

CHAPTER VI

THE MARKETING OF PORK IN THE RETAIL MARKET

The pig is one of the most important domesticated animals in South East Asia, where it is still common in its wild forms, Sus cristatus and Sus vittatus. Their domestication is entirely a Chinese monopoly. Usually the animal is referred to as the "Chinese pig" a term not indicative of origin but of ownership.

Sources

Pig rearing is of importance as a supplement to the agricultural cum vegetable gardening economy of the Chinese. In many of the Chinese villages along the west coasts of Malaya it is an important industry. The men are principally engaged in fishing; the old and disabled, including children, help to supplement the family income by rearing pigs. In most cases waste-fish is used as pig-food, just as waste-vegetables is used for feeding inland pigs.

According to the pork-sellers, all of the pigs slaughtered and sold in the market are locally produced. Most of the animals come from the two Chinese villages bordering Sekinchan town, Sections B and C, and also the fishing village of Bagan, approximately a mile away.

Purchases

The farm price of one pikul of pig is \$90.00. Of course smaller piglings and sows will sometimes be put on sale. Their prices will decrease or increase by \$20.00 - \$40.00, whichever it may be. Normally a pork stall-holder purchases three to five pigs at one time.

Animals that are purchased are transported in strong, rattan containers. Usually a small lorry will be used to transport them. The cost of hiring the lorry is \$6.00, plus a charge of \$1.00 for every animal transported.

Prices

Usually there will be established a standard price in the market for pork, as can be seen in table 15. This does not suggest that any collusive tendency exists among the four pork sellers. On the contrary they were at pains to convince us that this is not so, in spite of their close association.

Pork is sold in various categories and priced accordingly.

TABLE 15

PRICES OF PORK IN THE RETAIL MARKET

Category	Price per kati
Lean meat	\$2.20 cents
Fat and meat	\$1.40 "
Head	\$1.00 "
Legs	\$1.40 "
Bones	\$1.60 "

The first three types are classified into first, second and third classes of meat respectively. The other two are not classified. The stall holders have maintained that the above prices have remained constant throughout the past two years.

An attempt at studying the profits made by a pork seller

Of all the stall-operators in the market, in my opinion only the pork sellers can conveniently be analysed with regard to the financial nature of their business.

Each stall-holder buys a 100 kati pig for \$90.00. His cost expenses incurred in transporting the pigs for slaughter and the meat to the retail market can safely be put at 25 cents per kati (\$10.00 to transport four pigs of usually 100 katis each). Thus his marketing expenses will be as follows:

Buying price	0.90 cents per kt.
Transport costs	<u>0.25</u>
Total marketing expenses	<u>\$1.15 cents per kt.</u>

Now we will have a look at his selling advantages and benefits. According to a respondent, out of a hundred kati pig, the various sections will come out as shown:

Lean meat	25 kt.
Fat and meat	20
Head	10
Legs	10
Bones and marrow	15
Unused portions	20
	<u>100 kt.</u>

Note: These figures are approximations. They vary from animal to animal, depending on the breed, age and feeding conditions.

Now these various parts are sold at different prices as already observed.

TABLE 16

AN ANALYSIS OF THE SALE OF PORK

Category	Retail Selling Price	Amount	Total
Lean meat	\$2.20 cents per kt.	25 kt.	\$55.00
Fat and meat	\$1.40	20	\$28.00
Head	\$1.00	10	\$10.00
Legs	\$1.40	10	\$14.00
Bones and marrow	\$1.60	15	\$24.00
		<u>80</u>	<u>\$131.00</u>

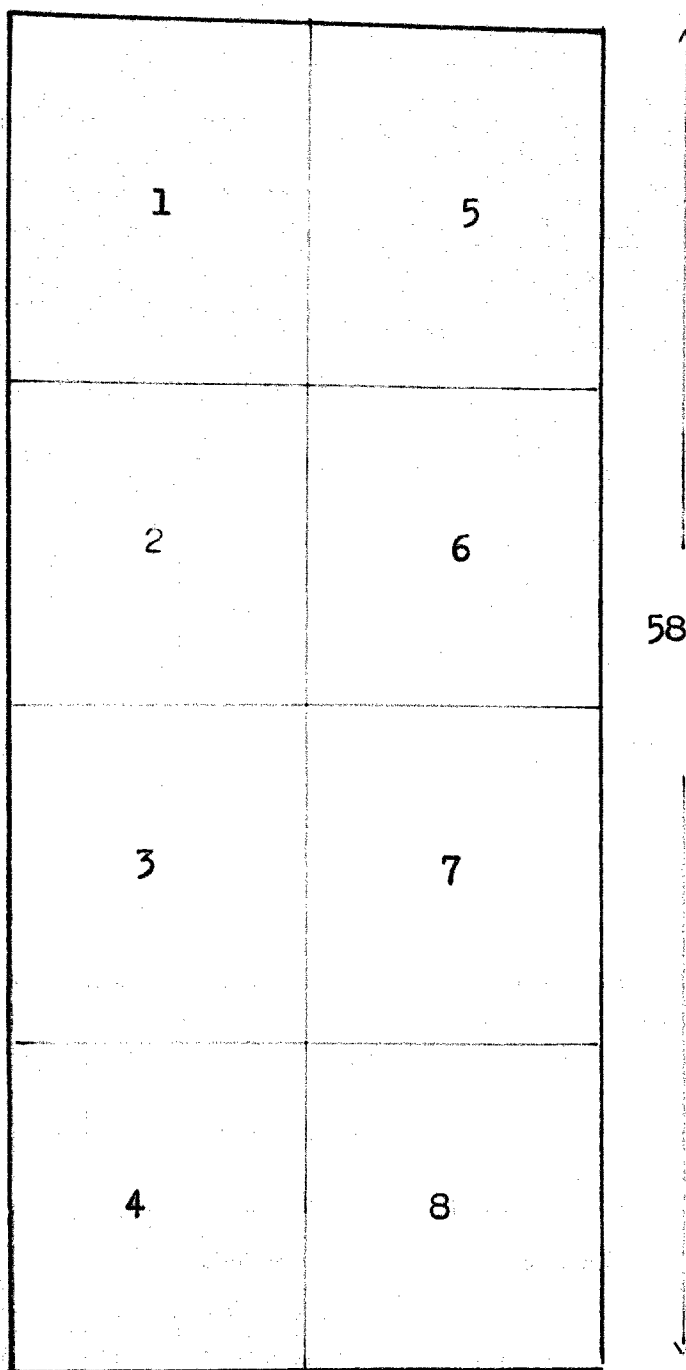
Above it is assumed that the useable portions of the pig are all sold at their respective prices. Total sales will be \$131.00; total marketing expenses approximately \$115.00 - thus giving a profit of \$16.00

Although this figure may not be conclusive, still it gives us an indication as to the marketing potential of each pork seller.

Storage

It was observed that for pork, no storage facility is available or needed, for the meat will eventually be sold off in the course of the day.

PLAN OF SEKINCHAN WHOLESALE MARKET.



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