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A STUDY ON FISH MARKETING IN BATTICALOA DISTRICT

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ABSTRACT

Fish is a main consumption food in Sri Lanka. Fish production contributes 2 percent to the total food production in Sri Lanka. Batticaloa District is one of the most important fishing areas in the Island. The fisheries sector is equally important and considered next to the Agricultural sector in this District. A Study was conducted to identify the marketing channels for raw fish and problems faced by Stakeholders in the marketing system.

A random sample of fishermen, retailers and wholesalers were studied. The data was collected from the sample stakeholders through personal interviews using a pre-tested questionnaire. About 10 varieties of fish were being caught by fishermen and it varied from location to location.

Fish is a seasonal product; January to July is the peak season for fishing in Batticaloa District. November and December are the off-season months for fishing. There were three types of Marketing Channels observed in Batticaloa. Only 4.3 percentages of the Fishermen sell their Fish to the consumers. Most of them are selling to the Retailers (82.6 percentages) and others are selling to the Wholesalers (13 percentages).

The Marketing Margin and %Price Markup show variation among the varieties at different locations. The small size varieties show higher Marketing Margin than the large size varieties. Marketing Margin varied according to the locations and varieties of fish. The same variety of fish shows different %Price Markup for different locations. In some locations the %Price Markup was higher than 100 percentage for some varieties, therefore the marketing agents get more profit than the fishermen.

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