



# INVESTMENT GUIDE FOR MILKFISH



SCAN ME

## WHY MILKFISH?

- Milkfish is popularly cultured in the Philippines because it is a better food-converter species.
- Characteristics of milkfish lends itself as an excellent species for aquaculture and with wide environmental tolerances.
- Omnivorous with feeding behavior at a low trophic level, and rapid growth.
- The canned milkfish industry is picking up with increased local demand, served by both small private enterprise and large canning factories.

## TOP 5 MAJOR MILKFISH PRODUCING REGIONS IN 2019

The top major milkfish producing regions are Region I with 116,796.79 MT, Region VI with 97,265.96 MT, Region III with 66,960.66, Region IV-A (CALABARZON) with 53,227.96 MT and Region X with 15,182.62 MT.

Department of Agriculture  
Agribusiness and Marketing Assistance Service  
Agribusiness Promotion Division

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## MARKET POTENTIAL

- In 2019, Philippines produced 409,906.56 MT of milkfish. Milkfish improved in terms of production output registering a hike of 3.74% compared to previous year's production.
- The improvement of the production for milkfish is due to the increase in stocking rate in aquaculture area of CALABARZON region as well as high market demand for frozen and marinated milkfish.
- The culture of milkfish in floating cages at sea is booming since plenty of suitable locations are available.
- Although the annual total production volume of milkfish slowly increased, the volume of high quality milkfish has been increasing significantly. This trend is expected to continue in the coming years as demand for canned milkfish is increasing.

## SUMMARY OF ONE HECTARE AVERAGE COST AND RETURNS, 2019

Particulars	
Gross Returns (PhP/ha)	111,640
Total Costs (PhP/ha)	45,980
Net Returns (PhP/ha)	65,660
Net Profit-Cost Ratio	1.43
Cost per Kilogram (PhP)	41.43
Yield per Hectare (kg/ha)	1,110
Farmgate Price (PhP/kg)	100.59
Return on Investments (ROI, %)	143

Source: Philippine Statistics Authority, 2020



## BUYERS IN THE PHILIPPINES

BUYER	ADDRESS
3H Enterprises Ltd., Incorporated	97 Panginay, Guiguinto, Bulacan
Aisha-Fil Foods, Incorporated	# 17 D. Muñoz St., Carmel V, Tandang Sora, Quezon City, Philippines; Factory Address: Barangay Bantug, Negros Occidental
Alenter Foods Incorporated	90 Pescador Street, San Antonio, Katipunan, Dipolog City, Zamboanga del Norte
Alson Aquaculture Corporation	Alabel, Sarangani
Amanda's Marine Product	Villa Carolina Subdivision, Pto. Rivas Itaas, Balanga, Bataan
Angel Famous Gourmet Food Corporation	Magalang Road, San Jose, Magalang, Pampanga
Binmaley Rural Improvement Club	68 Beunlag, Binmaley, Pangainan
D 3C's Limited Co.	#45 Sacrepante St., Barangka Ibaba, Mandaluyong City
Fisher Farms, Incorporated	16th Floor, Unit 1610, West Tower, Philippine Stock Exchange Center, Exchange Road, Ortigas Center, Pasig City
Jida Aqua Resources	Doongan, Butuan City, Agusan Del Norte
La Familia Foods	280 Doña Remedios Trinidad Highway, Bagong Nayon, Baliwag, Bulacan



## GOVERNMENT SUPPORT/SERVICES:

### Financial Support

- The Department of Agriculture (DA) through the Agricultural Competitiveness Enhancement Fund (ACEF) makes available loans with 2% interest per annum. The loan program is being administered by Land Bank of the Philippines (LBP).
- The Agricultural Credit Policy Council (ACPC) offers loan programs namely Expanded Sure Aid and Recovery Project (SURE COVID-19), Kapital Access for Young Agripreneurs (KAYA), and the Agri-Negosyo (ANYO) Loan Program. The said loan programs target farmers and fisherfolks, the youth, Overseas Filipino Workers (OFWs), and Micro, Small and Medium Enterprises as beneficiaries.
- Land Bank of the Philippines (LBP) offers loans for agricultural production and processing under its usual credit programs for small farmers.
- The Department of Science and Technology (DOST) provides loans through its Small Enterprise Technology Upgrading (SET-UP) Program.

### Technical/Non-Financial Support

- Bureau of Fisheries and Aquatic Resources (BFAR) conducts technical support/trainings on production, marketing, entrepreneurship and research and development. The Bureau also provides fry/ fingerlings and processing equipment and/or supplies to start-up.



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- Southeast Asian Fisheries Development Center (SEAFDEC) also provides trainings on culture and production, research and development and extension support.
- DA through the Agribusiness and Marketing Assistance Service (AMAS) and its regional counterparts, the Agribusiness and Marketing Assistance Division (AMAD) provide webinars on agribusiness investment opportunities and market linking activities.
- DA through the Agricultural Training Institute (ATI) makes available technical trainings and seminars.
- Department of Science and Technology (DOST) offers research and technologies on post-harvest development.
- Department of Trade and Industry (DTI) provides market and trade promotions, as well as the provision of shared service facilities to qualified associations.

#### REFERENCES:

Philippine Statistics Authority 2020

Bureau of Fisheries and Aquatic Resources

Trade Map by the International Trade Center





## ONE HECTARE AVERAGE COST OF PRODUCTION, 2019

ITEM	AMOUNT (in PhP per hectare)
<b>CASH COSTS</b>	<b>34,741</b>
Stocking materials	13,475
Feeds	4,789
Fertilizer	2,646
Pesticides and other chemicals	487
Hired labor	4,725
Salaries of permanent employees	3,431
Land tax	421
Rentals	3,355
Fuel and oil	375
Transport cost of inputs	174
License/ permit	6
Electricity	183
Interest payment on loan	89
Food expenses	244
Repairs	285
Others	55
<b>NON-CASH COSTS</b>	
Harvester's share	847
Caretaker's share	320
Other labor's share	188
Administrator's share	87
Lease rental	60
Rice allowance of overseer	186
<b>IMPUTED COSTS</b>	
Operator labor	10,392
Family labor	232
Exchange labor	7
Depreciation	2,331
Interest on operating capital	2,058
Rental value of owned land	5,602
<b>TOTAL COSTS</b>	<b>45,980</b>
<b>GROSS RETURNS</b>	<b>111,640</b>
<b>GROSS RETURNS ABOVE CASH COSTS</b>	<b>76,899</b>
<b>GROSS RETURNS ABOVE CASH AND NON-CASH COSTS</b>	<b>76,052</b>
<b>NET RETURNS</b>	<b>65,660</b>
<b>NET PROFIT-COST RATIO</b>	<b>1.43</b>
Cost per kilogram (PhP)	41.43
Yield per hectare (kg/ha)	1.110
Farmgate price (Php/kg)	100.59

Source: Philippine Statistics Authority, 2020