

PRESS RELEASE

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DA Conducts Commodity Market Research for HVCC

The Department of Agriculture Regional Office 1 will conduct the study "Commodity Market Research for High Value Commodity Crops (HVCCs) " to determine the supply and distribution of selected high value commodities in Northern Luzon. The survey, which will be undertaken in collaboration with the National Economic and Development Authority (NEDA), Don Mariano Marcos Memorial State University (DMMMSU) and Bureau of Agricultural Statistics (BAS), will cover the following HVCCs: mango, eggplant, tomato, okra, ampalaya, peanut, mungbean and ginger. This will be conducted from April 2006 to September 2006 in all of the four provinces of Region I and in the regions with commodity inflow/outflow with Region I which include Regions CAR, II, III and NCR. The survey's specific objectives are: (1) to determine the major key players in the production, marketing and processing of selected HVCC; (2) to trace the distribution channels of selected HVCC marketing from the point of production to the end users in terms of: (a) percent share, (b) geographical distribution, and (c) pricing system; (3) to analyze the interplay of demand, supply, pricing system and other factors that affect the production cum marketing of selected HVCC; and (4) to formulate an industry development plan per commodity that will involve government, private and business sector as well as producers for the strategic and sustainable marketing of selected HVCC.

Separate survey questionnaires for growers, traders and processors will be used in the study. The survey will use the non-probability sampling – purposive selection of respondents following the Tracing Approach. Samples will be randomly selected from the municipalities which were purposively selected. The survey will involve 1,008 farmers of which 648 will come from Region I and 120 each from Regions CAR, 2 and 3. For Region I, the distribution of the respondents is as follows:

Commodity	Ilocos Norte	Ilocos Sur	La Union	Pangasinan	Total
1. Eggplant	11	15	10	49	85
2. Tomato	27	43	14	35	119
3. Ampalaya	10	10	17	41	78
4. Okra	10		11	18	39
5. Mango	11	18	16	69	114
6. Peanut	14	21	29	21	85
7. Mungbean	22	22	22	22	88
8. Ginger	10	10	10	10	40

For Regions CAR, 2 and 3, each region will be allotted with 15 respondents for each of the commodities.

A total of 252 traders and 60 processors will also be interviewed. The traders will be distributed as follows: CAR, 50; Region I, 72; Region II, 50; Region III, 50; and, Metro Manila, 30 while the processors are distributed as follows: CAR, 10; Region I, 20; Region II, 10; Region III, 10; and, Metro Manila, 10.

A budget of P 500,000.00 was allotted for the conduct of the survey. Results of the survey are expected to be released by September 2006.

The Regional Statistical Coordination Committee (RSCC), thru the Technical Subcommittee on Survey Design (TSSD), in line with the Statistical Survey Review and Clearance System (SSRCS), has granted the survey RSCC Clearance No. 04-27-06-001 which will expire on April 27, 2007. The SSRCS is a mechanism instituted by the NSCB through Memorandum Circular No. 4-88 to: (1) ensure sound design for data collection, (2) minimize the burden placed upon respondents, (3) effect economy in statistical data collection, (4) achieve better coordination of government statistical activities, and (5) inform the private sector and the public in general that a government survey operation has passed clearance and enjoin their cooperation in the conduct of the survey. The RSCC, the highest policy-making body on statistical matters in the region, is implementing the SSRCS in the region.

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