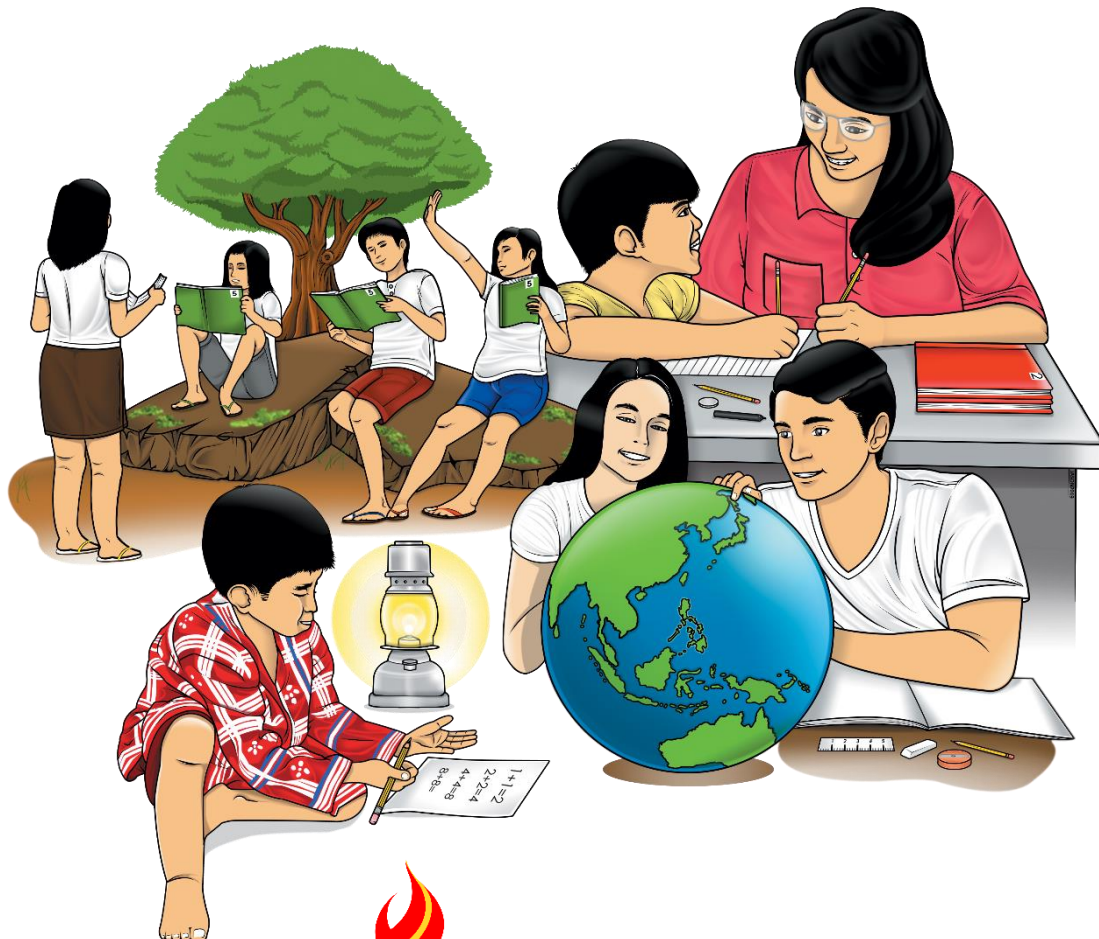


Technology and Livelihood Education

# Agri-Fishery Arts

## Module 15: Marketing Raised or Cultured Fish



**TLE – Agri-Fishery Arts – Grade 6**  
**Alternative Delivery Mode**  
**Module 15: Marketing Raised or Cultured Fish**  
**First Edition, 2020**

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**Technology and Livelihood Education**

# **Agri-Fishery Arts**

**Module 15: Marketing  
Raised or Cultured Fish**

## **Introductory Message**

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



## ***What I Need to Know***

Fish farming is one of the biggest industries in the Philippines. As an archipelago surrounded by many bodies of water, the country is rich in natural resources making fish farming suitable and viable source of livelihood for many Filipinos.

This module will teach you the importance on how to manage marketing of fish being raised or cultured.

After going through this module, you are expected to:

1. discuss the indicators for raising or capturing fish;
2. demonstrate skills on raising or capturing fish;
3. prepare marketing strategy by asking help from others or by using internet;
4. market fish raised or captured;
5. compute the income earned from marketed product  
(Gross Sales – Expenses = Net Income); and
6. prepare plans for expansion of fish raising or culturing venture



## ***What I Know***

In this activity, you are tasked to answer questions of what you have already known about marketing fish being raised or cultured.

I. Directions: Read the statement carefully and choose the letter of the correct answer. Write your answers on a separate sheet of paper.

1. They are normally harvested at sizes of 20-40 cm or about 250-500 g and are marketed mostly fresh or chilled, whole or deboned, frozen, or processed.  
A. Catfish  
B. Grouper  
C. Milkfish  
D. Mudcrab
2. It can be harvested partially or completely when they reach 20 to 25 cm or 80-200 grams after 3-5 months of culture. They are marketed live.  
A. Catfish  
B. Grouper  
C. Milkfish  
D. Mudcrab
3. What is the total net income of Mang Alfonso's milkfish farming business if he has a total gross sales of P 135,000.00 and total operating expenses of P 95,000.00?  
A. P 35,000.00  
B. P 40,000.00  
C. P 45,000.00  
D. P 50,000.00





# Module 15

## Marketing of Raised or Cultured Fish



All business ventures require excellent marketing strategies. Before even starting a fish culture business, one must have a clear plan of how, where, and when he will market the harvested products. Having market-size fish and no marketing plan will cause frustration and reduce the chances of having a successful venture.

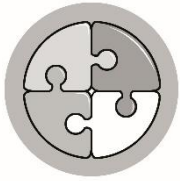
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<sup>1</sup> Silver and Orange Fish on ice, Free Royalty, <https://www.pikrepo.com/search?q=fish-eating&page=2>



## ***What's In***

Many different farmed fishery products that are locally available in the community. You are tasked to find out what kind of fish is available in your community by checking the appropriate column while giving your correct answer to the questions asked from other columns. You may write your answer on a separate sheet of paper.

Fish Species	Available	Not Available	Where and how it is marketed?
Milkfish/Bangus			
Tilapia			
Catfish/Hito			
Grouper/Lapu-lapu /Inid			
Bulgan			
Martiniko			
Gourami			





## What's New

Read and understand the passage below and complete the needed information.

Mrs. Perez plans to venture into milkfish culture. As with any entrepreneur, she wants to know if her plan is feasible and can generate income. Help Mrs. Perez compute her total expenses, projected sales net income to help in her decision with her chosen business. Record your computations and write your answers on a separate sheet of paper. You will use your computations here to answer some questions later.

### (Working Capital)

I.	Cost of Fingerlings	Ph 6,000.00
II.	Chicken Manure	Ph 1,600.00
III.	Inorganic Fertilizer	Ph 1,120.00
IV.	Feeds:	
	a. Fry mash	Ph 403.20
	b. Starter	Ph 8,640.00
	c. Grower	Ph 42,000.00
	d. Finisher	Ph 61,200.00
V.	Fuel and Oil	Ph 1,580.00
VI.	Cost of Electricity	Ph 1,000.00
VII.	Labor and Services	Ph 7,000.00
VIII.	Irrigation Fee	Free
	<b>TOTAL OPERATING EXPENSES</b>	<b>Ph _____</b>

### REVENUES

#### A. Expected Production

No. of stocks	:	20,000 pcs
Survival	:	70%
No. of Fish survived (70% x 20,000 pcs)	:	_____ pcs
Ave. weight per pc	:	170 g/pc

#### Expected Total Production in kg

$$= (\text{No. of fish survived} \times \text{Ave. weight per pc}) : \text{_____ kg}$$

#### B. Expected Sales

Farm Gate Price	:	Ph 80.00/kg
-----------------	---	-------------

#### Expected Gross Sales per cycle

$$= (\text{Expected Total Production in kg} \times \text{Farm Gate Price}) : \text{Ph _____}$$

#### Price)

#### C. Net Income per Cycle (4 mos.)

$$= (\text{GROSS SALES} - \text{TOTAL EXPENSES}) : \text{Ph _____}$$

Answer the following:

1. What is the total operating expenses?
2. How many fish survived out of 20,000 pieces of fish?
3. From your computation of the number of fish survived and the average weight per fish, what is the expected total production in kilograms?
4. Given the Expected Total production in kg and Farm Gate Price of P 80.00/kg, what is the Expected Gross Sales per cycle?
5. After computing the Gross Sales and the Total Expenses, how much is Mrs. Perez' Net Income?
6. From all your computations of projected expenses and sales, will Mrs. Perez milkfish culture business be gaining money or losing money? Why?



## What is It

### Cultured or Raised Fish Harvesting Indicators:

- A. **Milkfish** – this fish is marketed fresh or chilled with average of 250 – 500 grams for a 20 – 40 cm size per piece. Milkfish is also sold as fresh frozen deboned, descaled or smoked fish deboned.
- B. **Tilapia** – this specie is harvested at size of 250 to 300 grams year – round in any provinces all over the country.
- C. **Catfish** - can be harvested partially or completely when they reach 20 to 25 cm or 80-200 grams after 3-5 months of culture. Catfish are marketed live.
- D. **Grouper** – locally known as “lapu-lapu” or “inid” are among the most commercially important marine food fish in the Philippines and Southeast Asia. This specie is considered as the most expensive due to its flesh flavor and excellent texture. After 6 – 8 months of culturing grouper, this fish attains a body weight of 500 – 600 grams that creates a reasonable marketability. Having these characteristics, grouper has a great potential in aquaculture. Generally, cultured fishes are harvested as indicated by its size, weight and length of time or the number of months such species has been raised.

### Skills on Harvesting Fish

Total or partial harvesting may be done depending on the demand or need of the family or market. To harvest fish, there are several methods used:

1. **Use of “Taklob”** -this is commonly used by fishers who catch fish on brooks or streams. The catch is normally for home consumption since the device catches only few at a time.
2. **Use of baited hook and line** – a method of catching fish is mostly enjoyed by hobbyist and fish enthusiasts. It uses a hook to catch only one fish at a time. The time spent in fishing brings enjoyment to the person doing it.
3. **Use of Net** – most commonly used method by fishers and commercial fishing boats in order to catch considerable volume of fishes for profit.
4. **Total Drainage** – the method uses long fishnet to catch the fish in ponds that are thoroughly drained of its water.

### Marketing Strategy

The success of a fish farming venture will primarily be determined by its ability to operate as a profitable business. As such a marketing plan in fish farming must be prepared to effectively distribute these products aside from knowing the techniques of fish production. The internet offers a vast information on how to make a marketing plan and strategies of implementing them.

There are basic components every marketing plan should contain such as:

- a. **Creating Value** - it means the products offered are unique and offer better incentives to the consumer. The target market is informed about the uniqueness of the fish product, and an important health benefit of the fish products highlighted.
- b. **Careful Study of Competitors** - The weaknesses, as well as the strengths of your competitors are some important starting points for a marketing plan.
- c. **Knowing the Target Market** -The more understanding you got about who and where your target market is, the better potential you have to increase sales.

Strengthening the business capacity to have better services is important based from the observed customers' behavior.

- d. **Product Pricing** - Developing a product pricing strategy that allows a healthy margin for profits is very important. However, still providing the customer with these products at affordable price is the key to successfully market the products.
- e. **Market Research** - Although the consumption of fish products is widespread, marketing research is still important as it helps to understand the basic components of the business that guides the business in achieving increased sales. The internet has readily available information about your possible customers.

### **Marketing the Farm Produced**

Fish is sold in the market wholesale or retail. It is sold in various forms such as live, fresh, frozen, choice cut, preserved as in dried fish or tuyo, daing, tinapa, and canned or bottled fish. For retail selling, fish is sold by kilo, by piece, or in small batches. For wholesale selling, it is sold in large containers. Some buyers buy it in bidding process where the price is right.

Here are some ways to market your fish product:

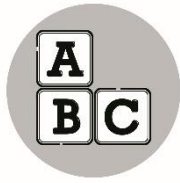
1. **Direct farm sales** - You can sell animals/fish by-products directly from your farm.
2. **Farmers' market/livestock auction market** - Animal raiser/farm operator, you should be on the lookout for events such as auction markets or similar events in your area where people from nearby provinces come to buy fishes direct from raisers themselves.
3. **Farm to market** - Some farming families or entrepreneurs also have meat shop or fish stall in the nearby wet market to sell their own fish products.
4. **Restaurants** - One possible fish products client can be the nearby restaurants in your area. You could establish "suki" system.
5. **Selling through the internet** - Due to the wide coverage of the internet, aside from placing advertisements on different websites, you could also use social media to market your animal and fish farm products and services.
6. **Selling through middlemen** - as the word "middlemen" implies, these are entrepreneurs who make deals with other sellers or dealers. Middlemen are people who buy goods from animal and fish raisers and sell them to retailers or other consumers.

### **Computing Cost and Profit**

In computing cost and profit, record and compute all expenses in raising the fish. This includes cost of fingerlings, feeds, and operational expenses like labor, transportation, container, taxes, and other incidental expenses. After computing the total expenses, deduct this from the total sales. This becomes your net income or profit.

Follow the formula **Gross Sales – Expenses = Net Income.**

**Example: P 120, 000.00 - P 85,000.00 = P 35,000.00**



## What's More

### Reading with understanding:

Raising different animals requires different preparations. Personal interest, family and educational background, environment, and available resources are important considerations in deciding to get into animal/fish raising.

### Independent Activity 1:

The letters of the words are scrambled. Figure out what the word is and write your answer on a separate sheet of paper.

1. CULUTRED HEFSIYR \_\_\_\_\_
2. LOKTAB \_\_\_\_\_
3. BIADET \_\_\_\_\_
4. TNE \_\_\_\_\_
5. DGRAINAE \_\_\_\_\_

### Independent Assessment 1:

After you have figured out the scrambled words, fill in the blanks with the correct answer.

1. Total \_\_\_\_\_ the pond is drained of its water and a long fishnet is used to catch the fish.
2. Use of \_\_\_\_\_ the catch is normally for home consumption since the device catches only few at a time.
3. Use of \_\_\_\_\_ hook and line is preferred by hobbyist and fish enthusiasts.
4. Use of \_\_\_\_\_ this is the most commonly used method by fishers and commercial fishing boats.
5. \_\_\_\_\_ that based on the culture of that respective aquatic animal under the confined environment.

### Independent Activity 2:

Quick Draw/Quick Write

**Instructions:** In the left column, draw examples of any cultured fish/species and in the right column, write the corresponding indicators of harvesting them. Do this activity in a separate sheet of paper.

Quick Draw	Quick Write
Drawing of the fish/species cultured	Indicators for Harvesting

### Independent Assessment 2:

**Instructions:** Identify what fish or species to be harvested given the following indicators for harvesting. Write your answer on a separate sheet of paper.

- \_\_\_\_\_ 1. It is harvested at 250 to 300 grams as this size is appreciated most on the local market.
- \_\_\_\_\_ 2. It can be harvested partially or completely when they reach 20 to 25 cm or 80-200 grams after 3-5 months of culture.

- \_\_\_\_\_ 3. They are normally harvested at sizes of 20-40 cm or about 250-500 g and are marketed mostly fresh or chilled, whole or deboned, frozen, or processed.
- \_\_\_\_\_ 4. Its marketable size is about 500-600g body weight after 6-8 months of culturing.

### Independent Activity 3:

#### Read and comprehend the following passage.

Mang Atong, a resident of Hda. Emma, Brgy. Tortosa, Manapla, is known for his Tilapia product in their community. He converted some of his rice fields into tilapia ponds. The Department of Agriculture of Manapla gave him free fingerlings. He spent Php 61,200.00 for feeds for 91-120 days of culture. After that, he harvested 800 kilos of marketable-sized tilapia, which he sold at Php150.00 per kilo. He was ecstatic that he was able to produce fish that can readily be sold in their nearby market.

### Independent Assessment 3

From the passage in the Independent Activity 3, answer the following questions:

1. What is the total expenses of Mang Atong's tilapia business?
2. What is the total sales of Mang Atong's tilapia business?
3. Did Mang Atong gain a Net Income from his tilapia business?
  - a. If yes, how much is his Net Income?
  - b. If not, how much did he lose?



## What I Have Learned

Milkfish are normally harvested at sizes of \_\_\_\_\_ cm or about \_\_\_\_\_ g and are marketed mostly fresh or chilled, whole or deboned, frozen, or processed.

\_\_\_\_\_ in all provinces are harvested year-round. Most farms harvest this fish at 250 to 300 grams as this size is appreciated most on the local market.

Catfish can be harvested partially or completely when they reach 20 to 25 cm or 80-200 grams after \_\_\_\_\_ months of culture. Catfish are marketed \_\_\_\_\_.

\_\_\_\_\_ is locally known as "lapu-lapu" or "inid" are among the most commercially important marine food fish in the Philippines and Southeast Asia. The fish grow fast and attain marketable size of about \_\_\_\_\_ g body weight in \_\_\_\_\_ months of culturing.

There are several methods used in harvesting fish that has been raised in their fishponds. They are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

\_\_\_\_\_ it means that the products offered are unique and offer better incentives to the consumer. The target market is informed about the uniqueness of the product.

\_\_\_\_\_ a marketing strategy that allows a healthy margin for profit while developing product to be affordable to all customers.

\_\_\_\_\_ is a way of marketing fish products as described by the statement; you should be on the lookout for events such as auction markets for either animals or fishes in your area where people from nearby provinces come to buy fish direct from raisers themselves.

\_\_\_\_\_ are people who buy goods from animal and fish raisers and sells them to retailers or other consumers. \_\_\_\_\_ is equal to gross income less total expense



## What I Can Do

**Direction:** Create a simple business model by filling in each column of the table below. Present this business model to your parents, relatives, or whomever person with interest in the fish farming business and convince them about the benefits of fish farming business.

### FISH FARMING BUSINESS MODEL

Type of Fish to farm	Size and Form of fish to Sell	Who / where/ how to Sell	Estimated Operating Capital for Farm Inputs	Estimated Total Production in kilograms	Estimated Farm Gate Price per Kilo	Estimated Gross Sales	Estimated Net Income



## Assessment

- It is harvested at 250 to 300 grams as this size is appreciated most on the local market.
  - Catfish
  - Grouper
  - Milkfish
  - Tilapia
- The fish grows fast and attains marketable size of about 500-600g body weight in 6-8 months of culturing.
  - Catfish
  - Grouper
  - Milkfish
  - Mudfish
- What is the total net income of Mr. Villaflor's tilapia farming business if he has a total gross sales of P 145,000.00 and total operating expenses of P 90,000.00?
  - P 45,000.00
  - P 50,000.00
  - P 55,000.00
  - P 60,000.00

4. If you have an Expected Total Production 1,200 kg and Farm Gate Price of P80.00/kg, what is the Expected Gross Sales per cycle?
- |                |                 |
|----------------|-----------------|
| a. P 76,000.00 | c. P 96,000.00  |
| b. P 86,000.00 | d. P 106,000.00 |
5. This is a method of harvesting fish wherein the pond is drained of its water and a long fishnet is used to catch the fish.
- |                  |                                |
|------------------|--------------------------------|
| a. Use of Taklob | c. Use of baited hook and line |
| b. Use of Net    | d. Total Drainage              |
6. You are determining the weaknesses, as well as the strengths of your competition and improving on the weaknesses of your competition as your strategy to drive your sales. Which of the following are you doing?
- |                                 |                              |
|---------------------------------|------------------------------|
| a. Creating value               | c. Knowing the target market |
| b. Careful Study of Competitors | d. Product Pricing           |
7. It means the products offered are unique and give better incentives to the consumer.
- |                                 |                              |
|---------------------------------|------------------------------|
| a. Creating value               | c. Knowing the target market |
| b. Careful Study of Competitors | d. Product Pricing           |
8. It uses social media to market your animal or fish farm products and services.
- |                                |                                 |
|--------------------------------|---------------------------------|
| a. Direct farm sale production | c. Net Income                   |
| b. Fish Production             | d. Selling through the internet |
9. What do we call the people who purchase goods from animal and fish raisers and sell them to retailers or other consumers?
- |              |           |
|--------------|-----------|
| a. Buyer     | c. Owner  |
| b. Middlemen | d. Worker |
10. Which of the following statements is **NOT TRUE**?
- Knowing all the techniques of fish production is not enough in itself.
  - The success of a fish farming venture is primarily determined by its ability to operate as a profitable business.
  - To strategize for the effective distribution of products, a fish farming marketing plan has to be drafted.
  - Understanding the basic components of the business will guide the business in achieving increased expenses.





## ***Additional Activities***

Summarize what you have learned by doing the following:

- a. Choose 3 fishes being farmed and describe the indicators for harvesting them.
- b. Choose 3 methods of harvesting fish and add details by describing them.
- c. Choose 3 components of marketing plan and explain why they are important in fish farming business.



# Answer Key

<b>Assessment</b>	1. D 2. B 3. C 4. C 5. D 6. B 7. A 8. D 9. B 10. D
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<b>What's More</b>	<b>Independent Activity 1:</b> 1. CULTURE FISHERY 2. TAKLOB 3. BAITED 4. NET 5. DRAINAGE  <b>Independent Assessment 1:</b> 1. drainage 2. taklob 3. baited 4. net 5. Culture fishery  <b>Independent Assessment 2:</b> 1. Tilapia 2. Catfish 3. Milkfish 4. Groupper  <b>Independent Assessment 3:</b> 1. Php 61,200.00 2. Php 120,000.00 3. Yes
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<b>What I Know</b>	1. C 2. A 3. B 4. D 5. C 6. B 7. A 8. B 9. A 10. C
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