Global Journal of Agricultural Research, 13 (1), 72-91, 2025
Print ISSN: 2053-5805(Print),
Online ISSN: 2053-5813(Online)
Website: https://www.eajournals.org/
Publication of the European Centre for Research Training and Development -UK

Mapping the Marketing System of Native Chicken in Region 1, Philippines

Errol John V. Valdez*, Mishael Joy S. Barrera*, Sheena Marie Joy P. Lidora*, Jerson S. Coloma*, Venus G. Ragon, Angielyn Fabro***, Marilou P. Lucas***

**Mariano Marcos State University*
***Ilocos Sur Polytechnic State College*
****Pangasinan State University*
Email: barreramjs@mmsu.edu.ph

doi: https://doi.org/10.37745/gjar.2013/vol13n17291 Published June 02, 2025

Citation:Valdez EJV, Barrera MJS, Lidora SMJP, Coloma JS, Ragon VG, Fabro A, Lucas MP (2025) Mapping the Marketing System of Native Chicken in Region 1, Philippines, *Global Journal of Agricultural Research*, 13 (1), 72-91

Abstract: *The rising demand for native chicken, driven by its unique qualities and health benefits, contrasts with its limited supply in Region 1, where production is predominantly backyard-based. To address this gap, this study examines the marketing system for native chicken, focusing on key players, marketing practices, channels, and challenges. Using a survey research design, data were collected from 584 respondents, including raisers, market sellers, institutional buyers, and consumers. The study identified three marketing channels involving raisers, resellers, traders, institutional buyers, and consumers. Challenges faced by stakeholders include flock mortality, inefficient management systems, limited marketplace access, consumer preferences, pricing, product availability, and preparation time. The findings highlight the need to promote native chicken production as a micro-enterprise and to sustain the two-level marketing channel to enhance efficiency. These strategies can strengthen the industry and improve supply to meet growing demand.*

Keywords*:* marketing system, marketing channels, native chicken

INTRODUCTION

Native chickens play a crucial role in providing both protein and supplemental family income, as they are raised primarily for egg or meat production. In the Philippines, over 6 million farmers rely on native chicken farming as a secondary source of livelihood (Guerrero III 2015). These chickens make up 47% of the country's total chicken population, yet the Ilocos region contributes only 6.41% to this figure (PSA 2019).

The growing interest in native chicken farming stems from its multiple benefits, including its ability to generate additional income, enhance food security, utilize farm wastes and by-products, and fulfill socio-cultural needs (Santiago 2016). Despite these advantages, the market supply of native chickens remains low, and their availability is inconsistent. This limited production highlights the fact that native chicken farming in the Ilocos region continues to be a small-scale, backyard activity. Farmers typically raise these chickens in rural households, with flock sizes often limited to 24 hens for egg production (Santiago 2016).

Research indicates that most farmers engage in native chicken farming primarily for household consumption, with only a small portion of the production sold locally. Furthermore, there is no fixed schedule for selling these chickens, making market availability sporadic (Egama 2015). This underscores the need for strategies to scale up production and improve the accessibility of native chickens in the region.

The growing awareness of health-conscious living has led to an increased demand for lean and nutritious sources of protein, making native chicken an appealing choice. As people seek alternatives to higher-fat meats, native chicken stands out not only for its lower fat and cholesterol content but also for its distinct taste, flavor, and texture (Mananghaya 2017). Its eggs and meat are considered healthier options due to their low cholesterol levels, further driving its demand (Poultry Manual 2019). Research by the Food and Nutrition Research Institute (FNRI) indicates that a 50-gram serving of cooked native chicken meat provides 24% of the recommended daily protein intake and 13% of the total dietary energy from fat (Fernandez 2008). These health benefits make native chicken a valuable product in the market, creating an opportunity to explore the systems that support its production and distribution.

Given the current situation, there is a pressing need to examine the marketing system for native chicken in Region 1. Understanding marketing practices and channels will provide crucial insights to identify interventions and strategies aimed at enhancing native chicken production and market efficiency in the region. This is particularly important as native chickens continue to play a significant role in the poultry industry. As of January 2019, the total chicken inventory in the Philippines reached approximately 186 million birds, reflecting a 6.03% increase from the 2018 record of 176 million birds (PSA 2019). Among the three types of chickens, native chicken accounted for 83 million birds, marking a 3.79% growth from the previous year. Notably, native chickens contributed the largest share, representing 44.72% of the total inventory, followed by broiler chickens at 64 million and layer chickens at 39 million (See Figure 2).

Global Journal of Agricultural Research, 13 (1), 72-91, 2025
Print ISSN: 2053-5805(Print),
Online ISSN: 2053-5813(Online)
Website: https://www.eajournals.org/
Publication of the European Centre for Research Training and Development -UK

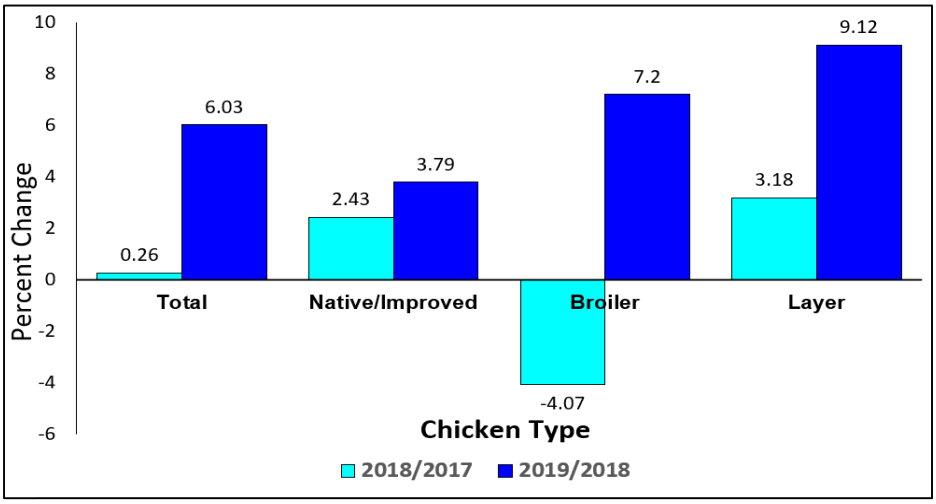

Figure 1. Changes in the inventory of chicken by type in the Philippines as of January 2017- 2019 (Philippine Statistics Authority).

Regionally, 36.25% of the total native chicken inventory is concentrated in the top three producing regions: Western Visayas, Northern Mindanao, and Central Visayas. Western Visayas leads with 15.46% of the native chicken population, equivalent to 13 million birds, followed by Northern Mindanao with 10.95% (9 million birds) and Central Visayas with 9.84% (8 million birds). Meanwhile, the Ilocos Region ranks seventh, contributing 6.41% (approximately 5 million birds) to the total native chicken population (PSA 2019). The diversity of native chicken strains across the country, including Palawan, Basilan, Darag, Banaba, Iloilo, Batangas, Camarines, Joloano, Bolinao, Paraoakan, and Pangasinan, further highlights the importance of understanding and optimizing marketing systems to leverage their unique qualities and regional significance (Poultry Manual 2019).

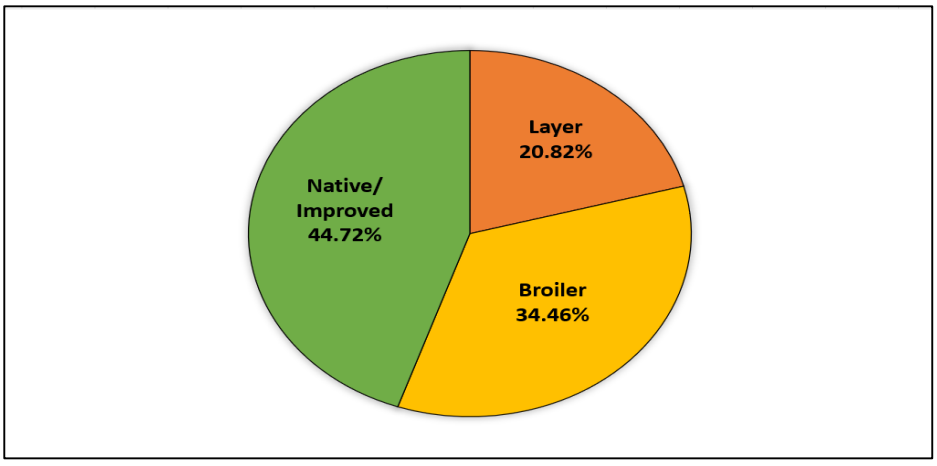

Figure 2. Distribution of chicken inventory by type, Philippines: as of January 2019 (Philippine Statistics Authority).

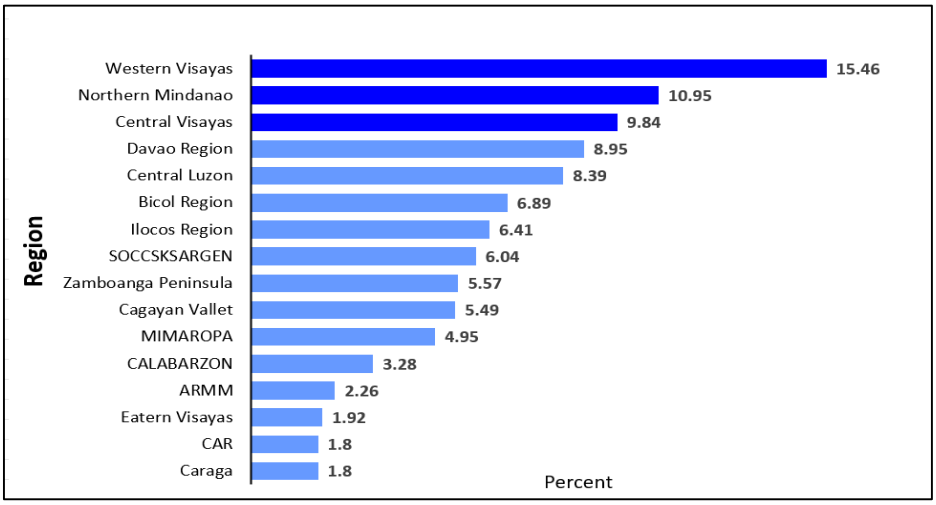

Figure 3. **Distribution of native chicken inventory by region in the Philippines as of January 2019 (Philippine Statistics Authority).**

In the Philippines, more than six million farmers engage in raising native chickens as an additional source of livelihood (Guerrero III 2015). Native chicken farming is deeply rooted in rural communities, where it is predominantly practiced on a backyard scale. Typically, households raise small flocks of up to 24 hens for egg production (Santiago, 2016). For decades, native chicken production has served as a reliable means to supplement rural family incomes, with farmers raising chickens for meat, barter, or sale (Poultry Manual, 2019; Santiago, 2016). Producers, mainly situated in rural areas, use free-range systems to raise native chickens for meat and eggs (Poultry Manual 2019). According to Lizada et al. (2013), backyard producers maintain an average flock size of 18 birds. However, those participating in research projects by academic institutions raise slightly larger flocks of 20 or more birds. Farmers view native chicken production as a multifaceted endeavor, providing not only income but also food for consumption, emergency funds, and hospitality offerings for unexpected guests (Rola-Rubzen et al., 2002). Despite its potential, most raisers currently operate at a subsistence level, focusing on home consumption due to limited capacity for commercial-scale production.

The marketing of native chickens involves a network of key players, as identified by Lizada et al. (2013), including *pantings*, *compradors*, *mayor compradors (por mayor)*, and retailers. *Pantings* purchase chickens directly from farmers at the farm or market and resell them to *compradors* or *mayor compradors*. The *compradors* conduct bulk purchases from farmers or pantings, while *mayor compradors* procure larger volumes from these sources. Retailers, in turn, sell dressed native chickens directly to households or restaurants.

Institutional buyers, primarily micro-enterprises, play a significant role in the market. These buyers typically serve dishes such as *lechon manok* (roasted chicken), chicken soup, or *arroz caldo* (chicken rice porridge). Their preferences vary depending on the dish: chickens weighing

700–850 grams are ideal for *lechon manok*, while larger chickens (850 grams to over 1 kilogram) are preferred for soups and porridge. Restaurants also show particular preferences for older, heavier chickens (Lizada et al. 2013). Households and restaurant customers are the primary consumers attracted by the distinct flavor and texture of native chicken. Household preferences, however, are often dictated by affordability and the intended dish, except in cases of ritual use, where specific requirements such as color, age, and size are prioritized.

Native chickens are typically sold live or dressed and, in some cases, as roasted or cooked products. Farmers also sell eggs as an additional source of income. Marketing practices vary across regions. For instance, farmers in Iloilo tend to sell chickens at their first laying age (approximately six months) or based on weight (Lingaya et al. 2007). Meanwhile, raisers in Leyte deliver chickens directly to buyers, who purchase them by weight or per head (Rola-Rubzen and Mesorado 2002). The pricing of native chickens is influenced by market location and buyer demographics. In areas with higher consumer purchasing power, prices are significantly higher. Conversely, chickens that pass through multiple marketing channels are sold at lower prices. Pullet chickens command higher prices due to their potential as breeder stock rather than for consumption (Magpantay et al. 2006). Marketing channels commonly include barrio agents, wholesalers, retailers, institutional buyers, and local consumers. In Iloilo, farmers typically sell their chickens to barrio agents, who then sell them to wholesalers. Wholesalers, in turn, supply native chickens to institutional buyers for processing into *lechon manok* or other products (Lingaya et al. 2007).

Several challenges impact the production and marketing of native chickens. Production-related issues include inadequate breeding and selection practices, seasonality of feed availability, and insufficient disease prevention and control measures. On the marketing side, key issues include the absence of standardized product quality, low market prices, limited market information, and insufficient government programs to promote native chicken products (Lizada et al., 2013). A study by Dusaran and Pabuluyan (2015) found that supply and demand fluctuations, financial constraints, climate change, and disease outbreaks significantly affect the volume of native chickens sold. Raisers identified diseases as the primary problem, followed by pests and a lack of funds for purchasing quality feeds. Additionally, marketing-related challenges such as unreliable weighing scales, limited buyers in villages, and restricted market access further hinder farmers' profitability (Rola-Rubzen and Mesorado 2002).

Given the challenges and opportunities associated with native chicken production and marketing, this study was conducted to provide a comprehensive description of the marketing system in Region 1. Specifically, it aims to:

1. Identify the key players involved in the marketing system of native chicken in Region 1;
2. Examine the marketing practices of native chicken raisers and sellers in different provinces of the region;
3. Trace the marketing channels of native chicken within Region 1; and

4. Identify the problems encountered by key players in the production and marketing process.

Through this research, insights into the marketing practices and challenges will inform strategies to enhance the native chicken industry in Region 1, contributing to both rural livelihoods and regional economic growth.

METHODOLOGY

Research Design

This study employed a descriptive research design to explore various aspects of the native chicken marketing system in Region 1. Specifically, it sought to identify the key players involved in the marketing process, examine the practices of native chicken raisers and market sellers across different provinces, trace the marketing channels, and uncover the challenges faced by stakeholders in the industry. This approach allowed for a detailed understanding of the current state of the native chicken market in the region.

Locale of the Study

The research was conducted across several municipalities in the provinces of Ilocos Norte, Ilocos Sur, La Union, and Pangasinan. These areas were chosen to provide a comprehensive representation of native chicken farming and marketing practices in Region 1.

Population and Sampling Technique

The study's respondents included native chicken raisers, market sellers, institutional buyers, and consumers (Table 1). The lists of native chicken raisers were obtained from the respective Municipal Agriculture Offices of the selected municipalities. Market sellers were identified and interviewed in the main markets of each province. Additionally, institutional buyers and consumers of native chicken were selected using a snowball sampling technique, allowing the identification of respondents through referrals from initial participants. This method ensured the inclusion of a diverse range of perspectives within the native chicken marketing system.

Table 1. Number of respondents per province

Province	Raisers	Market Sellers	Institutional Buyers	Consumers
Ilocos Norte	50	17	25	50
Ilocos Sur	50	25	25	50
La Union	50	17	25	50
Pangasinan	50	25	25	50
Total	200	84	100	200

Data Collection

Primary data were collected through field surveys using validated instruments specifically tailored for native chicken raisers, market sellers, institutional buyers, and consumers. Structured interview schedules served as the main tool for gathering information, ensuring consistency across respondent groups. Face-to-face interviews were conducted in various settings, including the respondents' homes, local markets, restaurants, and eateries, to accommodate their convenience. All participants provided information about their socio-demographic characteristics.

For raisers and market sellers, additional questions focused on their marketing practices, such as methods of selling native chicken. Institutional buyers, on the other hand, were asked about their offerings of native chicken dishes to customers. To complement the primary data, secondary sources were also utilized to provide further context and support for the findings.

Data Analysis

The data were analyzed using descriptive statistics to present a clear and concise overview of the study's findings. Socio-demographic characteristics, marketing practices (including aspects such as product, price, and place), and challenges encountered by respondents were summarized and displayed in tables and figures. Statistical tools such as frequencies, percentages, ranges, and means were employed to interpret and present the data effectively.

RESULTS AND DISCUSSION

3.1 The Key Players in Marketing Native Chicken

Socio-demographic Characteristics

The study revealed that native chicken raisers in Region 1 ranged in age from 20 to 86 years old, with a mean age of 49 years (Table 2). Raising native chickens is relatively straightforward compared to raising commercial broilers, as it requires minimal inputs, less intensive management, and reduced feeding costs (Fangasan, as cited by *Business Mirror*, 2014). Consequently, raising native chickens is accessible to individuals of varying ages and is often a family-oriented activity. During the survey, the majority of respondents were women, primarily housewives, as men typically engaged in more labor-intensive activities such as crop cultivation. Most of the raisers (79%) were married. Raising native chickens provides not only a source of food but also supplementary income for families. Some raisers also act as market sellers for their native chickens, resulting in similar age ranges and mean ages between the two groups. The majority of market sellers were male (55%) and married (85%).

Table 2. Demographic characteristics of key players in Region 1.

Characteristics	Raisers (N=200)		Market Sellers (N=84)		Consumers (N=200)	
	F	%	F	%	F	%
Age						
Minimum	20	--	22	--	19	--
Maximum	86	--	70	--	78	--
Mean	49	--	50	--	43	--
Sex						
Male	95	47.00	41	55	76	38
Female	105	53.00	43	45	124	62
Civil Status						
Single	17	8.00	6	10	47	23
Married	158	79.00	73	85	139	70
Widow/er	25	13.00	5	6	14	7

The age of native chicken consumers ranged from 19 to 78 years old, with a mean age of 43 (Table 2), indicating that native chicken is consumed across all age groups. Research findings, such as those by institutions like the University of the Philippines Los Baños (UPLB) and the Department of Science and Technology (DOST), support the preference for native chicken meat. These studies highlight the nutritional and health benefits of native chicken meat compared to commercial broilers. For instance, the DOST-Food and Nutrition Research Institute (DOST-FNRI) evaluated the nutrient, physicochemical, and sensory properties of meat from the Philippine native chicken strain "*Darag*" (Fernandez, 2008). Such findings may explain why many Filipinos prefer native chicken meat over broiler meat (Guerrero III, 2015).

Among the consumer-respondents, the majority (62%) were female, and 70% were married. This demographic distribution underscores the widespread acceptance of native chicken meat across various segments of the population.

Socio-economic Characteristics

The majority of native chicken raisers derive their primary income from farming or fishing (73%), with an average monthly income of approximately Php 5,000 (Table 3). This aligns with the findings of Lizada et al. (2013), which indicated that native chicken raisers typically belong to the marginalized sector of society, earning between Php 1,000 and Php 5,000 monthly, with farming as their main livelihood. Additionally, some raisers generate income from non-farm activities such as small businesses, honoraria for serving as barangay officials, financial support from family members, or pensions. Raising native chickens has long been a supplementary source of income for Filipino households, as noted by the *Poultry Manual* (2019).

Table 3. Socio-economic characteristics of native chicken raisers and consumers in Region1.

Characteristics	Raisers (N=200)		Consumers (N=200)	
	F	%	F	%
Source of income*				
Farming/Fishing	145	73	86	43
Non-farming	40	20	37	18
Employment	34	17	89	45
Monthly income (PhP)				
<5,000	132	66	53	27
5,001 - 10,000	44	22	42	21
10,001 - 15,000	18	9	35	17
15,001 - 20,000	4	2	26	13
>20,000	2	1	44	22
Group Mean: Raisers: 5,000 Consumers: 11,650				

***** *Multiple responses*

In contrast, most consumer-respondents earn their income through formal employment (45%), followed closely by those engaged in farming or fishing (43%). Income levels among consumers varied widely, with 27% earning less than Php 5,000 per month and 22% earning more than Php 20,000 per month. These results suggest that the consumption of native chicken cuts across income groups, indicating its broad appeal and versatility as a dietary choice, regardless of the source or amount of income.

Institutional Buyers

Table 4 highlights that a total of 100 institutional buyers, including *carinderias* and restaurants, were interviewed for the study. However, only five of these establishments included native chicken dishes in their menus. The dishes offered included braised chicken pieces, *tinola* (a ginger-based chicken soup), and whole roasted chicken. This finding aligns with the offerings of restaurants in Region VI, where popular native chicken dishes include *lechon manok* (roasted chicken), *tinuom* (chicken soup cooked with lemongrass), and *arroz caldo* (rice porridge with chicken) (Lizada, 2013).

Table 4. Background of institutional buyers in Region 1.

Characteristics	%
Type of Business	
Carinderia	56.00
Restaurant	44.00
Serving Native Chicken	
Yes	5.00
No	95.00
Menu of Native Chicken*	
Braised chicken pieces	1.00
Tinola	3.00
Whole roasted chicken	2.00

***** *Multiple responses*

The majority of institutional buyers not serving native chicken cited several reasons for this exclusion. These included the labor-intensive nature of preparing native chicken, the lack of a readily available supply, and a preference for commercial broilers due to their lower cost. This situation underscores a potential opportunity for processing native chicken into ready-to-cook, dressed products that can simplify preparation for institutional buyers and encourage its inclusion in their menus.

Marketing Practices for Native Chicken in Region 1

Products and Buyers of Native Chicken

Native chicken raisers. Based on the survey results (Table 5), raisers in the four provinces typically sell their native chickens when they are 1 to 6 months old. This aligns with the ideal marketing age for native chickens, which is between four to six months, when demand is high and prices are favorable (Livestock Business, 2015). Native chickens are generally marketed between 12 to 18 weeks old (BAR, 2012). It usually takes 74 to 125 days for native chickens to reach the target weight of one kilogram (Poultry Manual, 2019). Some raisers sell their native chickens at a later age because they use them for egg production and/or breeding stock. This is seen in La Union, where 90% of raisers sell native chickens between 7 to 12 months old, and 62% sell those aged 13 to 18 months. In Pangasinan, all raisers also sell native chickens between 7 to 12 months, with 70% selling those aged 13 to 18 months. None of the raisers sell native chickens beyond 18 months. When hens reach three years old, their egg production diminishes, and the meat becomes tougher when cooked (Livestock Business, 2015). Furthermore, no raisers in the region sell native chicken eggs, as they are rarely consumed or sold since they are primarily used for hatching (Anonymous, 2006).

During the survey, raisers across the four provinces kept 3 to 5 cocks, 7 to 13 hens, and had 13 to 15 chicks in their backyards, although not all were for sale. The study by Lizada et al. (2013) indicated that 54% of the native chickens raised were sold, while 15% were used for home

consumption. Additionally, raisers typically maintain five hens and one rooster for reproduction.

Raisers usually sell to neighboring farmers and households that directly consume native chicken. It is common in the region for farmers to cook and enjoy native chicken during planting and harvesting seasons. According to the raisers, buyers prefer hens and heavier chickens. They also have fellow farmers who resell their native chickens.

Table 5. Products and buyers of native chicken raisers in different provinces of Region 1.

Practices	Ilocos Norte (N=50)		Ilocos Sur (N=50)		La Union (N=50)		Pangasinan (N=50)		Region 1 (N=200)	
	F	%	F	%	F	%	F	%	F	%
Age of Chicken Sold* (months)										
1 - 6	33	66	36	72	45	90	49	98	163	82
7 – 12	32	64	32	64	45	90	50	100	159	80
13 – 18	1	2	10	20	31	62	35	70	77	39
Available Native Chicken										
Cocks	4	--	3	--	5	--	5	--	4	--
Hens	13	--	7	--	8	--	10	--	9	--
Pullets	-	--	--	--	--	--	-	--	--	--
Chicks	15	--	14	--	13	--	13	--	14	--
Total	32	--	24	--	26	--	28	--	27	--
Buyers										
Household	6	12	3	6	13	26	15	30	37	19
Fellow farmers	35	70	35	70	32	64	35	70	137	69

** Multiple responses*

Market sellers. Market sellers primarily sell native chickens to generate income. According to them, native chickens are easy to market and relatively more profitable than other products. There is already an increasing demand for native chickens, as they have been proven to be healthier and more nutritious than commercial broilers (Fernandez, 2008). Moreover, most receive a premium price due to their distinct flavor, leanness, texture, and pigmentation (BAR, 2012).

Market seller respondents include native chicken raisers, neighbors or relatives of raisers, and/or resellers. Like the raisers, a majority of market sellers in Ilocos Norte (59%), Ilocos Sur (64%), and La Union (88%) sell 1–6 month-old native chickens, which falls within the ideal age of 4–6 months (Table 6). In Pangasinan, however, market sellers typically sell native chickens that are 13–18 months old (52%). In Pangasinan, it is common practice for native chickens to be used for egg production and breeding stock, which leads to their being sold at an older age, as also observed in the marketing practices of the raisers in the area.

Table 6. Marketing practices of market sellers of native chicken in different provinces of Region 1.

Practice	Ilocos Norte (N=17)		Ilocos Sur (N=25)		La Union (N=17)		Pangasinan (N=25)		Region 1 (N=84)	
	F	%	F	%	F	%	F	%	F	%
Age of Chicken Sold (months)										
1 – 6	10	59.00	16	64.00	15	88.00	-	-	41	49.00
7 – 12	6	35.00	7	28.00	2	12.00	11	44.00	26	31.00
13 – 18	1	6.00	1	4.00	--	--	13	52.00	15	18.00
> 18	--	--	1	4.00	--	--	1	4.00	2	2.00
Number of Heads Available for Sale per Market Day										
1-3 heads	7	41.00	16	64.00	10	59.00	9	36.00	42	50.00
4-6 heads	8	47.00	2	8.00	2	12.00	15	60.00	27	32.00
7-9 heads	1	6.00	3	12.00	3	18.00	1	4.00	8	10.00
> 10 heads	1	6.00	4	16.00	2	11.00	--	--	7	8.00
Frequency of Selling										
Everyday	--	--	1	4.00	--	--	2	8.00	3	4.00
Twice a week	2	12.00	6	24.00	4	24.00	12	48.00	24	29.00
Thrice a week	2	12.00	5	20.00	6	35.00	10	40.00	23	27.00
Depends on availability of chicken	13	76.00	13	52.00	7	41.00	1	4.00	34	40.00
Buyers										
Household	16	94.00	24	96.00	17	100.00	10	40.00	67	80.00
Vendors or re-sellers	1	6.00	1	4.00	-	-	15	60.00	17	20.00

According to market sellers, the number of heads available for sale depends on their own raised native chickens' age, suppliers, and need for cash. It can be observed that the majority of sellers in Ilocos Norte (47%) and Pangasinan (60%) sell 4-6 heads per market day, while in Ilocos Sur and La Union, most sellers (64% and 59%, respectively) only sell 1-3 heads per market day. This can be attributed to the fact that more native chickens are raised in Ilocos Norte and Pangasinan. There are also a few who sell more than 10 native chickens in Ilocos Norte (6%), Ilocos Sur (16%), and La Union (11%). These are the ones who buy and sell native chickens. According to them, if they are unable to sell all their native chickens within the day, they take them home and sell them again on the following market day. Sometimes, they sell them to their neighbors or consume them. The majority of the sellers in Ilocos Norte (76%), Ilocos Sur (52%), and La Union (41%) sell only when there are native chickens available for sale. Their usual reasons are that they sell when they need immediate cash, when they have available chickens from their own raising, and when they can buy from suppliers. On the other hand,

results show that many of the sellers in Pangasinan (48%) sell twice a week, implying that there are always native chickens available for sale during market days, usually on Sundays and Tuesdays. It was observed that only in the province of Ilocos Norte are dressed native chickens sold. The sellers sell directly to final consumers and to resellers. The buyers are usually households, except in Pangasinan, where most buyers are resellers. This was also observed in Region VI, where most raisers sell to intermediaries rather than to final consumers (Lizada et al., 2013).

Pricing Strategies for Native Chicken by Raisers and Market Sellers

Native chicken raisers. Table 7 shows that the majority of respondents in all provinces practice selling their native chickens on a per-head basis. However, it is noted that not all raisers sell their native chickens, as some are intended for home consumption. The weight and age of the chickens can be determined by holding them and stroking their whole bodies (Lizada et al., 2013). Others sell by weight, and the price across the region remains consistent, ranging from Php110 to Php200 per kg. On the other hand, the lowest price per head recorded in Ilocos Sur was Php80 (one respondent), while the highest price noted during the survey was in Pangasinan, at Php550 (one respondent).

According to the study by Magpantay et al. (2006), the price of native chickens is significantly higher in districts that can afford to pay more. Since raisers typically dictate the price, some offer their native chickens at higher rates depending on the customers. One respondent stated he offered Php550 per head to his 'balikbayan' relatives. This scenario is rare, where the seller can set the price based on the buyer's purchasing power.

Table 7. Pricing strategies of native chicken raisers in different provinces of Region 1.

Pricing Strategies	Ilocos Norte (N=42)		Ilocos Sur (N=38)		La Union (N=45)		Pangasinan (N=50)		Region 1 (N=175)	
	F	%	F	%	F	%	F	%	F	%
Mode of Sale										
Per weight	15	30.00	8	16.00	9	18.00	--	--	32	18.00
Per head	27	54.00	30	60.00	36	72.00	50	100.00	143	82.00
Price (Php)										
Per Weight										
Minimum	110	--	120	--	110	--	--	--	85	--
Maximum	200	--	200	--	175	--	--	--	144	--
Mean	187	--	176	--	143	--	--	--	127	--
Per Head										
Minimum	165	--	80	--	125	--	175	--	136	--
Maximum	275	--	400	--	250	--	550	--	369	--
Mean	208	--	181	--	166	--	226	--	195	--

Market sellers. Similar to the raisers, most market sellers operate on a per-head basis (Table 8). Only a few sellers utilize a per-weight basis, and prices vary among the provinces. On average, La Union has the highest price per weight. Conversely, Ilocos Norte has the highest average price for native chicken sold on a per-head basis. In Region VI, prices are determined by the size and age of the native chicken (Lizada et al., 2013). For market sellers in Anda, Pangasinan, the price offered to buyers fluctuates throughout the day, being lower in the early morning and higher later on.

Overall, compared to the prices offered by raisers, the prices for native chicken from market sellers are relatively higher. This is due to marketing costs incurred when products are transported from the farm or farmer's house to the final market (FAO, n.d.). Furthermore, native chickens that navigate through various marketing channels are purchased at a lower price from farmers and sold at a higher price to final consumers (Magpantay et al 2006).

Table 8. Pricing strategies of market sellers of native chicken in different provinces of Region 1.

Pricing Strategies	Ilocos Norte (N=17)		Ilocos Sur (N=25)		La Union (N=17)		Pangasinan (N=25)		Region 1 (N=84)	
	F	%	F	%	F	%	F	%	F	%
Mode of Sale										
Per weight	8	47.00	5	20.00	3	20.00	--	--	16	19.00
Per head	9	53.00	20	80.00	14	80.00	25	100.00	68	81.00
Price (Php)										
Per Weight										
Minimum	150	--	170	--	225	--	--	--	182	--
Maximum	200	--	300	--	250	--	--	--	250	--
Mean	194	--	194	--	238	--	--	--	209	--
Per Head										
Minimum	220	--	120	--	225	--	200	--	191	--
Maximum	475	--	300	--	400	--	300	--	369	--
Mean	359	--	196	--	294	--	232	--	270	--

Place of Marketing Native Chicken

Results indicate that buying and selling typically occur in the raiser's home (Table 9). According to the farmers, buyers generally visit their homes to purchase chickens. Few sell their native chickens in the market, where customers tend to be employees and households from other barangays. This was also noted in the study by Lizada et al. (2013), which found that traders visit barangays to seek native chickens for sale. Additionally, raisers sometimes take their native chickens to the public market on municipal market days.

As previously mentioned, market sellers offer native chickens for sale if they obtain them from their supplier (suki), raise their own native chickens, or require cash. They typically sell on their municipality's market days. Figure 4 illustrates that market sellers in each province primarily sell to buyers within the area. Sellers in one municipality focus on meeting the demand of that municipality and nearby locations within the province.

Table 9. **Place of marketing transactions for native chicken raisers in different provinces in Region 1.**

Place	Ilocos Norte (N=50)		Ilocos Sur (N=50)		La Union (N=50)		Pangasinan (N=50)		Region 1 (N=200)	
	F	%	F	%	F	%	F	%	F	%
Market	1	2.00	-	-	1	2.00	8	16.00	10	5.00
House	41	82.00	38	76.00	44	88.00	42	84.00	165	83.00

There were only a few instances where sellers sold their native chickens to buyers from other provinces. One seller in Sinait, Ilocos Sur, sold her native chickens to a buyer (final consumer) from Laoag City, Ilocos Norte. Another example is the assemblers in Anda, Pangasinan, who deliver native chickens for sale to Bangar, La Union. Additionally, there is a trader in Anda, Pangasinan, who buys native chickens from raisers at their homes and then delivers them to other cities like Alaminos and Olongapo.

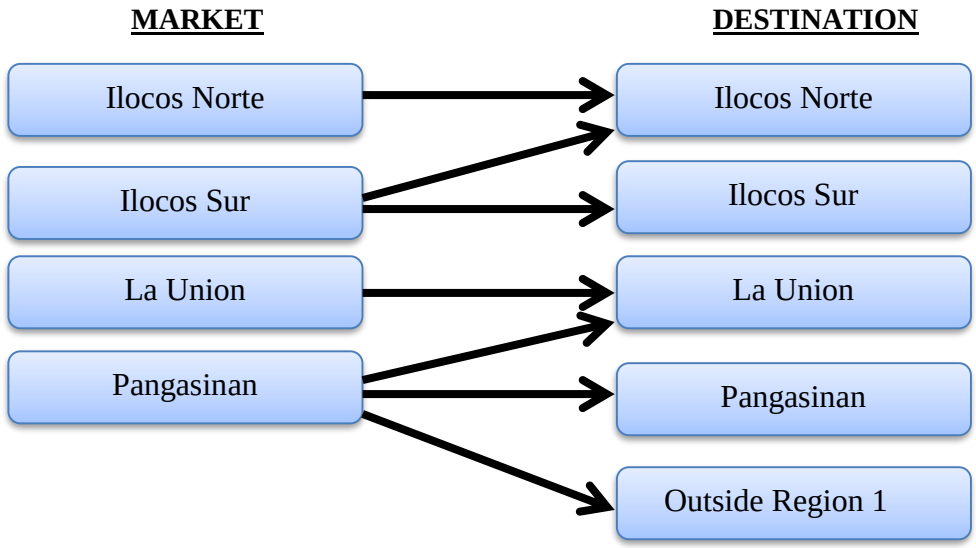

Figure 4. Market location and destination of native chicken in Region 1.

3Marketing Channels of Native Chicken in Region 1

A marketing channel encompasses the people, organizations, and activities involved in transferring goods from the point of production to the point of consumption. Three types of marketing channels were observed in the marketing of native chicken in Region 1, which include native chicken raisers, resellers (market sellers and traders/assemblers), institutional

buyers, and consumers (households and fellow farmers). In the study by Lizada et al. (2013), conducted in Region VI, four types of marketing channels were identified, including native chicken raisers, middlemen (panting, comprador, mayor comprador), households, and institutional buyers.

Channel 1: Zero Level

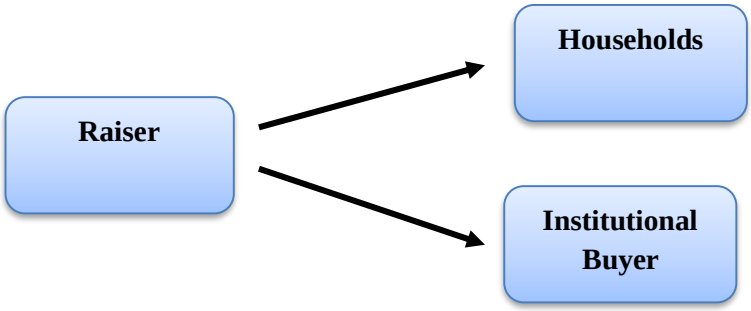

Figure 5.1 Zero-level channel of marketing native chicken in Region 1.

The first channel was observed in Ilocos Norte, Ilocos Sur, La Union, and Pangasinan (Figure 5.1a), where raisers sell to final consumers, households, and fellow farmers. Buyers visit the raisers' houses to purchase native chicken when they crave its meat or have unexpected visitors. Meanwhile, farmers typically buy during harvest seasons to provide for their workers. Raisers also attend the market to sell their native chickens to households during the main market days in their respective municipalities. In La Union, raisers directly sell to institutional buyers, such as *carinderias* that include native chicken dishes on their menus. These institutional buyers visit the raisers' homes to buy native chickens (Figure 5.1b).

Channel 2: One Level

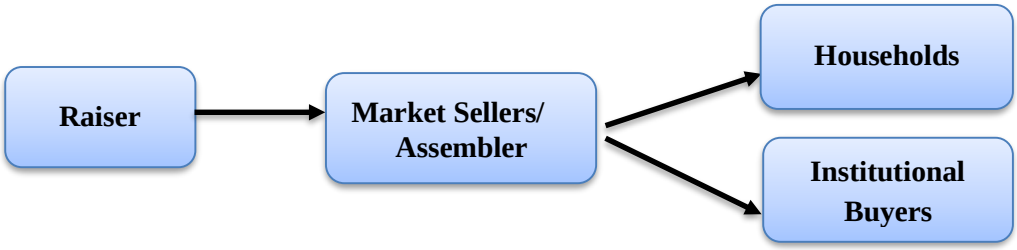

Figure 5.2 One-level channel of marketing native chicken in Region 1.

A single-level marketing channel was also observed in Ilocos Norte, La Union, and Pangasinan (Figure 5.2). Raisers sell to resellers who are either market sellers or assemblers. The typical buyers of native chicken in the market include households and institutional buyers. Conversely, assemblers purchase native chicken directly from the raisers and transport it to other cities or provinces. This was noted in Pangasinan, where raisers deliver their native chickens to

assemblers in a specific area of the market. Subsequently, assemblers deliver the native chickens to household buyers in La Union.

Channel 3: Two-level channel

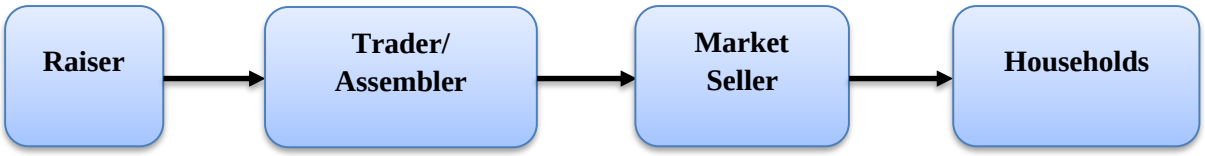

Figure 5.3 Two-level channel of marketing native chicken in Region 1.

A two-level marketing channel, in which native chickens pass through a trader or assembler before reaching the final consumer, was observed in Pangasinan (Figure 5.3). The assembler collects native chickens from raisers' homes every week. On Fridays and Saturdays, the assembler delivers the chickens from Anda to Alaminos and Olongapo, selling them to market vendors, who in turn sell to final consumers.

3.4 Problems Encountered by Key Players

Demand for native chicken meat and eggs is rising because they are considered healthier and tastier; however, the supply of native chicken available to the public remains low. According to local raisers, they face poor management systems (61%) and high flock mortality (51%) (Table 10). This aligns with the findings of the Livestock Research Division of DOST-PCAARRD S&T, which indicate that the two major challenges in the native chicken industry are an unstable supply of slaughtered native chickens and a high mortality rate of 40%.

Table 10. Problems encountered by the key players in marketing native chicken.

Problems*	F	%
Raisers		
Poor management system	121	61
High flock mortality	101	51
Distance/Location of market	59	30
Market Sellers		
Consumer preferences	44	62
Distance/Location of the market	24	34
Low price	18	25
Consumers		
Availability of native chicken in the market	105	53
High price of the native chicken	89	45
Available forms of native chicken	83	42
Small size of native chicken	23	12
Institutional Buyers		
Native chicken preparation is laborious	44	50
Availability of native chicken	33	37
High price of native chicken	22	25

* *Multiple responses*

Moreover, the market's location poses challenges for both raisers and sellers. Native chickens are typically raised in rural areas, distant from major markets. As a result, consumers face a shortage of native chicken availability in the market (53%). Native chicken is perceived as expensive (45%) due to its unique attributes (BAR, 2012). Additionally, the low supply coupled with high demand contributes to the elevated prices of this product. When supply diminishes but demand remains constant, prices are likely to rise (Kramer, 2019). Due to poor management systems among farmers, sellers also struggle to meet consumers' preferences for heavier native chickens. Many consumers report that the available native chickens are small (12%). Consequently, they sometimes negotiate prices, leading market sellers to receive lower offers from other consumers (25%).

As mentioned earlier, only a limited number of institutional buyers provide native chicken dishes. Most institutional buyers favor broiler chicken over native chicken for their menus, citing challenges in preparation, inconsistent supply, and higher costs associated with native chicken.

CONCLUSIONS AND RECOMMENDATIONS

Unlike broiler chicken, the marketing system for native chicken is not yet established. However, native chicken is produced to supplement farm household income. Many market sellers are raisers of native chicken who sell in markets both locally and beyond. The average income of native chicken raisers is only one-third of the income of consumers. In the region, very few restaurants and carinderias regularly serve native chicken on their menus.
Raisers and market sellers of native chicken in the provinces of Region 1 usually sell chickens at the ideal age for tender meat. Some raisers also use their native chickens for breeding and egg production. The native chicken offered by market sellers in the region typically comes in lots of fewer than six heads. Supply depends on stock availability, the supplier (suki), or the need for cash. In the case of raisers, households are the usual buyers from market sellers, except in Pangasinan, where raisers typically sell to resellers. Currently, raisers and sellers' market native chicken on a per-head basis, with transactions usually taking place at farmers' houses or the marketplace.

Prices for native chicken are generally consistent across the region. However, due to transportation costs, market prices are higher than those at the farmer's house.
Three marketing channels for native chicken were identified in Region 1. The first is the zero-level channel, the simplest option, involving a single transaction between raisers and final consumers (households and fellow farmers). The second is the one-level channel, where native chicken passes through market sellers or assemblers before reaching final consumers (households and institutional buyers). Lastly, the two-level channel involves traders/assemblers purchasing native chickens from raisers and selling them to market sellers, who then reach the final consumers.

Raisers encounter problems such as a high incidence of flock mortality and poor management practices. Additionally, market sellers face challenges in meeting consumer preferences and

consider the price of native chicken to be low. Both raisers and market sellers see the distance or location of the market as an issue. For consumers, native chicken is perceived as expensive, not consistently available, and small in size. Institutional buyers report that native chicken is labor-intensive to prepare, costly, and not always available in the market; consequently, they prefer to serve commercially grown broilers.

Native chicken production continues to be a backyard activity for families in Region 1, lacking an established marketing industry. There is a need to boost production and develop the industry by positioning native chicken production as a micro-enterprise. A clear direction for developing the native chicken industry in the region is required, and local government units should allocate funds for the distribution of native chicken to ensure sustainability in production. High-quality breeder stock and proper management practices must be disseminated to raisers. Additionally, financial support in the form of loans should be made available.

Each raiser must maintain, sustain, and utilize a two-level marketing channel for native chicken. To accomplish this, strong connections between primary producers, intermediaries, markets, and consumers must be established. Market information, including product requirements (quantity and quality), market size, prices, supply and demand trends, and marketing costs, must be accessible to key stakeholders. The government should ensure suitable institutional arrangements. This will enable raisers to make informed decisions about what, how, and when to produce, as well as when and where to sell.

REFERENCES

Bureau of Agricultural Research (BAR). 2012. Retrieved from https://www.bar.gov.ph/index.php/agfishtech-home/livestock-poultry/216-poultry/1335-hicken-production-con-t on June 14, 2019.

Business Mirror. 2014. “Community-Based Approach Set to Intensify Native Chicken Output.” Retrieved from https://businessmirror.com.ph/2014/09/30/community-based-approach-set-to-intensify-native-chicken-output/ accessed June 13, 2019.

Durasan, R.N. & R.A.V. Pabulayan. 2015. “Production Practices of the Native Chicken Growers in Western Visayas.” *Patubas, 7*(1), 40-65.

Egama, Ma. W.B. 2015. “Marketing, Pricing and Policy Studies in Support of Native Chicken Conservation and Profitable Utilization in Bohol.” Accomplishment Report.

Fernandez, R. 2008. Native Chicken Meat ‘More Healthful’. Retrieved from https://www.philstar.com/business/agriculture/2008/04/06/54229/native-chicken-meat-lsquomore-healthfulrsquo on June 14, 2019.

Food and Agriculture Organization (FAO). (n.d). Marketing Costs and Margins. Retrieved from http://www.fao.org/3/w3240e/W3240E12.htm on June 19, 2019.

Guerroro, III, R.D. 2015. Iloilo Professor Makes Good with Native Chickens. Retrieved from https://www.agriculture.com.ph/2018/06/25/iloilo-professor-makes-with-native-chickens/ on June 13, 2019.

Kramer, L. 2019. How Does the Law of Supply and Demand Affect Prices. Retrieved from https://www.investopedia.com/ask/answers/033115/how-does-law-supply-and-demand-affect-prices.asp on June 19, 2019.

Lingaya, R., M. Oliveros, & V.A. Magpantay. 2007. Production Performance and Marketing of Native Chicken in the First and Fourth Districts of Iloilo. University of the Philippines, Los Baños.

Livestock Business. 2015. Darag Native Chicken Production Guide. Retrieved from https://www.pinoybisnes.com/livestock-business/darag-native-chicken-production-guide/ on June 16, 2019.

Livestock Research Division, DOST-PCAARRD S&T. 2016. Retrieved from http://www.pcaarrd.dost.gov.ph/home/portal/index.php/quick-information-dispatch/2675-enhancing-the-potentials-of-the-philippine-native-chicken-through-s-t on June 19, 2019.

Lizada, J.C., Reynold, D., & Pedrajas, J.P. 2013. Supply Chain Improvement of the Native Chicken Industry in Region VI. University of the Philippines Visayas, Iloilo City, Philippines.

Magpantay, V.A., Supangco, E.P., Pacificador, Jr, A.Y., Sevilla, C.C., Lambio, A.L., & Gayeta, E.C. 2006. Characterization of Native Chicken Production System in a Coconut-based Farming System in Dolores, Quezon. University of the Philippines, Los Baños.

Mananghaya, K.M.V. 2017. Enhancing Your Pasture for Sustainable Native Chicken Production. Retrieved from http://www.pcaarrd.dost.gov.ph/home/portal/index.php/quick-information-dispatch/2866-enhancing-your-pasture-for-sustainable-native-chicken-production on June 13, 2019.

Philippine Statistics Authority (PSA). 2019. Chicken Situation Report. Retrieved from https://psa.gov.ph/sites/default/files/CHICKEN%20SR%20March%202019.pdf on June 21, 2019.

Poultry Manual. 2019. Native Chicken Production in the Philippines. Retrieved from https://poultry manual.com/native-chicken-production-philippines on June 13, 2019.

Prospects for Smallhold Native Chicken Producers in the Philippines. 2006. Retrieved from http://agris.fao.org/agris-search/search.do?recordID=PH2007001764 on June 21, 2019.

Rañola, Jr., R.F. & A. Lambio. 2007. Prospect for Raising Native Chicken in the Philippines. University of the Philippines, College, Laguna, Philippines

Rola-Rubzen, M.F. & R. Mesorado 2002. Marketing Systems for Small Livestock in the Philippines: The Case of Western Leyte.

Santiago, R.C. 2016. Native Chicken Farming. Retrieved from https://www.agriculture.com.ph/2018/11/21/native-chicken-farming/ on June 13, 2019.