

Sustainable Community-Based Alternative Livelihood

Project Components

The components of the project are as follows:

1. **Season-long training course**

The main goal of the project is the sustainable development of Misamis Occidental coastal resources and amelioration of the socioeconomic condition of the fishers and farmers by empowering them to become efficient fish growers, active resource managers and prudent resource users through the enhancement of their knowledge and skills in aquaculture and coastal resources management. The following technical objectives are drawn from this goal:

To train a critical mass of fisherfolks in grouper culture nursery and grow-out systems, marketing, and business enterprise management.

To set-up production facilities such as fish cage structures in the four municipalities and operate as a viable livelihood ventures for the target beneficiaries.

To increase the income of the beneficiaries by not less than 20%, or P1,000, through the grouper culture business venture.

To protect the coastal resources through environment-friendly mariculture practices.

The training design will include lectures and learning-by-doing methods. The topics of the training course will include start-up activities (actual construction and installation of net cages), the theoretical aspects such as simple biology of the fish, cage and farm design, feeds and feeding management, disease prevention and monitoring, harvest and post-harvest techniques, simple financial analysis, marketing, and enterprise development and management.

The season-long training will be conducted in 4-5 phases (2-3 days per phase) from start-up activities up to harvest at the end of the culture period and also marketing of the grouper.

2. **Setting-up of fish nursery and grow-out cage structures**

The design, construction and installation of nursery and grow-out cages will be done using local labor preferably from among the fishing communities under the supervision of qualified SEAFDEC personnel. The farm site will be assessed and selected by SEAFDEC scientists in consultation with PACAP, the fisherfolk, and the LGU.

The Project

▼ 2008 (3)

▼ January (3)

[Basic Information](#)

[Project Background](#)

[Project Components](#)

Iligan Bay FOCAS

- ☞ [Iligan Bay Coastal Resource Management and Development Program](#)

PACAP

- ☞ [Misamis Occidental FOCAS Engagement](#)
- ☞ [Philippines – Australia Community Assistance Program \(PACAP\)](#)

SEAFDEC is proposing to construct four (4) units of nursery cages and ten (10) units of grow-out cages with outside dimensions of 8x8x3 meters. The grow-out cages will have the capacity of 4,000 fingerlings. With 80% survival rate and considering 500 grams at maturity, it has the potential to raise 1.6 tons of live fish. Each grow-out cage therefore will produce 3.2 tons in 12-month operation.

A single nursery has the potential to serve 3 grow-out cages twice in 12-month operation. To reiterate, the nurseries will be exclusively operated by the Corporation while the grow-out cages will either be ran by the Corporation or by the POs.

There will be two production phases: nursery and grow-out grouper culture. Initially, 2-inch fingerlings of *tiger* grouper will be sourced out from SEAFDEC or other hatchery-nursery operators until the proposed Integrated Fish Hatchery of the Misamis Occidental Aquamarine Park will be capable of supplying the required quality and quantity of grouper fingerlings. The required quantity of 2-inch fingerlings will be 8,000 pieces monthly. The nursery phase will be rearing from 2 to 4 inches grouper fingerlings which will take about two months. The estimated survival rate at the end of the two-month nursery phase is 75% or 6,000 4-inch fingerlings.

Each grow-out cage will be stocked with 4,000 pcs of 4-inch fingerlings. The excess fingerling production of about 2,000 pcs per run will be sold to other growers outside Misamis Occidental. Marketing of fingerlings will be part of the tasks of the Marketing component of the Project under PACAP.

The grow-out phase will take about 6 months. The projected survival is 80% or 3,600 pcs with an average body weight (ABW) of 0.5 kg or a total harvest of 1,600 kg. Harvesting and marketing will start on the 9th month and the succeeding months thereafter. This Project will set up 4 nurseries and at least 10 grow out cages.

3. Marketing and Promotion

In any income generating endeavor, the study of the market, is imperative. For grouper production and especially for fully grown ones, national market information is largely available. However, there is the need to study the local and sub-national market, and even export, to establish links. Initial phone interviews with potential buyers revealed that little is known about market integrators (i.e. wholesale buyers) of groupers in the Philippines. Most of the grouper growers source their juveniles from the wild and sell the final product directly to restaurants. Greater integration as proposed in this project may require a market integrator due to the potential large volume of produce – 1.6 tons every month. Unlike Malaysia and Indonesia which have established market chains to Hongkong and Singapore, there is the risk of failure if the market chain of this Project is not identified and established prior to the large production of grouper in 12 months. There is also the risk of failure due to large fluctuation of the market price. Sri Bisaya Corporation in a phone interview revealed that the buying farm gate price of a 500 gram live grouper is pegged at P400/kilo at the maximum. Other would-be buyers said that the price may be lower than P400/kilo. However, a Director of Gata Daku MPC, who is currently trading prawns, indicated a price of P500/kilo.

The CATP-ACIAR Project undertaken by Gata Daku MPC has

funded the study of the markets in Manila, Cebu and Cagayan de Oro Cities. It will come up with a grouper Value Chain snapshot and a marketing plan to sell juveniles and live fish. In conjunction with the project implemented by Gata Daku this project will also seek to find the domestic market at first. The following activities will then be undertaken:

Networking and Linkaging

The Corporation will actively conduct network and linkaging activities. To name a few, government agencies such as the Department of Agriculture, Department of Trade and Industry, institutions like the Palawan Council for Sustainable Development and the private sector will be tapped during the project implementation and beyond. The Private Sector's involvement with this activity will be more on the marketing of the produce. Once identified, the staff of the Private Sector will also be trained by SEAFDEC on how to handle live fish for transport and stocking. The Private Sector may draw a partnership or marketing agreement with the Corporation. As assurance of compliance on their commitments, both parties may deposit cash bonds.

Export markets will also be explored. Existing contacts coming from friends and other networks will be probed. The main purpose in linkaging with the export market will be finding out the competitive advantage of the Philippines against Malaysia and Indonesia which already have established markets with Hongkong and Singapore.

Setting up of Market Facility (Holding Area) and Corporate Office

The Corporation will set up a 4 ton capacity holding area for ready to market live grouper. The 2,500 sq.m. facility will be at Misamis Occidental Aquamarine Park (MOAP), a property owned by Misamis Occidental Provincial Government. This holding facility will also become the permanent office of the Corporation. The Provincial Government may opt to donate the property through a perpetual usufruct agreement or consider the property as its investment to the Corporation.

The Project will also fund a multi-purpose utility vehicle. The vehicle will be used in transporting fries, fingerlings, feeds and livefish within Misamis Occidental and its ports.

Market Forum and Trade Fair Participation

As a promotion strategy, the Corporation will participate in market forums and trade fairs at least twice every year. The purpose of which is to attract live fish buyers coming from within the Philippines and abroad to market the Project's future produce.

Live Grouper Fish Trading

The Corporation will sell live grouper weighing from 500 to 700 grams apiece. The very conservative farm-gate price projection is P350/kilo. At least 1,600 kilos will be sold monthly to the trade centers of Manila, Cebu and Cagayan de Oro Cities.

The 1.6 ton a month harvest of live grouper will have a weekly scheduled marketing. The stocking of the grow out cages will be timed so that continued supply will be assured every month.



