

## **MARINE FISH MARKETING AND PRICE STRUCTURE**

- The gross earnings from marine fish landings at first sales increased from Rs.7400 crores in 1995 to Rs.13,287 crore in 2006. The retail value of the same was Rs. 12,000 crores in 1995 and Rs.22,236 crore in 2006 indicating the importance and greater role played by middlemen in transportation, processing and marketing sectors.
- Fishermens' share in consumers' rupee varies from 38 % for low quality fishes to 81 % for high quality fishes depending on consumer preferences and export demand. There is enough scope to increase marketing efficiency and enhancing the income of fisherfolk.
- Post-harvest fisheries activities including processing, product development, transport and marketing provide greater employment to labour than the harvesting sector. Fresh fish, once inaccessible to distant locations still a few years ago are now easily available due to the vast improvements in handling technologies coupled with advanced transportation facilities and consequent market penetration. However, the infrastructure for fish marketing in India is still principally oriented towards the export market. The following guidelines will be helpful in developing fish marketing system in India
  - ❖ Parallel development of the internal marketing system by improving infrastructure and supply chain in view of the increasing demand for fish. The observation that 80 per cent of catch is channelled to the internal marketing system and the rest exports should be restructured to give balanced importance.
  - ❖ Cooperative marketing should be strengthened to protect producers interests since hardly 5 per cent of the fish in the internal marketing system is marketed by cooperatives and the rest is through private marketing agencies and traders.
  - ❖ Thrust for value added products
  - ❖ Support price for commercially important varieties
  - ❖ Identifying and cataloguing of pharmaceutically important marine products
  - ❖ Utilisation of idle capacity of processing plants for internal marketing