyer			
Address of Buyer			
Type of Buyer (✓ one)	Barangay Trader	Other Farmer	Local Processor
	Processor in Town	Trader in Town	Retailer in Town
	Trader from outside of town	Other (specify)	
Mode of Delivery	Picked Up	Delivered	Mixed
Volume Sold			
Price Received	(if more than one price, specify)		
Terms of Payment	Cash	Others (specify)	

Sales to Outlet B			
Name of Buyer			
Address of Buyer			
Type of Buyer (✓ one)	Barangay Trader	Other Farmer	Local Processor
	Processor in Town	Trader in Town	Retailer in Town
	Trader from outside of town	Other (specify)	
Mode of Delivery	Picked Up	Delivered	Mixed
Volume Sold			
Price Received	(if more than one price, specify)		
Terms of Payment	Cash	Others (specify)	

2. Fill out the sales methods tables for Outlets A&B separately for each target crop.

CROP #3 : \_\_\_\_\_

Sales to Outlet A			
Name of Buyer			
Address of Buyer			
Type of Buyer (✓ one)	Barangay Trader	Other Farmer	Local Processor
	Processor in Town	Trader in Town	Retailer in Town
	Trader from outside of town	Other (specify)	
Mode of Delivery	Picked Up	Delivered	Mixed
Volume Sold			
Price Received	(if more than one price, specify)		
Terms of Payment	Cash	Others (specify)	

Sales to Outlet B			
Name of Buyer			
Address of Buyer			
Type of Buyer (✓ one)	Barangay Trader	Other Farmer	Local Processor
	Processor in Town	Trader in Town	Retailer in Town
	Trader from outside of town	Other (specify)	
Mode of Delivery	Picked Up	Delivered	Mixed
Volume Sold			
Price Received	(if more than one price, specify)		
Terms of Payment	Cash	Others (specify)	

3. Other than these outlets, to what other markets or buyer have you sold this commodity.

Who? \_\_\_\_\_ Where? \_\_\_\_\_ When? \_\_\_\_\_

4. What other practices did you engage in during the last five years ? (Give details )

5. Who provided you with working capital for the past cropping season of:

a) \_\_\_\_\_ b) \_\_\_\_\_ c) \_\_\_\_\_

If borrowed, give details ( lenders, interest rate, linkage to sale )

\_\_\_\_\_

\_\_\_\_\_

Is your working capital normally borrowed ? If no, what are the differences between last season and other seasons under normal circumstances?

\_\_\_\_\_

\_\_\_\_\_

**POST HARVEST OPERATIONS :**

What activities do you perform for each target crop after harvesting:

Operations	Crop 1	Crop 2	Crop 3
Hauling from field			
Bagging			
Threshing			
Drying			
Milling			
Winnowing			
Delivery to Buyer			
Storing			
Sorting			
Cleaning			
Others (specify)			

**TRANSPORT :**

How do you transport your target crops to buyers? Please state manner:

Crops	Location (From Where to Where)	Distance in Km.	Type of Transportation	Transport Cost (P)
a.				
b.				
c.				
d.				
e.				

**GRADING :**

1. How do you sort, grade, or improve the quality of your product before selling? Describe in detail per target Crop.
2. Cite instances when you received better prices for having improved quality? Explain

**III. MARKET INFORMATION**

**A. General**

1. What information do you presently use as a basis for making sales decisions (such as prices)? What additional information is needed?

Type of Info Rank According to Importance	From Whom (Received)	Where (Address of Sources)	In What months do you get Info	Frequency of receiving the Info	How do you receive the Info
1)					
2)					
3)					
4)					
5)					
6)					

2. Which of these information are the most reliable and important? Please rank. Why?

RANK	TYPE OF INFO	WHY

3. For which commodities and in what months is price information most useful?

Commodity	Month	Why
a) _____	_____	_____
b) _____	_____	_____
c) _____	_____	_____
d) _____	_____	_____

4. Besides prices, what other market information do you need for selling your commodities?

\_\_\_\_\_

Why? \_\_\_\_\_

Frequency? \_\_\_\_\_

**B. Media Habits and Preferences**

**RADIO:**

1. What radio stations, programs and broadcasters do you listen to on a regular basis?

Station	Program Name	Type of Program	Why do you listen?	Days of the week you listen	Time of Day	How often do you listen in a week	How clear is the signal received	Type of Market Info
a)								
b)								
c)								
d)								

2. What times of the day would be the best times to listen to price information over the radio?

\_\_\_\_\_ Why? \_\_\_\_\_ Worst times? \_\_\_\_\_?

Why? \_\_\_\_\_

**BULLETIN BOARDS:**

1. In what places have you noticed price bulletin boards?

\_\_\_\_\_ How do you use that price information?

\_\_\_\_\_  
\_\_\_\_\_

2. Do you prefer price broadcast on the radio or written on bulletin boards, or other ways?

\_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

3. If you prefer price information on the bulletin board, where would be the best place to set up?

\_\_\_\_\_ Why? \_\_\_\_\_  
 \_\_\_\_\_

**MEMBERSHIP IN ASSOCIATIONS/ORGANIZATIONS**

1. Which association or cooperative do you participate actively in:
  
2. What services does that organization provide you?
  
3. How can your association provide you with marketing information?

**PUBLICATIONS**

1. What publication/printed materials do you read?

Name of Publication	Type of Publication (Newspaper, ...)	Source (church, agency, Coop, etc.)	When read/received	Frequency of receiving publication	Market Info Contained, if Any
a)					
b)					
c)					
d)					

2. Which of these do you prefer to read? \_\_\_\_\_

Why? \_\_\_\_\_  
 \_\_\_\_\_

#### IV. PROBLEMS AND PROPOSED SOLUTIONS

- Complete the following matrix with information regarding the problems faced by farmers and their proposed solutions. Indicate what agency/entity the farmer believes should be responsible for implementing the solution.

PROBLEMS	PROPOSED SOLUTIONS	RESPONSIBLE AGENCY
<p>1. Production Related</p> <p>a)</p> <p>b)</p> <p>c)</p> <p>d)</p>	<p>a)</p> <p>b)</p> <p>c)</p> <p>d)</p>	<p>a)</p> <p>b)</p> <p>c)</p> <p>d)</p>
<p>2. Harvest &amp; Marketing Related</p> <p>a)</p> <p>b)</p> <p>c)</p>	<p>a)</p> <p>b)</p> <p>c)</p>	<p>a)</p> <p>b)</p> <p>c)</p>
<p>3. Others (specify)</p> <p>a)</p> <p>b)</p>	<p>a)</p> <p>b)</p>	<p>a)</p> <p>b)</p>

- Please cite the three most serious problems with your main crop.

## APPENDIX V

### QUESTION GUIDE FOR INTERVIEWS WITH GROUPS OF FARMERS

#### I. Rationale

A group interview is a useful tool for validating the data gathered from the individual interviews with farmers. This tool is a necessary component in a Marketing Information Needs Assessment (MINA).

#### II. Objectives

After individual interviews among farmers in a particular barangay, the MINA team will conduct a group interview in order to:

1. Validate specific data collected
2. Enable the farmers to explain their responses on certain items
3. Identify other salient issues not covered in the individual interviews
4. Provide the MINA team members with an opportunity to probe into other issues that could impinge on strategic planning, implementation and evaluation of the AGMARIS project

#### III. Procedure

The group interview with farmers will consist of the following activities:

1. Enlist the assistance of the DA agricultural technician (AT) or the municipal agricultural officer (MAO) when introducing yourselves to the barangay leaders.
2. Introduce yourselves to the barangay chairman or, if not available, members of the barangay council, if you have not yet done so prior to the individual interviews.
3. Explain the WHAT, WHY and WITH WHOM of the MINA group interview to the local leaders and the DA-AT and/or MAO.
4. Set the time and venue for the group interview in consultation with the local leaders. Note: Limit the group interview to one hour, at most, one and one half hours.
5. Invite two to three farmer participants for each commodity covered in the area. These farmers should be drawn from those who had NOT been previously interviewed individually.
6. At the meeting, arrange the chairs or benches in a U-shape facing a chalkboard or wall. This arrangement will allow maximum eye contact and interaction among the participants.
7. Prepare the following materials for the group interview:
  - a. Name tags for all participants and MINA team (use cut up paper or cartolina and masking tape; prepare ahead of time)

- b. Strips of colored cartolina or manila paper 12" x 6" to print responses on
  - c. Masking tape to hold the cartolina or paper strips on the board or wall (Prepare the masking tape rings in advance, i.e. while waiting for the participants to get settled)
  - d. Marking pens
  - e. Scissors
8. Assign the following roles for the group interview:
- a. Facilitator - He/she will take the lead in the discussion. Assign someone who is fluent in the local dialect.
  - b. Process documentor - He/she will take notes on the proceedings, discussions and other important issues raised. This person will also be responsible for drafting the group interview report. He/she should be assisted by a team member who can translate the proceedings as it is jotted down.
  - c. Graphics assistant/s - He/she/they will prepare all print support materials such as name tags, response cards/paper, masking tape rings.
9. List the questions from the MINA questionnaire that need to be validated with the group. After going over the answers from the individual interviews, determine the questions that need further probing. The key questions for the group interview are listed in the following section.
10. The graphics assistant promptly prints these responses in capsulized form on the cartolina sheets. The facilitator in turn arranges and pastes these printed responses on the board or wall.
11. The facilitator starts the group interview with an introduction and explanation of the activity. He/she likewise takes charge of wrapping up the discussion.

#### **IV. Guide Questions for the Group Interview**

1. Priority commodities: cropping patterns and production technologies
  - a. What are the major crops and varieties grown in the area?
  - b. When are the main planting months and harvest months per crop?
  - c. What are the highest, lowest and normal local yield, in kg/ton per ha per season?
  - d. What are your major production problems (i.e., related to availability of planting materials, fertilizer application, pest control, irrigation, harvesting, etc)
2. Marketing decisions and information needs:

- a. What are the two major factors that help you decide on an acceptable price and on the best buyer of your produce?
- b. What is the travel time (in minutes/ hours), distance (in km) and availability of vehicles to the two nearest markets?
- c. What are the major costs that you incur when you market your produce?
- d. What are your three most common practices for collecting price information? (from: whom, where, how and when)
- e. What marketing information do you need which will help you improve your marketing decisions?
- f. Would your farmers' organization contribute to a local marketing information service eg, by putting up and maintaining a price bulletin board?
- g. What are your major problems regarding marketing?

3. Media habits and communication practices:

- a. What are your two most preferred communication media for receiving marketing information?
- b. What agricultural programs do farmers in this area regularly listen to? Indicate name, time, station, broadcaster.
- c. Do you listen to any price reports over the radio?
- d. Would these price reports in the radio programs be useful to you (specifically of wholesale buying prices of traders in nearby trading centers)?
- e. What are your major problems regarding the acquisition of timely marketing information?

## APPENDIX VI

### QUESTION GUIDE FOR INTERVIEWS WITH ASSEMBLERS AND DISTRIBUTORS

Interviewer's Name: \_\_\_\_\_ Date: \_\_\_\_\_

RESPONDENT'S NAME \_\_\_\_\_ Address: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Type of Trader: \_\_\_\_\_

#### I. FIRM IDENTIFICATION

1. What are the major types of commodities (raw material) you process? (rank in terms of volume)

1ST \_\_\_\_\_

2ND \_\_\_\_\_

3RD \_\_\_\_\_

2. In what year did you start this business? \_\_\_\_\_

3. How did you get into this business ?

4. What other business lines do you or your family engage in?

#### II. COMPETITION

1. How many of this type of traders are there in your area that are smaller than you \_\_\_\_\_ , larger \_\_\_\_\_ similar \_\_\_\_\_ compared to your business?

2. How many of these processors started within the past 3-5 years? \_\_\_\_\_ How many have recently gone out of business? \_\_\_\_\_

3. Who is the biggest trader in your area?

4. Please describe the common practices or styles of buying and selling in this area. How do these vary by commodity?

Commodity	Buying	Selling
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**III. SUPPLIERS (Source) AND BUYERS (Outlet)**

**#1 Commodity**

Commodity _____			
Name Major Suppliers	1.	2.	3.
Location			
Delivery & Pick-up Terms			
Delivery & Pick-up Terms			
Name Major Buyers	1.	2.	3.
Location			

# 2 Commodity

Commodity _____			
Name Major Suppliers	1.	2.	3.
Location			
Delivery & Pick-up Terms			
Delivery & Pick-up Terms			
Name Major Buyers	1.	2.	3.
Location			

# 3 Commodity

Commodity _____			
Name Major Suppliers	1.	2.	3.
Location			
Delivery & Pick-up Terms			
Delivery & Pick-up Terms			
Name Major Buyers	1.	2.	3.
Location			

**IV. PROCUREMENT PATTERNS**

1. What services do you provide to your major suppliers (sources) for the main commodity being traded?

Services	Type of Supplies	Type of Supplier
Cash Advance		
Transportation		
Production inputs (specify)		
Drying		
Shelling/Threshing		
Sacks		
Loans (interest terms)		
Price Information		
Others (specify)		

2. During the recent peak season, what are the peak and lean procurement months per commodity, and what are the highest buying price and the lowest buying price for each commodity?

Commodity	Peak Months	Peak Season volume per week	Price Range	Lean Months	Lean Season volume per week	Price Range

2. Please cite differences in your procurement prices, considering the following commodity characteristics:

Variety (names)	
Size Large Medium Small	
Condition Blemished Unblemished	
Moisture Content Wet Dry	
Purity Clean Impure	
Grade	
Other (milling quality, origin...etc.)	

3. How do you decide the specifications of the commodities you buy?

## V. INTERNAL OPERATIONS

1. What functions do you usually perform on the commodity? (specify methods used)

Functions	Methods Used
Repackaging	
Drying	
Storing	
Grading (explain the process)	
Processing	
Transporting	
Others (specify)	

2. What facilities do you have?

Facilities		
Item	Number	Capacity/Size
Telephone		
Radio Transceiver		
Truck (# & capacity)		
Bodega (# & capacity)		
Mills (# & capacity)		
Store or Stall (# & size)		
Cold Storage (# & capacity)		
Other (specify)		

3. In this area, what are your alternative ways to transport your commodity? Please explain your options?

4. What are your sources of working capital ?

What are the usual terms and conditions for repayment?

## VI. SALES PATTERNS

1. Regarding the **major buyers** of you commodity:

a) What services do you provide to major buyers ? (cite the type of buyer)

Services	Type of Buyer	Type of Buyer
Delayed payment (# days?)		
Transportation (delivery)		
Sacks/Baskets, etc.		
Price discount		
Consignment arrangement		
Price Information		
Other (specify)		

b.) What services do major buyers provide to you? (cite the type of buyer and explain)

c.) During the most recent peak sales months of \_\_\_\_\_ what was your approximate volume of sales per week?

2. What factors affect the selling price relative to each product or commodity? please explain why.

Variety (names)	
Size Large Medium Small	
Condition Blemished Unblemished	
Moisture Content Wet Dry	
Purity Clean Impure	
Grade	
Other (milling quality, origin...etc.)	

3. How do you meet the commodity specifications of your buyers? Explain.

## VII. MARKET INFORMATION

### 1. SOURCE/MEDIA FOR INFORMATION

What are your major "sources" of information on procurement price and selling price? Rank most preferred source of information for each.

Source of Information	Information on Procurement		Information on Selling Price	
	Actual	Most Preferred	Actual	Most Preferred
Word of Mouth from:				
Within Locality:				
Small Trader				
Big-Time Trader				
Outside Locality:				
Big-Time Trader				
Processor/Miller				
Government Agencies				
Friends/Neighbors				
Relatives				
Non-Government Agencies				
Farmers Organization				
Printed Materials (specify - telegram, etc.)				
Radio (specify)				
Telephone				
Others (hand-held radios, bulletin boards, etc.)				

What are your suggestions on how to improve those sources/media?

### 2. NEEDS FOR INFORMATION

To IMPROVE your present marketing, what additional type of price information do you need for your procurement or selling activities?

What about price information on buying commodities?

Type of Price	From Whom	Where	When	Why
Wholesale				
	Selling			
	Buying			
Retail				
	Selling			
	Buying			
Factory/Mill				
	Selling			
	Buying			
Other				

Besides price information, what other kind of marketing information could you use in your business? Explain

### VIII. PROBLEMS ENCOUNTERED

1. What are common problems for person in this type of business?
  
2. What are your problems in each of these areas and how would you propose to solve them?
  - a. Supply procurement ( specify)
  
  - b. Managing your business (specify)
  
  - c. Selling your product (specify)
  
  - d. Competing with similar businesses (specify)

3. If no problems - are you expanding your business activity? How?
4. What government regulations, activities, and policies interfere with or help your business?  
How?
5. What future opportunities do you foresee with regard to your present trading operations?

APPENDIX VII

QUESTION GUIDE FOR INTERVIEWS WITH PROCESSORS

Interviewer's Name: \_\_\_\_\_ Date: \_\_\_\_\_

RESPONDENT'S NAME \_\_\_\_\_ Address: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Name of Processor: \_\_\_\_\_

**I. FIRM IDENTIFICATION**

1. What are the major types of commodities (raw material) you process? (rank in terms of volume)

1ST \_\_\_\_\_

2ND \_\_\_\_\_

3RD \_\_\_\_\_

2. What are the products and by-products ?

**Primary Products**

**By-products**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. How did you get into this business ?

4. What other business lines do you or your family engage in?

5. What is the type of ownership?

family \_\_\_\_\_ corporation \_\_\_\_\_

family corp. \_\_\_\_\_ others (specify) \_\_\_\_\_

**II. COMPETITION**

1. How many of this type of processors are there in your area
2. How many are smaller than you \_\_\_\_\_ larger \_\_\_\_\_ Similar \_\_\_\_\_ compared to your business?
3. How many of these processors started within the past 3-5 years?
4. How many have recently gone out of business? \_\_\_\_\_  
Reasons
5. Who is the biggest processor in your area?
6. Please describe the common styles of buying raw materials/ selling products in this area.

Commodity	Buying	Selling
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**III. SUPPLIERS AND BUYERS**

**#1 Commodity**

Commodity _____			
Name Major Suppliers	1.	2.	3.
Location			
Delivery & Pick-up Terms			
Delivery & Pick-up Terms			
Name Major Buyers	1.	2.	3.
Location			

**# 2 Commodity**

Commodity _____			
Name Major Suppliers	1.	2.	3.
Location			
Delivery & Pick-up Terms			
Delivery & Pick-up Terms			
Name Major Buyers	1.	2.	3.
Location			

**IV. PROCUREMENT PATTERNS**

1. What services do you provide to your major suppliers of raw materials for processing?

Services	Type of Supplies	Type of Supplier
Cash Advance		
Transportation		
Production inputs (specify)		
Sacks, Baskets, (etc)		
Loans (interest terms)		
Price Information		
Production Activity		
Others (specify)		

2. During the recent peak season, what are the peak and lean procurement months per commodity (raw material)?

Commodity	Peak Months	Peak Season volume per week	Price Range	Lean Months	Lean Season volume per week	Price Range

3. What factors affect your buying price for each type of commodity? Please explain how they affect prices.

#### V. INTERNAL OPERATIONS

1. What facilities do you have?

Actual Processing Equipment		
Item	Number	Capacity

Support Equipment		
Item	Number	Capacity
Trucks		
Bodega		
Drying Floors		
Others		

Communications Facilities		
Item	Number	Capacity
Telephones		
Radio Transceiver		
Other (specify		

2. Please cite differences in your procurement prices, considering the following commodity characteristics:

Variety (names)	
Size Large Medium Small	
Condition Blemished Unblemished	
Moisture Content Wet Dry	
Purity Clean Impure	
Grade	
Other (milling quality, origin...etc.)	

3. What are your sources of working capital ?

What are the usual terms and conditions for repayment?

## VI. SALES PATTERNS

1. What services do you provide to major buyers?

Services	Type of Buyer	Type of Buyer
Delayed payment (# days?)		
Transportation (delivery)		
Sacks/Baskets, etc.		
Price discount		
Consignment arrangement		
Price Information		
Other		

2. What services do major buyers provide to you?

Services	Type of Buyer	Type of Buyer
Delayed payment (# days?)		
Transportation (delivery)		
Sacks/Baskets, etc.		
Price discount		
Consignment arrangement		
Price Information		
Other		

3. What are the peak and lean selling months?

Commodity	Peak Months	Peak Season volume per week	Price Range	Lean Months	Lean Season volume per week	Price Range

4. What factors affect the selling price relative to each product or commodity? please explain why.

**VII. MARKET INFORMATION**

1. SOURCE/MEDIA FOR INFORMATION

What are your major "sources" of information on procurement prices, Selling price information? Rank most preferred source of information for each.

Source of Information	Information on Procurement		Information on Selling Price	
	Actual	Most Preferred	Actual	Most Preferred
Word of Mouth from:				
Within Locality:				
Small Trader				
Big-Time Trader				
Outside Locality:				
Big-Time Trader				
Processor/Miller				
Government Agencies				
Friends/Neighbors				
Relatives				
Non-Government Agencies				
Farmers Organization				
Printed Materials (specify - telegram, etc.)				
Radio (specify)				
Telephone				
Others (hand-held radios, bulletin boards, etc.)				

What are your suggestions on how to improve those sources/media?

## 2. INFORMATION NEEDS

To **IMPROVE** your present marketing, what additional type of price information do you need for selling your commodity?

What about price information on buying commodities?

Type of Price	From Whom	Where	When	Why
Wholesale				
	Selling			
	Buying			
Retail				
	Selling			
	Buying			
Factory/Mill				
	Selling			
	Buying			
Other				

Besides price information, what other kind of marketing information could you use in your business? Explain

## VIII. PROBLEMS ENCOUNTERED

1. What are common problems for person in this type of business?
2. What are your problems regarding:
  - a. Supply procurement ( specify)

b. Managing your business (specify)

c. Selling your product (specify)

d. Competing with similar businesses (specify)

If no problems - are you expanding your business activity? How?

3. What government regulations, activities, and policies interfere with or help your business?  
How?

4. What can you suggest to solve the problems you mentioned?

5. What future opportunities do you foresee with regard to your present trading operations ?

APPENDIX VIII

QUESTION GUIDE FOR INTERVIEWS WITH RETAILERS

Interviewer's Name \_\_\_\_\_ Date of Interview \_\_\_\_\_

Location

Name/Address: \_\_\_\_\_

**I. BUSINESS IDENTIFICATION:**

1. Respondent's Name \_\_\_\_\_

2. Yrs Retailing \_\_\_\_\_

3. Family members in what retailing-related business?

\_\_\_\_\_

4. List of Commodities handled & value percent of each

\_\_\_\_\_  
\_\_\_\_\_

**II. COMPETITORS:**

1. Regarding the other retailers in your locality, how many are larger \_\_\_\_\_ smaller  
\_\_\_\_\_ and same size \_\_\_\_\_ as your business

2. # of new retailers since 1990 \_\_\_\_\_ # of retailers shut \_\_\_\_\_  
What are your promotion practices (suki, discount, etc.)?

\_\_\_\_\_

**III. PROCUREMENT:**

1. Who and where are your wholesaler for \_\_\_\_\_ ? \_\_\_\_\_

2. Who and where are your wholesaler for \_\_\_\_\_ ? \_\_\_\_\_

3. Who and where are your wholesaler for \_\_\_\_\_ ? \_\_\_\_\_

4. # of baskets & bags of \_\_\_\_\_ per week procured \_\_\_\_\_

Peak months \_\_\_\_\_ Lean months \_\_\_\_\_

5. Procurement patterns: mode, i.e., delivered or picked-up, terms (# of days to repay),  
frequency, etc. \_\_\_\_\_

**IV. INTERNAL OPERATIONS:**

1. Style of Retailing, such as repacking, cleaning, storing, sorting

---

2. Equipment used in retailing

---

3. Sources of capital

---

4. # of family & non-family members in retailing

---

**V. SALES OPERATIONS:**

1. Describe the types of buyers who buy from you

---

2. Particular preferences of each kind of buyer, i.e., varieties, delivered, appearance, etc.

---

3. What factors are considered in setting your selling price.

---

4. Months when sales are the highest and lowest

---

**VI. PROBLEMS:**

1. In general, what are the types of problems in the retailing business

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2. Your major problems in retailing which products

---

3. Types of problems you have in meeting government requirement for this type of business

---

4. Anticipated changes that this respondent would like to see

---

APPENDIX IX

QUESTION GUIDE FOR INTERVIEWS WITH REPRESENTATIVES OF INSTITUTIONS AND GOVERNMENT AGENCIES

Interviewer \_\_\_\_\_ Date \_\_\_\_\_

Agency/Institution \_\_\_\_\_

**A. Identification**

1. Name of Respondent \_\_\_\_\_

2. Position in Agency \_\_\_\_\_

3. Telephone No. \_\_\_\_\_

4. Location \_\_\_\_\_

**B. Use of Commodity Marketing Information.**

1. What are your agency's activities (research, policy, extension or education) that relate to agricultural marketing or agricultural prices?

Type of Activity	Specific Activities	Ag. Commodities	Specific Marketing Info. Needs
Research			
Policy			
Extension			
Instruction			
Regulatory			

2. What, if any, BAS services or materials does your organization receive and use?

Receive

How Do You Use

_____	_____
_____	_____
_____	_____

3. What information sources other than BAS does your organization use for the above mentioned purposes?

	<u>Type of Information</u>	<u>Ag. Commodities</u>	<u>Source of Information</u>	<u>Frequency Received</u>
a.	_____			
b.	_____			
c.	_____			

4. Using the following scale please rate the marketing information you receive by source. (5=excellent, 4=good, 3=satisfactory, 2=fair, 1=poor).

	<u>Source of Information</u>	<u>Timeliness</u>	<u>Accuracy</u>	<u>Reliability</u>	<u>Comments</u>
1.	_____				
2.	_____				
3.	_____				

5. In what forms/media do you disseminate results of your activities related to commodity marketing information?

Print	_____	How often	_____
Radio	_____	How often	_____
Meetings	_____	How often	_____
Other	_____	How often	_____

6. May we have sample copies for our records?

### C. Resource Sharing Possibilities

Given the trend towards devolution and decentralization within the Philippine Government, agencies may need to develop local networks for resource sharing ventures. Your answers to the following questions will help guide BAS in redirecting its activities to adapt to the new circumstances.

1. What activities or organizational mandates does your organization engage in that the BAS staff, facilities or data could enhance?

<u>Activity</u>	<u>Types of Resource Sharing</u>
a.	_____
b.	_____
c.	_____
d.	_____

e. \_\_\_\_\_

2. Other than BAS, what other local government organizations possess staff, facilities, activities or data that could help make your marketing related programs more effective and how?

Organization

Type of Resource Sharing

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

3. In what way/s can your organization possibly assist BAS in any of the following activities?

Data Collection

Wholesale buying prices

\_\_\_\_\_  
\_\_\_\_\_

Wholesale selling prices

\_\_\_\_\_  
\_\_\_\_\_

Retail selling prices

\_\_\_\_\_  
\_\_\_\_\_

Retail farm input prices

\_\_\_\_\_  
\_\_\_\_\_

Production costs

\_\_\_\_\_  
\_\_\_\_\_

**Information Dissemination**

**Radio Broadcasts**

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---

**Bulletin Boards**

---

---

**Farmer Meetings**

---

---

**Price Newsletters**

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**Extension Primers**

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**Special Analysis Reports**

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**APPENDIX X**

**MUNICIPAL PROFILE**

**Land Area (ha)** \_\_\_\_\_

- Agricultural \_\_\_\_\_

- Non-agricultural \_\_\_\_\_

**Terrain (describe as %)**

- Plain \_\_\_\_\_

- Rolling Hills \_\_\_\_\_

- Sloping \_\_\_\_\_

**Major Crops:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Road Network:** \_\_\_\_\_

- Condition of Main Access Road \_\_\_\_\_

- Km to Provincial Capitol  
from poblacion \_\_\_\_\_

**Climate:**

Driest Months \_\_\_\_\_

Wettest Months \_\_\_\_\_

**Population:**

Rural \_\_\_\_\_

Urban \_\_\_\_\_

**TOTAL** \_\_\_\_\_

<b>Market Places</b>	<b>Days</b>	<b>Type of Agric'l Processors</b>	<b># of Processors</b>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**APPENDIX XI**  
**BARANGAY PROFILE**

**SIZE:** \_\_\_\_\_ (No. HH)

Land Area: \_\_\_\_\_

Arable: \_\_\_\_\_

Cultivated Area: \_\_\_\_\_

Irrigated Area: \_\_\_\_\_

Rainfed Area: \_\_\_\_\_

**TERRAIN LEVEL**

Plains \_\_\_\_\_ %

Rolling \_\_\_\_\_ %

Over 18% Slope \_\_\_\_\_ %

**INFRASTRUCTURE/FACILITIES**

Distance to Poblacion \_\_\_ km

Road to poblacion (describe)

\_\_\_\_\_

\_\_\_\_\_

**TRANSPORTATION:**

Mode	Cost to Poblacion	Frequency of trips
_____	_____	_____
_____	_____	_____
_____	_____	_____

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TENURE PATTERN (%)**

Owner/Cult. \_\_\_\_\_

Tenants \_\_\_\_\_

CLT \_\_\_\_\_

Landlord \_\_\_\_\_

Others \_\_\_\_\_

Electricity (year installed)

Multipurpose hall (No.) \_\_\_\_\_

Concrete Basketball Court:

a) Number \_\_\_\_\_

b) Capacity of bags \_\_\_\_\_

**MAJOR ENTERPRISES AND CROPS**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Percentage of HH with Radios:

a) Electricity \_\_\_\_\_

b) Battery \_\_\_\_\_

Number of Traders of Crops \_\_\_\_\_ Livestock \_\_\_\_\_ Others \_\_\_\_\_

Sari-sari Store Owners: \_\_\_\_\_

Cite common, major crop-based farming system (i.e., rice-based, abaca-based, coconut-based, etc., in the barangay). \_\_\_\_\_

Name active farmers' groups

\_\_\_\_\_

Special Government programs

\_\_\_\_\_

Cite any major improvements in the barangay over the past 3-5 years (i.e., new roads, new jobs, new crops or technology). What were the impact of these major changes?

\_\_\_\_\_

Cite any major problems in the barangay over that 3-5 year period.

\_\_\_\_\_

Other observations:

\_\_\_\_\_

\_\_\_\_\_

Actual Source: \_\_\_\_\_

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Potential Sources: Barangay. Captain, Council members, Others.

**APPENDIX XII**  
**OBSERVATION LIST FOR FARM LEVEL**

Rationale: Enhance interpretation of responses to the interview

**I. House**

1. Appliances of respondents (if interview is done in the house)
  - a) Refrigerator
  - b) TV sets (antennae)
2. Usually large volume/stocks of production inputs such as:
  - a) planting materials
  - b) fertilizer bags and other inputs
3. Mismatch or match of house size with farm size, such as large concrete house with small size of farm or small nipa house with big size of farm.

**II. Buildings:**

4. Warehouse - estimated size and capacity; wooden or concrete material.
5. New or large sized equipment and machinery, e.g., tractors, power tillers.
6. Presence and number of animals, i.e., cattle, carabao, hogs, poultry
7. Presence of/size of drying floors/areas

**III. Field:**

8. Look at field conditions - available water, weed free, flat/slopped, etc.

## **APPENDIX XIII**

### **OBSERVATION LIST FOR TRADERS**

#### **I. Size of Facilities:**

1. Small house/office but vehicle parked outside (e.g., ten wheeler trucks) and large office staff
2. Small house with sari-sari store.
3. Big warehouses (observed if empty or lack of stocks)
4. Presence/size of drying floors/area
5. Presence of radio communication equipment/antennae, computers, etc.
6. Strategic location of business, e.g., if near jeepney or bus waiting area (old and/or small business versus large business outside of town)

#### **II. Integrated or Diversified Operation:**

1. Presence of large volume of production inputs, e.g., fertilizer, planting materials, input store

#### **III. Miscellaneous Observations:**

(Business links, Community Participation, Activity level)

1. Turnover of customer and manner in which he deals with them
2. Plaques, certificate of membership in civic organizations
3. Number and types of vehicles coming and going to his place of business
4. Movement of stocks in and out of his store or warehouse