

Increasing the Profit Position of Women Small Scale Entrepreneurs in the Rock Oyster Industry of Samar, Philippines

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Outline

- Background Information
- Women's Activities and Roles
- Women's Access to Resources
- The *Sisi* Market and Profits
- Expanding Women's Paid Work Spaces

Background Information

The Product: Rock Oyster

Local name:
Sisi

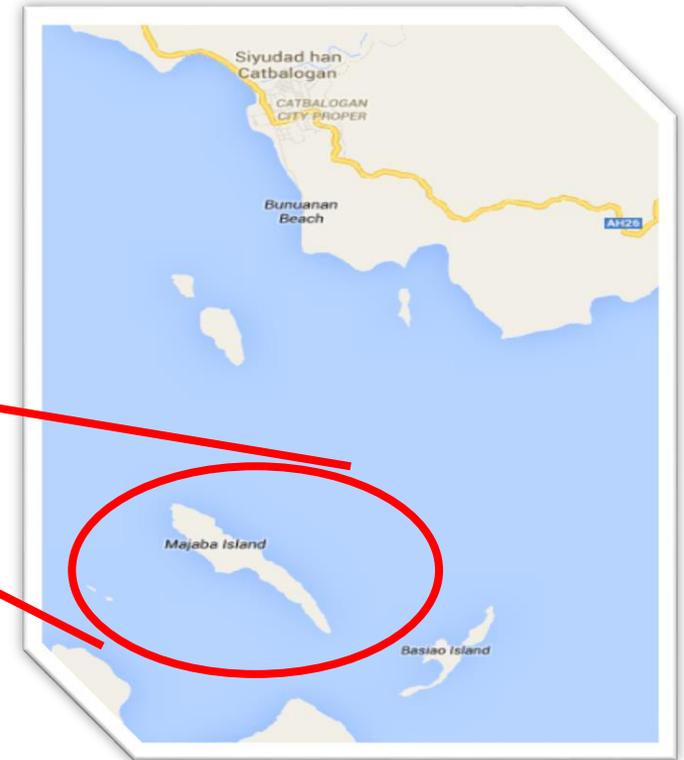


Scientific Name:
Saccostrea cucullata



- General Research Objective:
 - *To describe the value chain for fresh rock oyster or “sisi” using the gender perspective*
- Specific Research Objectives:
 - *To determine the market potentials of “sisi” and the constraints that it faces.*
 - *To identify measures by which women in the small-scale rock oyster production can enhance their profit positions.*

The Locale



Source: Google Map

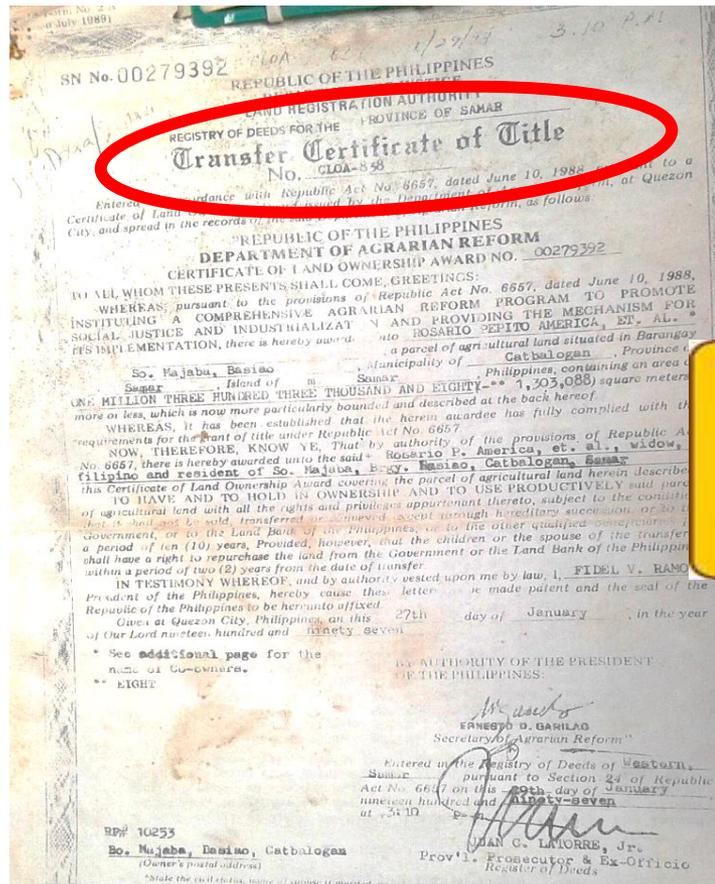
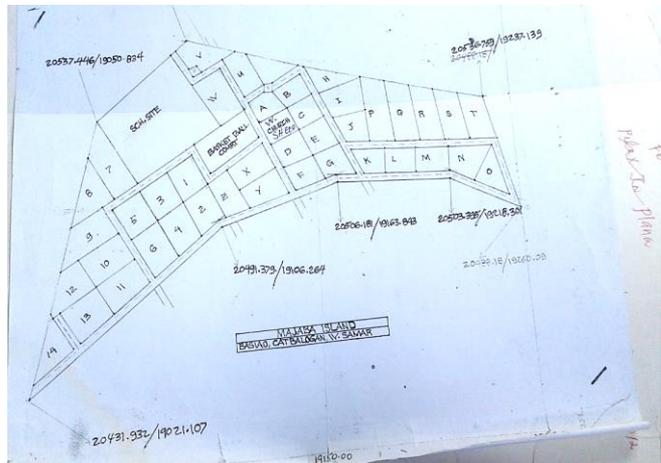
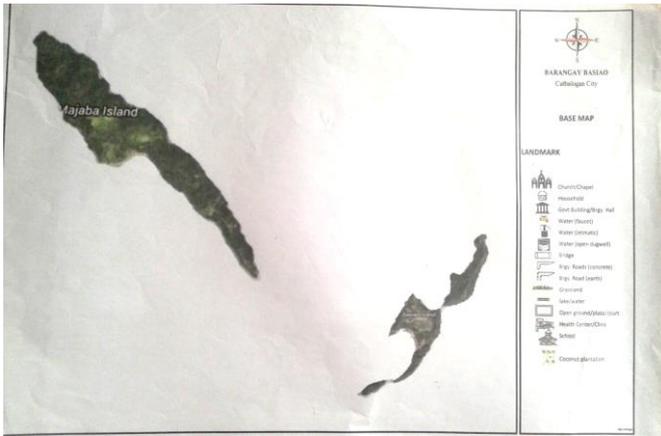
Majaba Island, Sitio Basiao, Catbalogan City

- a small fishing community
- engaged in fishing, gathering shell fishes and rock oysters “*paniti*”
- 75 households and 80 families (as of 2015)
- reached in 1 hour by motorized (small) boat, from the main island of Samar



Majaba Island,
Sitio Basiao
Catbalogan, Samar



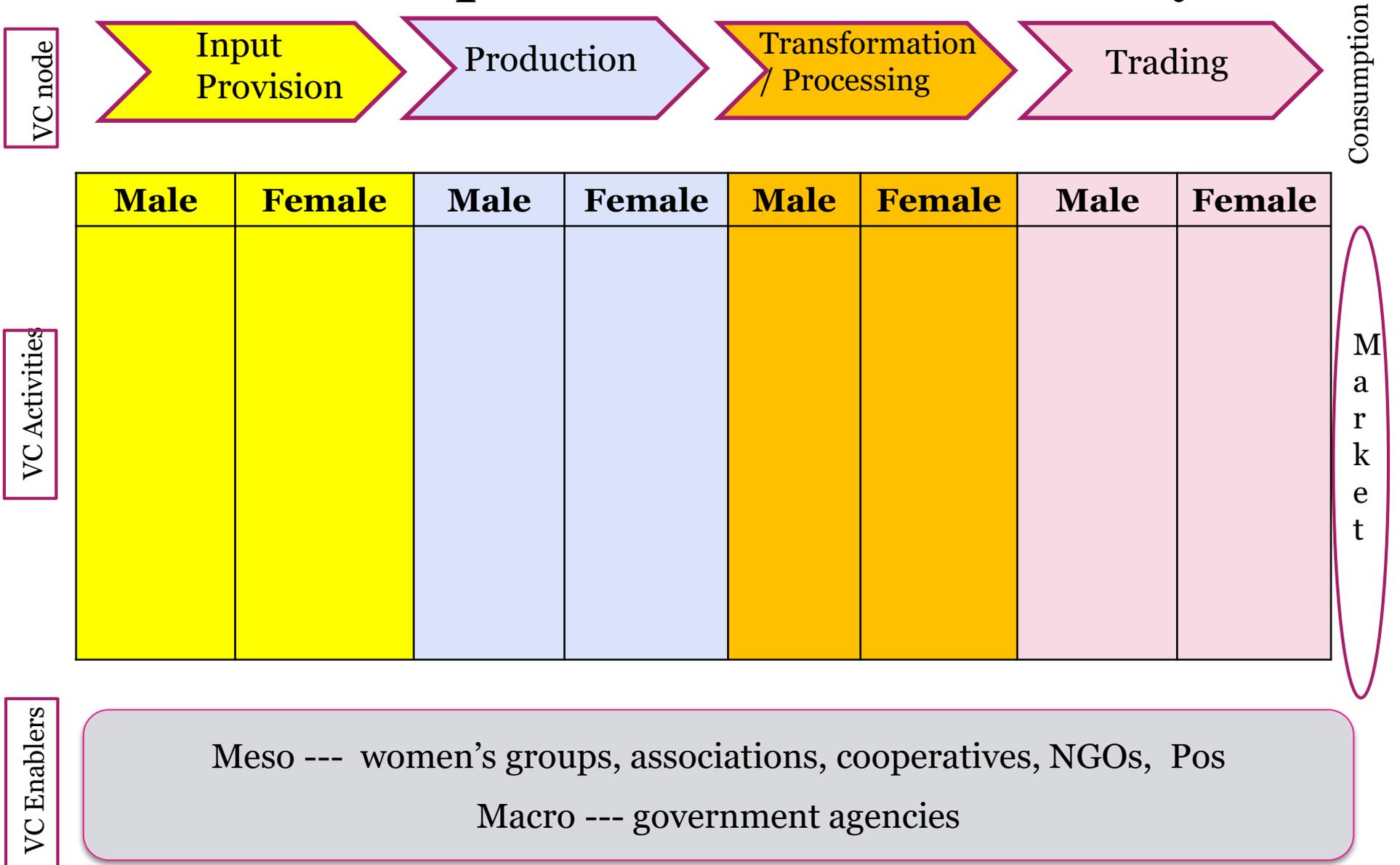


34	2 Widow	10	4 Widow
12	Single	1	Single
20	Married	5	Married

CLOA # 00279392 was issued on 27 Jan 1997, signed by Pres Fidel Ramos

- 1,303,087 sqm was awarded to 44 families under the Agrarian Reform Program

Framework: Gender-Responsive Value Chain Analysis



The gender-responsive value chain analysis aims ...

1. to determine the gender differentials in roles, activities, needs, opportunities, constraints along the *sisi* VC
2. to identify the gender issues along the *sisi* VC, and generate recommendations for expanding paid work spaces of women, hence, improve profit positions

DATA COLLECTION, April - May 2015

- *gender balance in samples*

- Survey of respondents representing each value chain function
 - Different survey schedule per type of respondent
- Focus Group Discussion
- Key informant interviews
 - Different interview guides per type of KI
- Secondary data

Women's Activities and Roles

Demographic Profiles of the Respondents

Input Providers

- Age: 52
- All Male
- Blacksmith for more than 20 years.

Sisi Gatherers

- 40 % are 26-30 years old
- 60% Females and 40% Males
- Started gathering *sisi* since childhood

Processors

- 35 to 52 years old
- All Females
- Started processing fermented *sisi* for more than 15 years

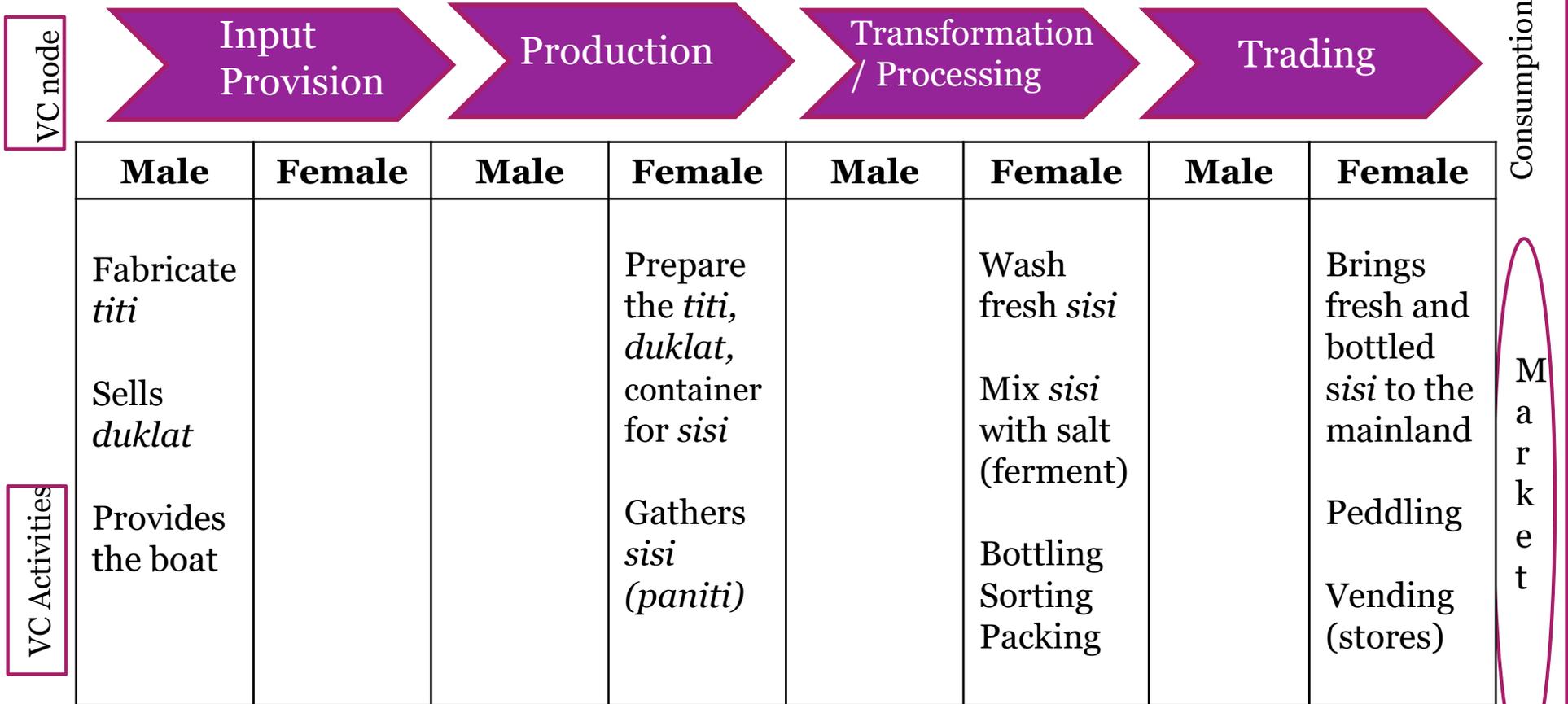
Traders

- 40 to 65 years old
- All Females
- 3 Sold fermented *sisi* for more than 20 years, 1 just started 3 years ago.

Consumers

- 45 to 51 years old
- All Females
- Consumed fermented *sisi* since childhood.

Gender-Responsive value Chain Map for Rock Oyster (*Sisi*), Majaba Island, Samar



All-male work

Men gather *sisi* **only** when they are not catching fish due to boat unavailability or to bad weather.

No male processors

Males man the boat that brings women to the mainland

Women's Access to Resources

Access to rock oyster grounds



Sisi gathering (*paniti*) takes place

- only during low tide, when rocks are exposed
- only for limited hours per day
- only when the weather is good
- only on rocks accessible to gatherers



titi



Freshly gathered *sisi*



Rock islands where women gather *sisi*

Women and girls have to look for rocks farther and farther away from home.

Women depend on men's availability to bring them by boat to far rock islands.

Rock oysters are abundant on certain seasons.

Access to processing technology



Very traditional method of preserving *sisi*: fermentation.



The only value-addition made on the fresh *sisi* is fermentation (use of salt); product has short shelf life

Influence on product price



Sisi gatherer accepts whatever price the processor offers for freshly gathered *sisi*.



Price of fermented *sisi* is largely set by the processor; discounts to regular buyers

Access to financing



Processor provides the boat used by *sisi* gatherers to go to rock islands, with the condition that harvest will be sold to them at a lower price (25cents instead of 27 cents per can).

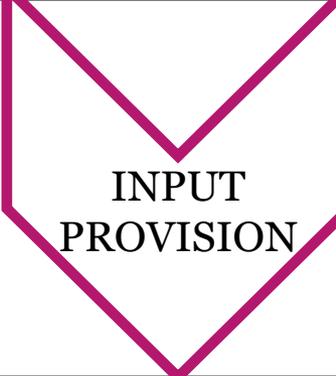
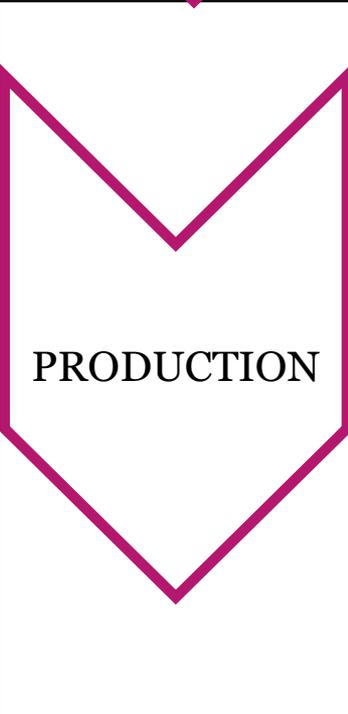
Gatherers do not process own harvest due to lack of capitalization

Access to training/capacity building



The older women who process *sisi* report that there was once a training conducted but the younger ones have not attended any.

Opportunities and Constraints

OPPORTUNITIES	VC FUNCTION	CONSTRAINTS
<p>Fabrication of <i>titi</i> made from better materials</p> <p>Provision of sanitary tools/equipment</p>	 <p>INPUT PROVISION</p>	<p>Fabricated <i>titi</i> is prone to rust immediately; poor quality</p> <p>Containers are empty sardine cans</p>
<p>There are still a lot of fresh <i>sisi</i> in other oyster rocks/gathering grounds</p> <p>R&D to study on the culture of rock oysters for increased production (while at the same time giving safer work places)</p>	 <p>PRODUCTION</p>	<p>Heavily dependent on weather and sea conditions</p> <p>Exposure of rock oyster gatherers to hazards: <i>wounds, long hours of work under the sun, backache, muscle pain, fatigue/tired from squatting for hours, strains due to repetitive motion, skin rash and bruises</i></p>

OPPORTUNITIES**VC FUNCTION****CONSTRAINTS**

Value-added products from rock oyster

R&D to lengthen shelf life

Business potential is high if market is expanded



PROCESSING

No post-harvest facility

Sanitary and hygienic concerns in processing

Processors are hesitant to use new packaging method

Processing technique/skills are limited to fermentation

Lack of entrepreneurial skills of processors

Market expansion and penetration with more product innovation

Product is demand as gift items, as appetizer, and as main course (*various forms possible*)



TRADING

Inconsistent supply of processed *sisi*

Poor product quality damages business

No storage facility

The *Sisi* Market and Profits

The Rock Oyster Market

VC player/ operator	Supply	Demand	Product Price
Input provider	<p>Home-made or improvised <i>titi</i></p> <p>Bought from a local fabricator</p>	<p>Mostly home-made; lasts for 3 years; must be sharpened 2-3 times a year</p>	<p>PhP100 (US\$1.88)</p>
Rock oyster gatherer	<p>Mostly done daily up to 10 hours a day, depending on the tide, season, and weather</p> <p>Output: 9 cans/day (max)</p>	<p>All harvests are bought mostly by processors; lesser by regular buyers/ households</p>	<p>Fresh <i>sisi</i> per can</p> <p>PhP13-PhP14 (25-27 cents)</p>



A can of fresh *sisi* is sold at PhP14 per can (or 27cents)

But if the gatherer chooses to make use of the motorboat provided by the processor to whom he or she will sell his or her gathered *sisi*, it will be sold at PhP13 per can (or 25cents)

The Rock Oyster Market

VC player/ operator	Supply	Demand	Product Price
Processor	10 - 15 dozens/ week of bottled fermented <i>sisi</i> per processor	All are sold except in months when low tide is long and there are more fresh <i>sisi</i> in the market	<p>Surplus: PhP320 to 350/doz (US\$6 to 6.60)</p> <p>Shortage: PhP400 to PhP450/doz (US\$7.55 to 8.5)</p>
Trader	As produced by the processors	Deliveries are all sold within a week	PhP10 to PhP15 mark-up per bottled sold (US\$0.19 -0.28)

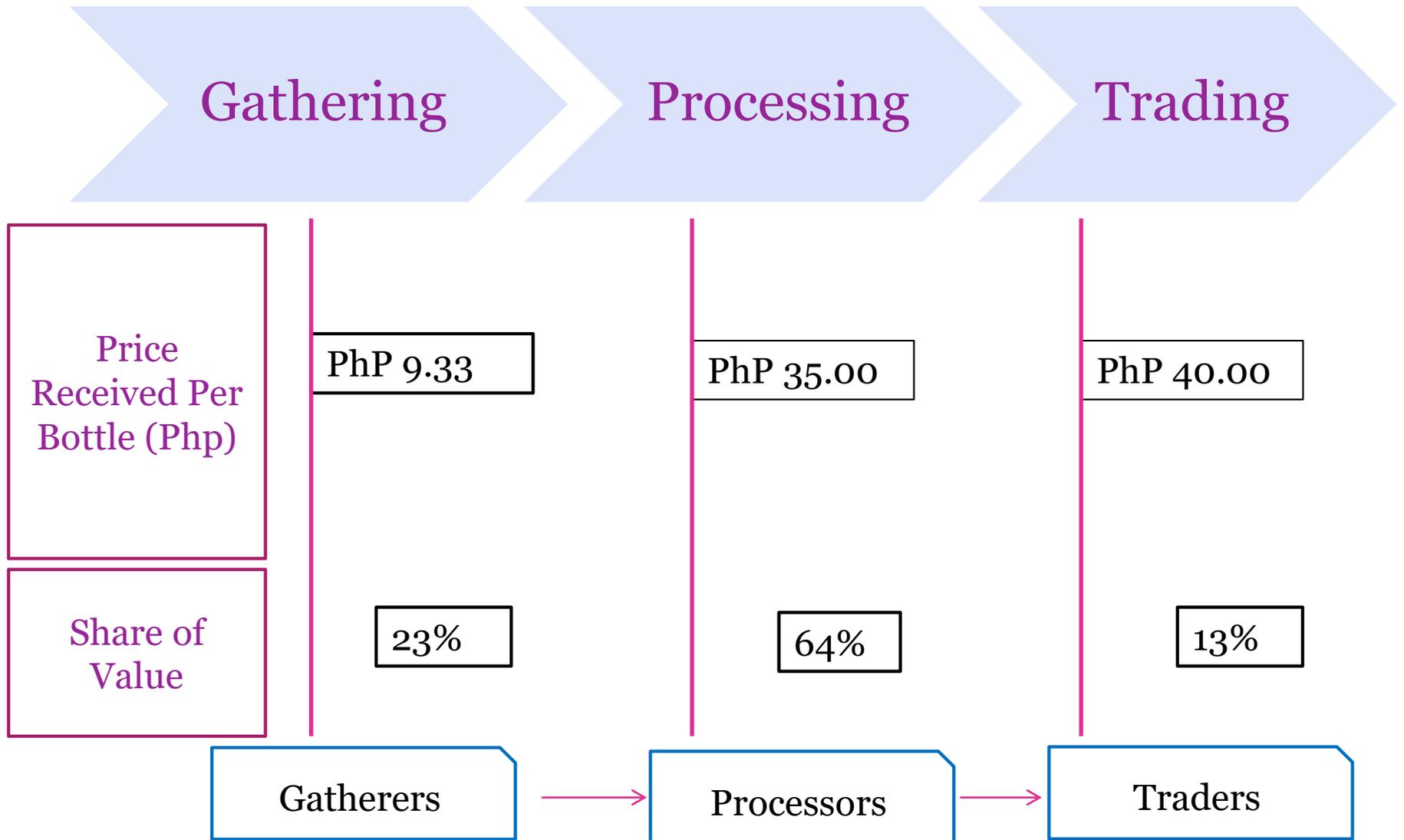


Bottles of fermented *sisi*, tied by dozen.

When there are surpluses, processors store *sisi* in ice buckets



Who gains more in the industry?



Source: Gariando, IC (2015)

What do consumers say about the product?

Pluses	Minuses
High demand from <i>balikbayan</i> and tourists	Health concerns due to high salt content of fermented <i>sisi</i>
Has a good taste as an appetizer	Quality and sanitary issues because of low quality packaging
Affordable and accessible by locals and the island <i>sitio</i>	Trust issue on the processing: hygienic? Meet standards? Sanitary?
Gift item for guests/visitors	Short shelf life
Portable	Some bottles explode
A daily food for locals	Bottle not presentable



Expanding Women's Paid Work Spaces



At its state, the rock oyster industry remains as a poor driver of local economic growth

- unexplored demand outside the locale
- limited market due to lack of food innovation and value-added products
- poor sanitary quality product
- lack of R&D on increasing production
- missing storage and post-harvest facilities

However, it has a high income potential for women along the value chain

Enabling Strategies

VC
Function

Input
Provision

“Sisi”
Gathering

“Sisi”
Processing

Trading

Consumpt
ion

Culturing of
Fresh *Sisi*

Appropriate
Compensation

Production
Technologies

Product
Development and
Innovation

Post Harvest
Facilities

Value-addition

Market
Research

Market
Expansion

Start-ups

Private/Business Linkages: vertical and horizontal, organization of operators into association or cooperative

Policy Creation and Enforcement: Standardization, funding of production technologies, quality control and sanitation

Capacity Development for women: Entrepreneurial Training
Women empowerment initiatives

Samar State University, LGU- Catbalogan City
Department of Trade and Industry, Department of Science and Technology
(ROCK OYSTER INDUSTRY DEVELOPMENT ROADMAP)

Enabling Strategies

Enablers

Market

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