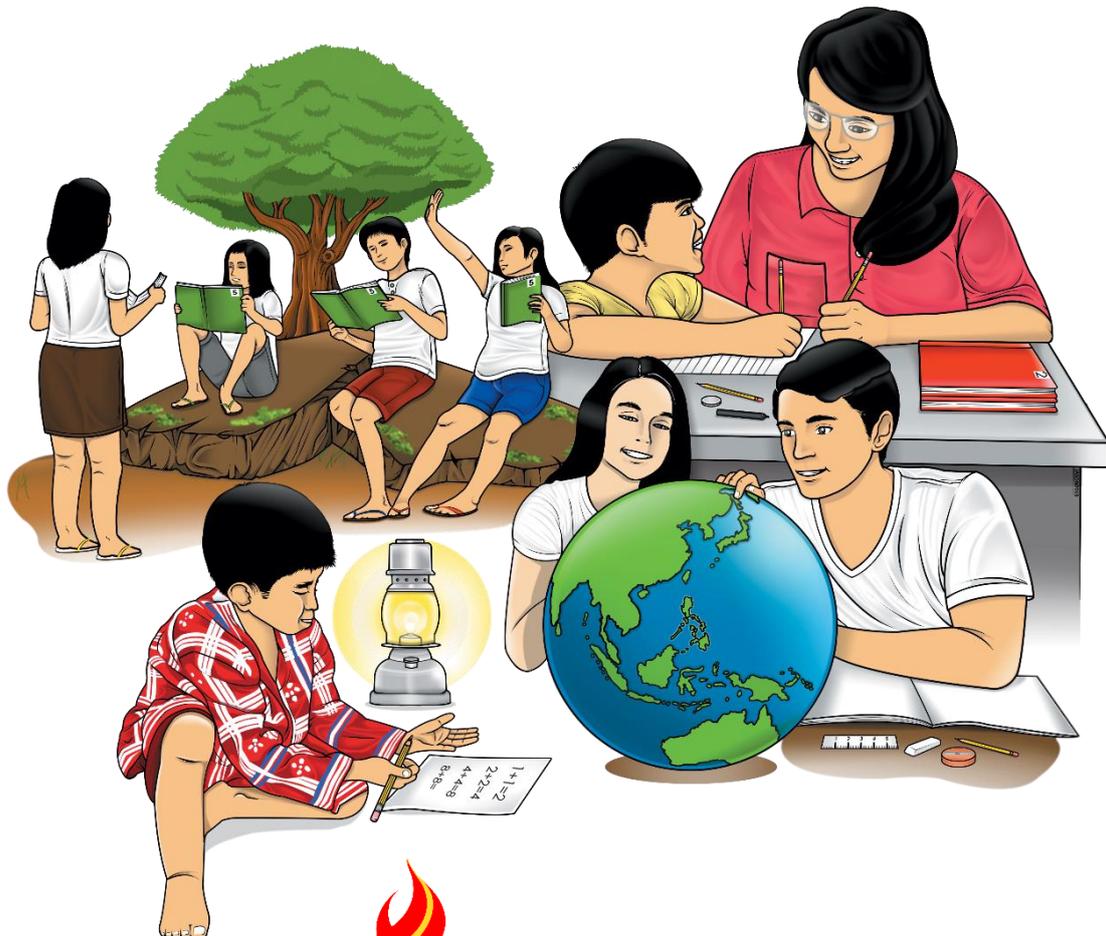


Technology and Livelihood Education
Agri-Fishery Arts
Module 14: Marketing Raised
Animals



TLE – Agri-Fishery Arts – Grade 6
Alternative Delivery Mode
Module 14: Marketing Raised Animals
First Edition, 2020

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Technology and Livelihood Education

Agri-Fishery Arts

**Module 14: Marketing Raised
Animals**

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

Technology and Livelihood Education plays a vital role in our daily lives. It provides a guide for all of us to strengthen the aim of this module and that is believed to be the application of theory into practice. And so, this module is constructively prepared for you to apply what you will learn all throughout this learning endeavor. Therefore, embrace this life-long learning opportunity in order to develop your skills as you start discovering today!

The scope of this module focuses on how to manage marketing of animal raised.

After going through this module, you are expected to:

1. discuss indicators for harvesting animals;
2. demonstrate skills on harvesting animals;
3. prepare marketing strategy by asking help from others or by using the internet;
4. market animals harvested;
5. compute the income earned from marketing products (Gross Sales- Expenses= Net Income); and
6. prepare plans for expansion of animal raising venture



What I Know

Instructions: Read and analyze the statements carefully. Choose your answer from the box below and write it on the space provided before each item. Write only the letters. Do this on a separate sheet of paper.

- | | |
|---------------------------------------|---------------------------------|
| a. Animals | d. Selling through the internet |
| b. Gross sales – expenses= Net income | d. Middlemen |
| c. Direct farm sales | e. Animal production |

- _____ 1. A way in computing income earned from marketed products.
- _____ 2. It is the most viable agricultural activity in a large part of the country. Harvesting of animal products has become a common industrial enterprise.
- _____ 3. You can sell animals by-products directly from your farm.
- _____ 4. It uses social media to market your animal and fish farm products and services.

_____ 5. It is used in many different production units and therefore differ in age, breed and species. To provide consumers with adequate quantities of quality meat and meat products, the processing of products has become very important.

For Items 6 – 10; Choose your answer from the options given. Use a separate paper for your answer. Write only the letter of your choice.

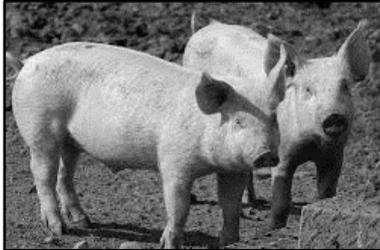
6. You can sell animals by-products directly from your farm.
- a. restaurants
 - b. farm to market
 - c. farm operator
 - d. direct from sales
7. You should be on the lookout for events such as livestock auction markets or similar events in your area where people from nearby provinces come to buy livestock direct from raisers themselves.
- a. animal raised
 - b. farm to market
 - c. farm operator
 - d. direct from sales
8. There is a “seven-eleven policy” in which only male carabaos at least 7 years of age and females 11 years old may be slaughtered. How young carabaos may be slaughtered?
- a. 2 – 3 years old
 - b. 3 – 4 years old
 - c. 4 – 5 years old
 - d. 6 years old
9. What do you call a young male pig that has been castrated are good sources of meat for curing.
- a. Gilt
 - b. Sow
 - c. Boar
 - d. Barrow
10. _____ is done to allow animals to withdraw solid feed by providing only water to them.
- a. Chilling
 - b. Cleaning
 - c. Fasting
 - d. Skinning

Lesson

1

Manages Marketing of Animal Raised

1



2



What's In

Animal raising is one of the sources of income for many Filipinos in both rural and urban areas. It simply shows that we are creative enough in looking for ways and means to gain profit even if we are staying at home. And so, animal raising marketing is beneficial for every individual who wanted to earn a living.

Instructions: In this activity, you are tasked to find the (10) words inside the search puzzle below which are related to the topics of this module. Write the words in the blank provided. Do this on a separate sheet of paper.

A	H	A	R	V	E	S	T	E	D
H	N	H	A	S	H	K	A	P	O
R	A	I	S	E	D	I	M	L	L
A	A	N	M	S	D	L	V	A	T
I	V	C	A	A	C	L	X	N	Y
S	K	O	R	R	L	S	W	S	U
I	J	M	K	T	Z	S	E	O	I
N	L	E	E	X	P	E	N	S	E
G	O	U	T	J	Z	E	U	P	U
O	C	O	M	P	U	T	E	J	K

¹ Ellen Ortiz, Free Royalty, <https://www.wallpaperflare.com/agriculture-animal-husbandry-pigs-pig-breeding-piglet-rosy-wallpaper-ajrst>

² Ómar Runólfsson, Free Royalty, <https://www.flickr.com/photos/29174969@N00/5901719213>

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



What's New

As you start to learn about the topic of this module, study the survey questionnaire below. Ask the assistance of your parents, siblings or any person close to you to conduct a survey in your community regarding on how farmers tend to manage the marketing of their animal raising project. The survey consists of ten (10) questions. Use this tool below in doing your survey.

Survey Form:

Name: _____
 Address: _____

Survey Questions	Response
1. What kind of animal raising project do you have?	
2. How many kinds of animals you are raising?	
3. How do you prepare your business in animal raising project?	
4. How much capital you spent in your business in animal raising project?	
5. How many animal raising projects do you have?	
6. In what way are you managing your animal raising project?	
7. Where do you market your business in animal raising project?	
8. Are you doing some computations of your gross sales? Expenses? Net income?	
9. Do you have any plan for expansion of your animal raising project?	
10. Do you ask others for help to improve your business?	

Answer this Questions on a separate sheet of paper.

1. Is the survey questionnaire complete enough to gather data regarding the topic?
2. In what way the gathered data can be used to manage the marketing of raised animals?
3. How would you consider animal raising project as a source of family income?



What is It

I. Indicators for Harvesting Animals:

Animal production or livestock farming is the most viable agricultural activity in a large part of the country. Harvesting of animal products has become a common industrial enterprise as such a farmer should understand some indicators in harvesting the animals being raised.

Common Indicators:	1. Age
Kind of Animal being Raised	Description
Swine/Hog	Hogs may be killed any time after they reach six weeks of age, but for the most profitable pork production may need to be fed for five to ten months. Hogs 4 - 6 months old are for pork and late as 8 to 10 months old for bacon.
Goat	Goats may be killed any time after 6 weeks, but the more desirable age is from six to 12 months.
Cow	Calves are best slaughtered between 3 and 16 weeks of age The highest quality beef comes from animals that are under 36 months of age. Veal comes from young cattle. Their age is usually around 6 to 7 months. A calf remains a calf until 1 year of age - after which it is called a bovine. The meat is then referred to as beef. Until 8 months, veal is light pink in color. After 8 months, the meat becomes darker in color and the term 'rosé veal' is used. At 12 months of age, the meat is called beef. Old cows produce highly acceptable beef if properly fattened and processed
Carabao	Carabaos may be slaughtered as young as 2 or 3 years old. But there is a "seven-eleven policy" in which only male carabaos at least 7 years of age and females 11 years old may be slaughtered. There is also the "nine-eleven policy," like the seven-eleven policy except the males need to be at least 9 years of age.

Common Indicators:	2. Size or Weight
Kind of Animal being Raised	Description
Swine/Hog	Average live animal weight of 95 - 104 (kg) at 6 months A 16-week weight Average of: 70kg for fast growers; 67kg for medium growers and 61kg for slow growers
Goat	The mean live weight of the slaughtered goats was 30 kg (range 11.2 to 48.1 kg) and mean age 2½ years
Cow	Average live animal weight 454–544 (kg) at 36 months (3 years) Frame scoring is simply a way of categorizing beef cattle from smallest to largest based on their size (hip height). Frame scores are assigned on a scale from 1 to 9, with 1 being the smallest and 9 being the largest-framed cattle. There is a target slaughter weight corresponding to each frame score.
Carabao	Live animal weighing 278-672 kg at 25-132 months old
Common Indicators:	3. Sex of the Animals
Kind of Animal being Raised	Description
Swine/Hog	Barrows (young male pig that has been castrated) or gilts (young female pig that has not yet been bred) are sources of meat for curing. Boar (uncastrated male pig)- young boar less than 200 days; Older boars can still be used but have “boar taint” Sow’s (adult female pig that have farrowed one or more litters) meat is tough and during advance stage of pregnancy, the meat has a fishy odor
Goat	Male goats, called bucks or billys, usually have a beard. Females are called does or nannys, and immature goats are called kids.
Cow	Cattle, the male is first a bull calf and if left intact becomes a bull; if castrated he becomes a steer and about two or three years grows to an ox. A heifer is female cattle that has not had any offspring
Carabao	Young Male/Female Carabao - Cara-bullock/Cara-heifer. Mature Male/Female Carabao – Carabull/Caracow
Common Indicators:	4. Health of the Animals Animals for slaughter must be substantially healthy, unhealthy animals must be treated and brought to healthy condition prior to slaughter

Commonly raised animals as additional source of family income



³Cow

⁴Swine/Hog

⁵Goat

⁶Carabao

II. Skills on Harvesting Animals

Marketing raised animals comes in different age, breed and species. Thus, processing of these products are given highest importance to provide customers with standard quality meat and meat products.

Before making the decision to slaughter animals, there are several important skills that you should possess:

1. Skills necessary to ensure that animals are stunned properly and humanely should be done when butchering at home that most people prefer the use of 0.22 caliber rifle.
2. Ability to sharpen and handle knives and saws. The use of sharp knife should be put into consideration to lower the chances of injury.
3. Humane animal handling and the ability to safely restrain the animal or keep it in a small area. It is much harder to safely and humanely stun the animal if the space is NOT limited for easy movement.
4. Patience and attention should be given to the required safety measures in handling the live animal to be slaughtered, its carcass and meat products to avoid issues and violations.
5. The use of essential equipment - conduct an inventory of equipment depending on your decision to skin or scald the carcass.

A. Slaughtering Animals

Prior to slaughtering animals, the slaughter animals should be manage accordingly;

1. Fasting – this is done to allow animals to withdraw solid feed by providing only water to them. Hogs should have been fasted for 12 to 24 hours while ruminants, 24 to 48 hours to have long shelf – life, low shrinkage and savings on feeds. Ease

³ Brown Cattle near green leafed trees, Free Royalty, <https://www.wallpaperflare.com/brown-cattle-near-green-leafed-trees-livestock-bovine-brahaman-wallpaper-webot>

⁴ Glen Bowman, Free Royalty, <https://www.flickr.com/photos/glenbowman/7061955601>

⁵ Goat with two goat kid on brown ground, Free Royalty, <https://www.pickpik.com/goats-kid-young-goats-domestic-goat-lambs-small-goat-111346>

⁶ Paul Lewin, Free Royalty, Cropped, <https://www.flickr.com/photos/digypho/2402142137>

of cleaning and eviscerating carcass and cleaning entrails; thoroughly bled and brightly colored carcass are also some of the advantages of proper fasting.

2. Relaxing the animal – No form of stress is given to the animal prior to slaughter. Animals must be given enough time to relax and regain their composure before they are slaughtered.
3. Handling the animals gently – blood clots and red spots in the meat are developed when animals prior to slaughter are whipped, kicked or boxed. These clots in the meat are good media for growth of microorganisms which causes accelerated spoilage of the meat.
4. Cleaning the animals – washed off dirt on the animals to minimize possible contamination of the carcass. Keep the animals clean as much as possible.

B. Procedure in Slaughtering Animals:

Procedure	Animals to Slaughter		Description
	Swine	Goat/Cattle Carabao	
1. Stunning	x	x	It is done by making the animal unconscious without killing it
2. Sticking/ Bleeding	x	x	Sticking is when an animal's neck is cut, using a very sharp knife. This is done by allowing the blood to run out of the animal's body from the hog's neck after slitting.
3. Scalding & Scraping	x		Removal of the hair or scalding in water at around 60°C for about 6 minutes loosens the hair in the follicle using the simplest equipment
4. Flaying/ Skinning		x	Flaying/skinning is the removal of the skin/hide from a carcass of slaughtered or dead animal. It should be done using sharp knives within a few hours of the animal's death as the skin will peel off especially easily
5. Removal of the Head/ Shank & Head	x	x	To remove the head, you need to cut a ring through all the meat and ligature down to the bone
6. Evisceration	x	x	Removal of visceral organs from the opening of the carcass until the complete removal of the internal organs from the body cavity

7. Splitting/ Quartering	x	x	Done immediately after the animal has been dressed, saw the carcass into equal sides through the center of the backbone “Quartering or ribbing down is the division of a side of beef between the twelfth and thirteenth ribs into fore-and hindquarters”
8. Shrouding		x	Wrapping the carcass with a cheesecloth
9. Chilling	x	x	Chilling is done to remove heat from the carcass after slaughter. The removal of heat has a great impact on the quality of the meat product

When you have a goal in mind on what animal to produce, you need to consider the type of livestock that could generate income. The harvesting process is enhanced through the technique and methods used in doing it.

III. Ways in Marketing Farm Products

1. Direct Farm Sales – this is done by selling animals and animal products right from the farm gate.
2. Farmers market/livestock auction market – livestock raisers from certain community are bringing their goods to farmers’ market where buyers can directly buy livestock through auction.
3. Farm to market- farmers in the community sell their own animal products through meat shops or fish stalls in their local market.
4. Restaurants- these are product outlets that are readily available in the community. Providing them with quality meat products could establish “suki” system to have permanent product outlets.
5. Selling through the internet- the use of 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.

IV. Sample Computation of Income Earned from Raised Animal Products

Income of a backyard piggery operation.

A small piggery has 10 two-month old piglets bought at a price of Php 3,200.00 each for owner to grow and sell after four months. In cases where no infrastructure has been built or rent of facilities should be taken into consideration, how much income per month the farmer has after 4-month animal raising project?

Given:

10 piglets at 3,200.00

Cost of feeds 1,000/head/month (x 4 months)

Assumed average selling price of pig (90 kg) ready to be marketed – Php 120.00/kg

Cost to buy piglets:

10 heads (piglets) x Php 3,200.00/piglet = Php 32,000.00

Cost of Feeds in Growing Pig (10 heads):

10 heads x 1,000.00/head/month x 4 months = Php 40,000.00

Selling Price of Pig (90kg average) per head:

Php 120.00/kg x 90 kg = Php 10,800.00

Total Selling Price of Pig (10 heads):

10,800.00/head x 10 heads = 108,000.00

-(less)

Cost of Piglets Php 32,000.00 = 76,000.00

-(less)

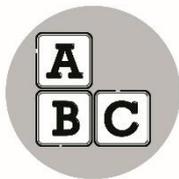
Cost of Feeds Php 40,000.00 = 36,000.00

Total Income in 4 months

= 36,000.00

Total Income per Month:

Php 36,000.00 /4 months = Php 9,000.00



What's More

Independent Activity 1

One Minute Reading:

Animal production has been a sustainable agricultural activity in a large and highly profitable part of the country. Harvesting of meat products became a common industrial undertaking in a great majority of places. Interventions to enhance techniques and methods have been considered since the processing of products became significant in providing consumers a sufficient considerable amount and excellent animal products.

Independent Assessment 1

Instructions: Based on the given ideas presented in the indicators and skills on harvesting animals, write in your own words some points to consider in marketing animals raised. Use separate paper in answering. Do this in not more than ten (10) sentences.

Independent Activity 2

I. Instructions: Supply the missing letters of the following words below and after which use these words in answering the following questions as indicated in the independent assessment 2 after doing this activity. Use separate paper in answering.

- I. 1. D _ R E _ _ F _ R _ S A _ _ S
2. _ A _ _ T _ M _ R _ E T
3. _ _ S T A _ R _ N _ S
4. F _ R _ O _ R A T _ R _
5. S E _ _ I _ G U S _ N G I N _ E R _ E T

Independent Assessment 2

II. Instructions: Read and analyze the following statements carefully. Choose your answer based on the previous work in the independent activity 2. Use separate paper in answering.

_____ 1. Some farming families or entrepreneurs also have meat shop or fish stall in the nearby wet market to sell their own animal products.

_____ 2. You should be on the lookout for events such as livestock auction markets or similar events in your area where people from nearby provinces come to buy livestock direct from raisers themselves.

_____ 3. You can sell animals by-products directly from your farm.

_____ 4. One possible livestock client can be the nearby restaurants in your area. You could establish “suki” system.

_____ 5. You could also use social media to market your animal and fish farm products and services.

Independent Activity 3

III. Instructions: Read, analyze, and solve the given problem carefully. Write your answer on the space provided after each number. Do this on a separate sheet of paper.

Supposing you bought (2) two-month old piglets at PHP 2,500.00 each which you intend to grow and sell after four (4) months. The cost of sack of feeds is PHP 1,000 assuming that each piglet will consume 1 sack of feeds per month. Use the following data and guide in solving the problem below.

Independent Assessment 3

Given:

2 piglets at 2,500.00

Cost of feeds 1,000/head/month (x 4 months)

A six-month-old pig ready for selling (averages of 90kg assuming price per kilo is 120.00).

$(2,500.00/\text{piglet}) \times (2 \text{ heads}) = \mathbf{(1)}$ _____ (cost to buy piglets)

$(1,000 \text{ food allowance/head/month}) \times (2 \text{ heads}) \times (4 \text{ months}) \mathbf{(2)}$ _____ (cost of food for 2 growing pigs)

$(90 \text{ kg ideal selling weight at 6 months old}) \times (120.00/\text{kilo of live pig}) = 10,800.00$
(selling price of each pig after the 4 -month growing period)

$10,800.00/\text{head} \times 2 \text{ heads} = \mathbf{(3)}$ _____

Computation:

_____ (selling price of 2 pigs grown after 4 months)

-(less)

_____ (cost of 2 heads of pig as starter)

-(less)

_____ (cost of food for 4 months)

(4-5) _____ (income in 4 months)



What I Have Learned

After going through the content of this module, I have learned the following:

_____ is the most viable agricultural activity in a large part of the country. Harvesting of animal products has become a common industrial enterprise. There are 4 Common Indicators in harvesting animals. These are _____, _____, _____, and _____.

_____ is done to allow animals to withdraw solid feed by providing only water to them. Hogs are _____ for _____ hours while ruminants for _____ hours.

To compute the for income earned from marketed products, you have to deduct the _____ from _____.

_____ is a procedure in slaughtering animals that is done by slitting the animal's neck across the jugular veins and allowing the blood to run out.

_____ is done to remove heat from the carcass after slaughter. The removal of heat has a great impact on the quality of the meat product.

These are people who buy goods from animal and fish raisers and sell them to retailers or other consumers. They are called _____.

_____ is an area where people from nearby places come to buy livestock direct from raisers themselves.



What I Can Do

Instruction: Conduct a survey in your community with the assistance of your parents, guardian or siblings regarding on how farmers tend to manage the marketing of their animal raising project. The survey consists of ten (10) questions. Use this tool below in doing your survey. Use a separate sheet of paper.

Survey Form:

Name: _____

Address: _____

Survey Questions	Response
1. What kind of animal raising project do you have?	
2. How many kinds of animals you are raising?	
3. How do you prepare your business in animal raising project?	
4. How much capital you spent in your business in animal raising project?	
5. How many animal raising projects do you have?	
6. In what way are you managing your animal raising project?	
7. Where do you market your business in animal raising project?	
8. Are you doing some computations of your gross sales? Expenses? Net income?	
9. Do you have any plan for expansion of your animal raising project?	
10. Do you ask others for help to improve your business?	



Assessment

Multiple Choice.

Instructions: Read and analyze the questions thoughtfully. Choose your answer from the options given. Use a separate paper for your answer. Write only the letter of your choice.

1. What is the formula in computing income earned from marketed products?
 - a. Net income = Gross sales + capital
 - b. Net income = Gross sales + expenses
 - c. Expenses + capital = Net income
 - d. Gross sales – expenses = Net income
2. Hogs may be killed any time after they reach certain weeks of age, but for the most profitable pork production may need to be fed for five to ten months.
 - a. 6 weeks
 - b. 10 weeks
 - c. 16 weeks
 - d. 20 weeks
3. It is the most viable agricultural activity in a large part of the country where harvesting of animal products has become a common industrial enterprise. What is it?
 - a. Animal production
 - b. Animal harvest
 - c. Animal health
 - d. Animal enterprise
4. Its processing of products has become very important and is used in many different production units and therefore differ in age, breed and species providing consumers with adequate quantities of quality meat and meat products.
 - a. Animal production
 - b. Animals or livestock
 - c. Direct farm sales
 - d. Selling through the internet
5. It uses social media to market your animal and fish farm products and services.
 - a. Animal production
 - b. Net income
 - c. Direct farm sales
 - d. Selling through the internet
6. What do we call the people who purchase goods from animal and fish raisers and sell them to retailers or other consumers?
 - a. Buyer
 - b. Middlemen
 - c. Owner
 - d. Worker
7. Before making the decision to slaughter animals, there are several important skills that you should possess EXCEPT one.
 - a. The use of essential equipment
 - b. The physical appearance of the animal

- c. Ability to sharpen and handle knives and saws
 - d. Humane animal handling and the ability to safely restrain the animal
8. Which is NOT included in some of the indicators of harvesting animals?
- a. Age
 - b. Health Condition
 - c. Height of the Animals
 - d. Size or weight
9. One of the procedures in slaughtering animals that is done immediately after the animal has been dressed by sawing the carcass into equal sides through the center of the backbone.
- a. Flaying
 - b. Stunning
 - c. Splitting
 - d. Scalding
10. Given below are the priority tasks in slaughtering animals to accordingly manage them:
- I. Fasting of animals
 - II. Handling the animals gently
 - III. Proper feeding
 - IV. Relaxing the animals
- a. I, II, III
 - b. II, III, IV
 - c. III, IV, I
 - d. IV, I, II



Additional Activities

Jigsaw Collaborative Information Sharing:

Instruction: Based on the conducted survey in your previous activity, perform the following tasks:

1. Go back to the person whom you interviewed and share what you have learned in this modular learning endeavor regarding our topic: *Manages Marketing of Animal Raised*.
2. Site 5 insights or ideas you have acquired in learning this module that might be a motivation to wisely improve and maintain his enterprise.
3. By doing so, you are creating a breakthrough and be a catalyst of change!



Answer Key

<p style="text-align: center;">Assessment</p> <p>1. D 2. C 3. B 4. A 5. D 6. B 7. B 8. C 9. C 10. D</p>	<p style="text-align: center;">What's More</p> <p>I. 1. Direct Farm Sales 2. Farm to Market 3. Restaurants 4. Farm Operators 5. Selling using Internet</p> <p>II. 1. Farm to Market 2. Farm Operators 3. Direct Farm Sales 4. Restaurants 5. Selling using Internet</p>	<p style="text-align: center;">What's More</p> <p>III. 1. 5,000.00 2. 8,000.00 3. 21,600.00 4-5. 8,600.00</p>	<p style="text-align: center;">What I Know</p> <p>1. B 2. E 3. C 4. D 5. A 6. D 7. C 8. A 9. D 10. C</p>
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