



**PROCESSING AND MARKETING OF SALINAS *TUYO* AND *TINAPA*
IN BALANGA CITY, BATAAN**

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ABSTRACT – This paper aimed to: (1) identify the participants who create various utilities for two products that Balanga City is known for, namely, dried and smoked Salinas or Tunsoy (*Sardinella fimbriata*), locally known as *tuyo* and *tinapa* respectively; (2) determine the costs and returns of these two products; (3) compute for their gross margins or marketing margins and assess whether their sizes are justified by the utilities created for them; (4) describe and illustrate the marketing channels of the two products; and (5) discuss the problems being faced by the participants. The primary data that the study required were obtained through interviews with the aid of a questionnaire. All the 50 participants of the study were identified by the officials of Puerto Rivas Ibaba – the *barangay* or village in Balanga City where all the *tuyo* and *tinapa* in the city are made. The study found that: (1) there are 30 *tuyo* and *tinapa* processors/wholesalers and 20 retailers in the city, the former create form, possession, and time utilities while the latter create possession utility only; (2) when gross margins as percentages of total returns and marketing/variables costs are computed, *tuyo* processing/wholesaling turns out to be more profitable than *tinapa*; processing/wholesaling, however, is a more profitable enterprise than retailing; (3) the gross margin or marketing margin of *tuyo* is P60/kg while that of *tinapa* is P40/kg. The bigger marketing margin of *tuyo* as compared to that of *tinapa* is justified by the longer shelf life or time utility that is created by the sun drying process of *tuyo*; (4) the marketing channels of *tuyo* and *tinapa* in Balanga City, Bataan, are identical. Sixty seven percent of these products pass through the 20 retailers at the Balanga City Public Market while 33% are handled by the retailers from the other provinces of Luzon; and (5) the problems being faced by the participants are mostly about their compliance with government regulations and their perceived lack of support from their local government unit.

Keywords: *tuyo* (dried fish), *tinapa* (smoked fish), utility, marketing margin

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