

Value Chain Analysis of Native Chicken in Selected Barangay of Partido

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Abstract. The study aimed to analyze the existing value chain of native chicken in Partido Camarines Sur. Specifically it aimed to describe the value chain in terms of actors, their roles, and links in the value chain map; relationship dynamics among actors; determine the cost and return of native chicken production and identify constraints and opportunities. The study utilized quantitative and qualitative research design. Survey-questionnaire was used to gather the relevant data needed in the study. Findings revealed that the main actors along this value chain are native chicken farmers/raisers, wholesalers/middlemen and retailers. The native chicken raisers directly sold their harvest to the middlemen and eventually to the consumers who directly visited their place. On the other hand, the middlemen sold the native chicken directly to the market. Findings revealed that the three actors profited in the industry however, the middlemen have more income as compared to the raisers and retailers. Results showed that there was no fixed price for the native chicken in Partido area.

Keywords: *Native chicken, value chain and value added.*

1. Introduction

Background and Justification of the Research

Poultry business in Partido Camarines Sur is one of the prominent livelihood sources of the people in the area. In the Philippines, the production of native chicken is evident in rural areas. Some farmers and households prefer to raise native chicken instead of the imported commercial breeds. Native chicken survives better under local conditions, feed on available food sources and require less care. Native chickens are typically raised in the backyard of rural households. They are commonly grown in small numbers of up to 24 hens for egg production ^[1]. Moreover, native chickens can produce eggs and meat for home consumption and can give extra money for rural families ^[2]. Using value chain analysis, poultry businesses in the area can identify and analyze the primary and support activities that happen within their operations. Understanding the relationship of the different actors and their roles will essentially help them in determining ways to improve margins and costs ^[3].

Understanding the relationship of the different actors and their roles will essentially help them in determining ways to improve margins and costs ^[3]. With the prevailing marketing system in the district, there existed chains and marketing channels that made distribution favorable or less favorable to its players. A supply chain analysis is important to reduce costs and increase competitiveness by

adding value to the transformation process (input and output). It is important to understand the production systems, marketing channels and their relationships, the participation of different actors and critical constraints that limit the growth of poultry production and consequently the competitiveness of smallholder farmers ^[4].

The researcher decided to conduct a value chain study of native chicken in the district. According to Kaplinsky and ^[5] the value chain encompasses the full range of activities and services required to bring a product or service from its conception to sale in its final markets. It includes input suppliers, producers, processors and buyers. They are supported by a range of technical, business and financial service providers. The value chain describes the activities performed by the industry and links to the competitive position. The study of Lockman, et. al. (2011) ^[6] showed that there were significant differences in the parameters measured between the high-performance breed (commercial broilers), and the lower performance breeds (Red Jungle Fowl and Malaysian Indigenous chickens), although they were reared under the same environment and received the same feed, management, and other facilities.

The study of Bwalya (2014) ^[7] shows that although almost all (99 percent) of small holder households keep indigenous poultry, productivity and production is very low leading to low and unplanned sales. Low production is due to high mortality of indigenous chickens mainly because of limited producer knowledge of methods of disease and breeding practices. Value chain describes “the full range of activities which are required to bring a product or service. ^[4] from conception, through the different phases of production (involving a combination of physical transformation and the input of various producer services), delivery to final consumers, and final disposal after use. ^[8]. A supply chain analysis is important to reduce costs and increase competitiveness by adding value to the transformation process (input and output). It is important to understand the production systems, marketing channels and their relationships, the participation of different actors, and critical constraints that limit the growth of agricultural production and consequently the competitiveness of small holder farmers. According to the definition of above, value chain analysis is a model used to analyze, describe, and trace different activity in the production from inputs to final consumers. It plays a key role in understanding the need and scope for systemic competitiveness, which will lead the firm to outsource those functions where it has no distinctive competences ^[5]

Statement of the Problem

This study generally aims to analyze the value chain of native chicken in the 4th District (Partido), Camarines Sur.

Specifically, it will seek answers the following research questions:

1. What are the terms used in value chain analysis?
 - a. actors, their roles, and links in the value chain map
 - b. relationship dynamics among key actors
2. What are the costs and return of native chicken production and marketing as well as the value added in different stages in the value chain?
3. What are the constraints and opportunities in the value chain?

Objectives

The general objective of the study was to analyze the existing value chains of Native Chicken in the 4th District (Partido), Camarines Sur.

Specifically, the objectives of the study were to:

1. Describe the value chain in terms of,
 - a. actors, their roles, and links in the value chain map
 - b. relationship dynamics among key actors
2. Determine costs and return of native chicken production and marketing as well as the value added in different stages in the value chain; and
3. Identify constraints and opportunities in the chain.

Significance of the Study

The purpose of this study was to analyze the existing value chain of Native Chicken in the 4th District (Partido), Camarines Sur. This study will be beneficial to the following:

Native Chicken Farmers. This study will help to the native chicken farmers including input suppliers and chicken traders for the planning and design for the improvement of their business.

Native Chicken Wholesalers/Middlemen. Being part of the value chain and influencing the pricing of native chicken, they can be tapped in implementing the recommendations in this study regarding price monitoring and updating of information regarding volume of native chicken being traded/sold in the local market and native chicken retailers.

Native Chicken Retailers. Any information generated can give them a new way to appreciate their importance in the chain. Furthermore, having awareness of their importance in the Native Chicken production business.

Department of Labor and Employment (DOLE). This may help the agency in generating baseline information in providing employment opportunities.

Department of Trade and Industry (DTI). This study can help the agency in generating baseline data for generation of business opportunities, funding of entrepreneurial activities and seminars/trainings for future business opportunities.

Local Government Unit. The local administration will find the study helpful in their formulation of programs and projects that could improve the economic condition of Partido.

Consumers. Being the end link in the value chain, consumers will become more aware of the Native Chicken industry and the price changes that set the prices in the market which they as the end part of the link, will be shouldering. They will also be more aware of their importance in the price setting.

Researchers. Future researchers can use this as baseline data for their research in investigating value chain analysis or native chicken production business.

Scope and Delimitation of the Study

This study focused on the value chain analysis of native chicken. The researcher would like to recognize which key player are the most valuable or advantage and how can it be improved to provide competitive advantage. The areas of the study are the Municipality of Tinambac, Goa and Tigaon. The respondents are the native chicken farmers/raisers, retailers and the wholesalers. The variable will provide the information about the value chain analysis of native chicken in selected barangay of Partido. The study will carry over the period of November 2019 to October 2020. Due to covid-19 other barangay of Partido area were not included.

In this study, information about the pricing and costing are not absolute amount since players in the chain are assumed of not taking financial records of their financial transactions. The study used estimated amounts based on the average receipts and expenditures of the participants.

Locale of the Study

The Researcher will focus on the selected barangay of Partido Area or the 4th District. Fourth District of Camarines Sur is composed of 10 Municipalities such as Siruma, Tinambac, Goa, Tigaon, Sagñay, San Jose, Lagonoy, Presentacion, Garchitorena and Caramoan. Due to Covid-19, the researcher only focus on Tinambac, Tigaon and Goa, Camarines Sur.

Definition of Terms

Some of the terms to be used in this study were operationally defined and interpreted for purposes of clarity in discussion and interpretation.

Native Chicken. In this study, this refers to the commodity being studied.

Chain. This represents a particular group of players that perform a similar activity, which is considered as one of the various activities within a given industry of business.

Value Chain. This refers to the full range of activities which are required to bring a product or service from conception, through the different phases of production (involving a combination of physical transformation and input of various producer services), delivery to final consumers and final disposal after use (Kaplinsky, R., & Morris, M. (2000).

Players. In this study, these are the direct “actors” persons in the native chicken industry which can mean any of the following: the native chicken farmers, the native chicken wholesalers and the native chicken retailers.

Income. The net result generated from sale of native chicken and the expenses incurred to generate the said sale.

Expense. This refers to resources sacrificed to generate revenue. These may be incurred outright or part of the cost that already expired or used.

Constraints. In this study, this refers to the hindrance or limitation of the native chicken farmers, native chicken wholesalers and native chicken retailers in the success of their business.

Native Chicken Farmer. Someone who is in charge in providing the native chicken supply.

Native Chicken Wholesaler/Middlemen. In this study, this refers to the person who directly purchase native chicken from the farmer or raiser.

Native Chicken Retailer. This refers to the person who sells native chicken directly to the consumers.

LGU. Local Government Unit. In this study, this refers to Tinambac, Goa and Tigaon, Camarines Sur.

2. Methodology

This chapter presents the research method used, sources of data and research instrument employed. It also includes a discussion of the procedures to be followed in data gathering including the statistical tools used by the researcher to interpret the data.

Research Design

This study used descriptive and relational-quantitative research method in determining the value chain of native chicken. This process includes gathering quantitative data through interviews and survey questionnaires about the socio-demographic profile of the respondents, the value added as one area passes its output to the next area until it reaches the final consumer, the revenues they earned and expenses they incurred, and the factors affecting the entry point in the value chain.

Respondents of the Study

This study used snowball sampling because there are no available listings of prospective respondents in Partido area. The respondents of the study are the actors in the value chain of native chicken in Partido area such as the native chicken raiser /farmers wholesalers and retailers.

Data Gathering Procedures

The preliminary investigation was conducted first by coordinating with the office of the municipality mayor of Partido area started with prospecting barangays through key informants. The office of the municipal mayor recommended to communicate with the office of the department of agriculture. The researcher then proceeds with the office of the department of agriculture to seek for information that will be beneficial to the study such as list of raisers present in the said area, but the office has no detailed information that can be used in the study. The researcher coordinated with the Barangay Officials to locate respondents. After locating the respondents, the researchers determined the next prospective respondents with the assistance of the barangay officials, residents, and previously interviewed respondents. Data Collection and study areas both secondary and primary data was collected and utilized for this study. The secondary data was gathered through desk research and key informant interviews. Secondary data was collected through a review of published and unpublished material including past value chain studies. The respondents of the study are the farmers, wholesalers and retailers of native chicken. The study also considered other key informants such as Municipal Agriculturist, and LGU representative which will contribute substantial inputs in the realization of the study.

The researcher interviewed the respondents with the help of questionnaire-checklist and unstructured interview. The researcher administered the instruments to the respondents who were given ample time to respond to the questions to ensure achievement of a good return data and help respondents to get a chance to seek clarification on items which will be proved difficult to answer. Each respondent was evaluated separately according to their presence and role in the value chain through separate structured questionnaires. After gathering the data, it will be retrieved, sorted and presented in a form of text and table. Data was collected from native chicken raisers/farmers in Tinambac, Tigaon and Goa, as well as wholesalers and retailers from Partido area. This study was therefore motivated by the need to contribute to knowledge about markets for local poultry in Partido area.

Data Analysis

For purposes of this study, descriptive data analysis was employed to characterize the value chain for native chicken in Partido area. The data collected was analyzed to identify the main actors and to characterize the key structure or elements of the value chain. Quantitative and qualitative data collected from documents and key informants was also analyzed to assess the costs and value addition activities in the marketing chain for native chickens. A descriptive-analytical narrative was used to present the findings from the study in order to have a comprehensive picture of the key issues concerning the value chain for native chickens, particularly, in Tinambac, Camarines Sur and other barangay of Partido area.

To treat and analyze the data, the following statistical and analytical tools are utilized.

- a. **Value Chain Mapping.** This is used to analyze the actors, their roles and relationship dynamics in the chain. It depicts the production and marketing map of the native chicken.
- b. **Descriptive statistics.** This is utilized to describe the key actors involved in the value chain such as producers, wholesaler and retailers.

Statistical and Analytical Tools

Mode. It determines the highest number of occurrences of repeating events. It is use in analyzing the information's regarding the socio-economic profile, the barriers in value chain and the methods/ techniques used and the value chain characteristics.

Mean. It is used to analyze the income and expenses incurred by the participants in value chain.

Percentage. It will be utilized to analyze the socio-demographic profile, entry barriers and methods/techniques used in the value chain.

Cost and Return analysis. This is employed to determine the costs, value added, and return on production and marketing of different commodities. It helps in determining the distribution of costs and profit in the chain. ^[9]

3. Results And Discussion

Value Chain Analysis of Native Chicken in Selected Barangay of Partido

This chapter contains the tabular and textual presentation of the gathered data. The presented data dealt to the demographic profile of the respondents, analysis of financial statement, materials used, problems encountered and interventions to solve the problems.

Socio-demographic Profile of each Actor and the Level of Involvement of Raisers in the Value Chain of Native Chicken in selected barangay of Partido

The study identified three major actors in the native chicken value chain; namely: raisers/farmers, wholesalers/middleman, and retailers. Based on the results of the study of the socio demographic profile of the actors, which is based on age, sex, civil status, family income, educational attainment, number of years in poultry and educational and other source of income that is presented on table 1, majority of native chicken farmers/raisers' age range from 41-50 years. The table also shows that most of the raisers are female of almost 60% of the respondents, which represents the different gender roles in the raising of native chicken. Most of them are married (about 90% of the respondents). Further, the study revealed that most of them (about 70%) fall under the monthly family income bracket of below Php10,000. The table also shows that most of the native chicken farmers/raisers are high school graduate. Most of the farmers/raisers have been involved in the production of native chicken for more

than 5 years and spent their full time of more than 8 hours in overseeing their native chicken. Also, aside from native chicken they are engaged in farming other agricultural products such as rice production farm labor and selling vegetables.

On the other hand, majority of the wholesalers/middlemen fall under the age bracket of 31 to 40 years old. All of them are married and all of them (100% of the respondents) earned a monthly family income ranging from Php10,000 to Php15,000. All the middlemen are vocational graduates. Majority of the middlemen (about 66.6 % of the respondents) are male. Also, aside from native chicken they are engaged in selling other agricultural products such as vegetables and fruits.

Further, retailers are dominated by Male (about 66% of the respondents) and most of them are married. Their monthly family income falls under the monthly income bracket of below Php10,000. Most of the retailers are high school graduates. In terms of civil status and number of years in poultry all the three actors have the same modal class which is married and more than 10 years respectively. Aside from selling native chicken they are also engaged in selling other agricultural products such as vegetables, fruits, goats (kanding), and pigs. Table 1. shows the socio-demographic profile of each actor in the native chicken value chain.

Table 1. Socio-demographic profile of each actor in the native chicken value chain

Parameters	Raisers	Middlemen	Retailers
	(N=10)	(N=3)	(N=3)
Range of Age			
below 20 yrs. old	0	0	0
21-30 yrs. old	1	0	0
31 to 40 yrs. old	2	2	2
41 to 50 yrs. old	6	0	0
51 to 60 yrs. old	1	1	1
61 to 70 yrs. old	0	0	0
above 70 yrs. old	0	0	0
Modal Class	41 to 50 yrs. old	31 to 40 yrs. old	31 to 40 yrs. old

Parameters	Raisers	Middlemen	Retailers
	(N=10)	(N=3)	(N=3)
Sex			
Male	3	1	2
Female	7	2	1
Modal Class	Female	Female	Male
Civil Status			
Single	1	0	0
Married	9	3	3
Window/er	0	0	0
Separated	0	0	0
Modal Class	Married	Married	Married
Average Monthly Income			
below 10,000	7	0	3
10,000 to 15,000	2	3	0
15,000 to 20,000	0	0	0
21,000 to 25,000	0	0	0
26,000 to 30,000	0	0	0
above 30,00	1	0	0
Modal Class	Below 10,000	10,000 to 15, 000	Below 10,000
Highest Educational Attainment			
College	3	0	0
Vocational	0	1	1
Highschool	7	2	2
Elementary	0	0	0
Modal Class	High School	College	High School

No. of years in Poultry

1 to 3 years	3	0	0
4 to 6 years	5	2	2
more than 10 years	2	1	1
Modal Class	1 to 3 years	4 to 6 years	4 to 6 years

Employment

Government	0	0	0
Private	1	0	0
Others	9	3	3
Modal Class	Others	Others	Others

Value Chain Map of Native Chickens in Partido

The value chain for native chicken in Partido is simple and small. The main actors along this value chain are native chicken farmers/ raisers, wholesalers/middlemen and retailers. The main marketing channels are from farmer to consumers. The other marketing channel is from farmer to retailers and then to consumer. Some native chicken raisers/farmers sell directly to middlemen who take their chickens either to market or consumers. The end market of native chickens is domestic consumption through retailers. Figure 1 shows the native chicken value chain map.

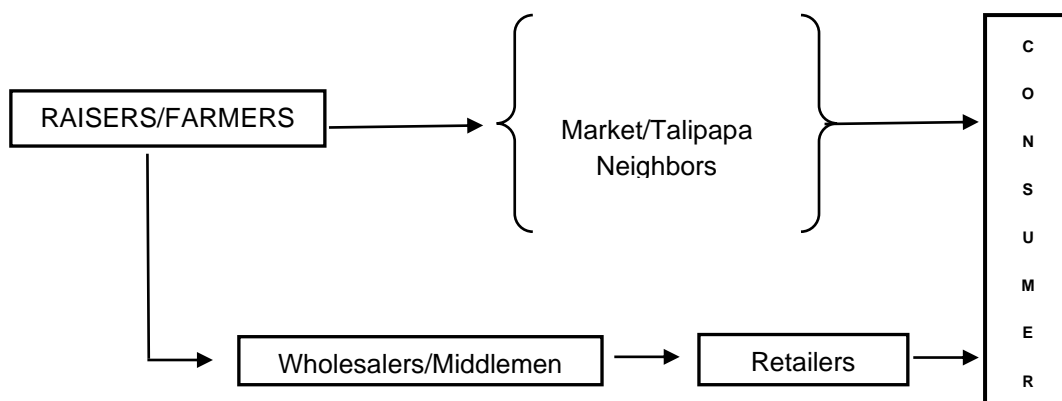


Fig. I. The native chicken value chain map

Value Chain Characteristics as to the Relationship of Participants from the Raisers/Farmers to Sellers using the Value Chain Map

The raisers/farmers sell their native chicken directly to the consumers, based on the interview conducted by the researcher, some consumers visit the area just to buy native chicken. The researchers found out that 50% of the harvest by the farmers were sold directly to the consumers who visited to their area and the other 50% of the total chicken sold to any of the wholesalers/middlemen. The wholesalers/middlemen sell their chicken directly in the market. Based on the interview the wholesalers/middlemen took only two to three hours for them to sell the chicken starting from 5:00 am to 7:00 am once a month. The retailers sell their chicken directly to the consumer, based on the interview conducted they have their usual buyers since the number of native chickens are very limited in the market. In negotiating the price, the seller is the one sets the price in the value chain from raiser to the wholesalers/middlemen but when it comes to wholesalers/middlemen to consumers the buyers set the price. However, in the value chain from retailers to consumers, it is the sellers sets the price.

Poultry Production and Marketing Distribution Systems

The study identified several questions in the Poultry Production and Marketing Distribution Systems; namely: To whom do you get your supply of native chicken? To whom do you sell your native chicken? When do you sell your poultry? Materials used in the production of native chickens; In negotiating for selling the price, who usually determine the price. Based on the results of the study of the poultry production and marketing distribution systems that is presented on table 2, majority of native chicken farmers/raisers gets their supply from the wholesalers. The table also shows that 50% of the raisers sell their chicken directly to the consumers and 50% to the wholesalers/middlemen. The table shows that 80% of the raisers sell their native chicken on monthly basis and 20% quarterly. The table also shows that most of the raisers used chicken wire in the production of the native chicken. In negotiating for selling the price, the 70% of the seller determines the price and 30% the buyer.

On the other hand, 100% of the middlemen get their supply of chicken directly from the raisers/farmer, the wholesalers/middlemen pick their chicken from the area and directly sells the native chicken in the market. especially in Naga City public market, based on the interview, it takes only two to three hours for them to sell the native chicken in the market. According to them they started selling at 5:00 am in the morning and before 7am all the chickens were already sold. Table 2 also shows that 100% of the wholesalers/middlemen sell chicken monthly that gives them enough time to buy and sell fruits and vegetables and other agricultural products that are available in Partido area. From the table most of the middlemen used rope in buying and selling native chickens and 30% of the middlemen used boxes. Regarding the setting of the price, the table shows that the buyer is the one who sets the price.

Further 66.66% of the retailers get their supply of chicken from the middlemen and 33.33% directly from the raisers. The table shows that the retailers sell their chickens directly to the consumers. Table 2 also shows that 100% of the retailers sell native chicken monthly. Aside from selling native chicken they are also engaged in selling other agricultural products such as vegetables, fruits, goats (kanding), and pigs. Based on the table all the retailers used rope in buying and selling native chickens. In negotiating for selling the price, the table shows that 100% are the sellers determine the price. Based on the interview the supply of the native chicken is very limited in the market. Table 2 shows the poultry production and marketing distribution systems.

Table 2. Poultry production and marketing distribution systems.

Parameters	Raisers (N=10)	Middlemen (N=3)	Retailers (N=3)
To whom do you get your supply of native chicken?			
Raisers/Farmers		3	1
Wholesaler/Middlemen	7		2
Retailers	3		
Modal Class	Wholesaler	Raisers/Farmers	Middlemen
To whom do you sell your native chicken?			
Wholesaler /Middlemen	5		
Retailer			
Consumers	5	3	3
Modal Class	Consumers	Directly to the market	Consumers
When do you sell your poultry?			
Weekly			
Quarterly	2		
Monthly	8	3	3
Modal Class	Monthly	Monthly	Monthly
The seller	7		3
There is a fixed price in the market			
Modal Class	The seller	The buyer	The seller

Distributions of Revenues, Cost and Expenses and Profit in the Native Chicken Value Chain

In this section, these profit, cost, and revenue is distributed to the participants to assess if the participants rewarded equally for their corresponding efforts. Native chicken farmers/raisers have three primary buyers: wholesalers/middlemen, retailers and consumers. It was found out that native chicken farmers/ raisers earned an average of 13.87% gross margin, 38.27% for the wholesalers/middlemen and 14.53% for the retailers, using profit-to-cost analysis. Based on the above results, the middlemen gained the highest profit in the native chicken value chain. The average selling price offered by the native chicken wholesalers/middlemen was Php170.00 per chicken and the average cost incurred was Php 105.08 per chicken with a net return of Php 64.42. Based on the table all the three actors profited in the industry however, it is very evident that wholesalers/middlemen profited a lot from the raises/farmer and the retailers. The increase in profit from the wholesalers/middlemen is evident mainly because the wholesalers/middlemen do not spend a lot of for the maintenance of the native chicken fences and poultry house. Based on the interview transportation is the only main expense of the wholesalers/middlemen and a minimal amount on the other materials like rope and boxes.

The native chicken raisers, however, sell their products at an average price of Php117.50 per chicken and incurred an average cost of Php83.69 per chicken resulting to a net return of Php33.81 per

chicken. The retailers sell their products at an average price of Php173.33 per chicken and incurred a total cost of Php 138.10 per chicken resulting to a net return of Php35.11 per chicken. Among the three participants, it is the wholesalers/middlemen who overwhelmed the other participants with their higher revenues and profits. The reason for this is that middlemen do not spend thousands of money for the fence and poultry house. The middlemen have buyers from Naga City and from Pili Camarines Sur. The second highest share when it comes to profit margin is the retailers because they are active in selling. In table 2, the amounts corresponding to the profit, cost and revenue of the sellers are not too high. Despite of this, wholesalers/middlemen always retained the largest shares for profit because of not incurring cost when buying native chicken. The increase in shares of revenue and profit belonging to wholesalers/middlemen. However, when it comes to profit margin the farmers/raisers rank last because they spent a lot for feeding and maintenance of the native chicken fences and poultry houses. Nevertheless, the raisers also earned profit from the eggs produced by the chicken. Table 3 shows the computation of gross margin across value chain actors.

Table 3. Computation of gross margin across value chain actors

	Raisers/Farmers	Middlemen	Retailers
	Average	Average	Average
Quantity (in kilogram)	420.00	240.00	180.00
Unit Price	117.50	170.00	173.33
Sales (Quantity x Unit price)	51120.00	41400.00	31000.00
Cost of Goods Sold			
Direct Materials	8400.00	18300.00	18000.00
Direct Labor	21000.00	4800.00	6000.00
Overhead Costs	5750.00	2120.00	860.00
Total Cost of Goods Sold	35150.00	25220.00	24860.00
Gross Margin (in pesos)	15970.00	16180.00	6140.00
Gross Margin Percentage	13.87	38.27	14.53

Constraints and Opportunities in the Native Chicken Value Chain

Table 4 shows that problems encountered by native chicken farmers/raisers were occurrence of pests, diseases, weather condition and financial needs for production. This goes to show that poultry farmers experienced absolute problems to their farms.

Table 4. Problems encountered by native chicken raisers.

Barriers Encountered	Raiser 1	Raiser 2	Raiser 3	Raiser 4	Raiser 5	Raiser 6	Raiser 7	Raiser 8	Raiser 9	Raiser 10
Occurrences of Pest	√	√	√	√	√	√	√	√	√	√
Occurrences of Diseases	√	√	√	√	√	√	√	√	√	√
Weather Condition	√	√	√	√	√	√	√	√	√	√
Financial needs for Production	√	√	√	√	√	√	√	√	√	√
High Death rate										
Losses due to thief										
Others, please specify										

Table 5 shows that among the seven problems given, four of them were encountered by the native chicken wholesalers/middlemen such as weather condition, transportation cost, high price of native chicken and lack of capital.

Table 5. Problems encountered by native chicken middlemen

Barriers Encountered	Wholesaler/Middlemen
Weather Condition	√
Transportation Cost	√
High price of Native Chicken	√
Lack of Capital	√
High mortality rate	
Losses in transit	
Others, please specify	

Table 6 shows the problems encountered by retailers. Based on the table, native chicken retailers encountered two major barriers namely, weather condition and high price of native chicken. It implies that retailers are not affected by the occurrence of pest and diseases, financial cost and needs during the production, transportation cost, high mortality rate, and losses in transit. From the above-mentioned results, it can be concluded that retailer was affected primarily by weather condition, considering the topographical location of the place, retailers tend to lessen their wholesale purchase during bad weather condition. High farm gate price of native chicken is also a problem. This would also arise because on the factors affecting the raisers.

Table 6. Problems encountered by native chicken retailer

Barriers Encountered	Retailers
Weather Condition	✓
Transportation Cost	
High price of Native Chicken	✓
Lack of Capital	
High mortality rate	
Losses in transit	
Others, please specify	

Table 7 shows the interventions applied by the native chicken farmers/raisers to solve the problems in the poultry production. The native chicken farmers/raisers stated that they will shift to a more resistant chicken breeds and other poultry animals since native chickens are prone to pests and diseases and research about the procedures on how to prevent diseases. The table shows that the native chicken wholesalers/middlemen can do more business if the weather condition is good. Furthermore, wholesalers/middlemen can negotiate to the raisers the appropriate price of the native chicken knowing that wholesalers can do more sales if the weather condition is favorable in the transport of chicken. On the other hand, Table 7 shows the interventions applied to the problems encountered by the retailers of native chicken, were to allocate funds or capital from the savings and negotiate well to wholesalers/middlemen or farmers/raisers about the price of the native chicken. Table 7 shows the interventions of native chicken farmers, middlemen and retailers.

Table 7. Interventions of native chicken farmers, middlemen and retailers

Respondents	Interventions Applied
Raisers/Farmers	Shift to more resistant chicken breeds and other poultry animals like ducks, turkey and geese. Research procedure or steps on how to prevent diseases or pest.
Middlemen	Schedule of transaction during a fair weather and negotiate to the wholesaler to the price of chicken.
Retailers	Allocate funds or capital from the savings. Negotiate well to farmer about the price of the chicken.

4. Summary of findings, Conclusion and Recommendation

This chapter presents the summary of findings of study obtained after conducting the necessary analysis of the problems being considered. This also includes the conclusions and recommendations based on the findings in the study.

Summary

This study determines the Value Chain Analysis of the Native Chicken Farmers. This study is beneficial to the farmers, wholesaler, retailer of the products, Municipal Agriculturist, Department of Agriculture officers and to the future researchers. Specifically, it addresses the foregoing objectives: (1) Describe the value chain in terms of: a. actors, their roles, and links in the value chain map; b. relationship dynamics among key actors. (2) Determine costs and return of native chicken production and marketing as well as the value added in different stages in the value chain. (3) Identify constraints and opportunities in the chain.

Findings

The actors in this value chain analysis are the farmer/raisers, wholesale/middlemen and the retailer of the product. The farmer plays the most important role in this Value Chain Analysis. They are the native chicken raiser, and they are also directly responsible for most of the work related to the chickens' upbringing, such as feeding and cleaning. The wholesaler serves as the middleman in the chain, for they are the one who make a transaction to the farmer and eventually deliver it to the retailer in the market. The retailer is another important component of the Value Chain Analysis. It is through them that majority of the chickens get to the final consumer, the households. These are usually found in the markets which are scattered around the areas and procure the chickens either directly from the farms or from the wholesaler at wholesale prices. The native chicken farmers directly sold their harvest to the wholesalers and eventually to the consumers who directly visited their place. On the other hand, the middlemen sold the native chicken directly to the market. Moreover, the retailers procured the chicken directly from the farm and from the wholesalers. Based on the result the Middlemen profited a lot as compared to the producers and retailers. The problems encountered by native chicken farmers are a) occurrences of pest, b) occurrences of diseases, c) lack of financial capabilities and d) weather disturbances. For the wholesaler and retailer these are: a) high price of native chicken, b. transportation cost c) weather condition and c) lack of capital.

5. Conclusion

The researcher concluded that the value chain mainly consists of producers, wholesaler/middleman and retailers. Every actor plays a very important role in the poultry industry of the native chicken. They are responsible for the productivity and sustainability of the native chicken industry. Presently, native chicken industry was unstable, as compared to the commercialize chicken. Native chicken production or farming, although requires minimal management; farmers should be flexible to ensure sustainability of its business. Farmers, wholesalers, and retailers should establish a good relationship or linkage.

6. Recommendation

- Farmers should reduce wasteful spending and use less expensive supplies without compromising quality.
- It is recommended to increase the number of native chickens being raised.
- A fixed price for the native chicken should be set by the government to lessen the difficulties of the vendors in marketing their products.
- It can be proposed to businessmen to invest in native chicken industry based on results taken from the study.
- To ensure sustainability of native chicken farm production, farmers must adopt another alternative and/or available resources in their respective places.
- Trainings and seminars for native chicken raisers are greatly needed for the proper raising of their chicken.
- It is highly recommended that another study must be conducted on economic valuation of native chicken in Partido area to develop new products which, the primary source is native chicken and to introduce in business industry.

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