Annexure

Questionnaires

1. Chain of Custody

EXPORTERS
Name of the person
Address, Name of the exporting company
Email
Are you a full time exporter? YES/NO
If No, what is your profession?
Do you have exports to domestic markets?
If Yes, states you export
Countries to which you export
Do the states or countries place order for specific species and specific number?
If yes, based on what factors do they place the orders
- Demand by consumers
- Price
- Wild caught/ Bred
- Others

If no, what are the criteria of exporting specific species in specific numbers?
Which do you export?
- Wild caught fish
- Farmed fish
- Both

If both, ratio of wild caught to farmed fish or percentage of wild caught fish and farmed fish.
Which is the most sought after wild caught fish in the domestic market?
Most sought after wild caught fish in the international market?

Among cultured species, which is the most sought after fish in the domestic market?
Among cultured species, which is the most sought after fish in the international market?

From whom do you collect fish
- Fishermen
Intermediaries- breeder, middlemen, wholesalers, retailers

Collect fish directly

Places you collect wild caught fish from?
Places you collect farmed fish from?

Mode of transport to exporting unit

Mode of packing when transported to exporting company

Packing

Amount of oxygen

Packing density

Anaesthetics or tranquilizers

Percentage or number of mortality of fish species when it reaches the exporting unit

Reasons for mortality you consider

Stress during transportation

Method of catching fish

High packing density

Depleted oxygen

Water quality

Others

Which species exhibits maximum mortality? Reasons?

Number of days you hold fish before exporting

During holding

Type of feeds given
Tests done any to check diseases
Diseases usually encountered
Any antibiotics given
Mortality rate, if any

Quarantine measures given before exporting
Tests that must be done before exports
Tests being done in your company before exports
Packaging methods for exports
Method of transportation to domestic markets
DOA claim at destination, if any
Do you export marine species?
If yes,
Species
Source

Is there any certification procedure followed?
Do you follow any guidelines to export fish to foreign destinations?
Will you support a certification program?
According to you what are the potential positive and negative impacts if any?
Issues that you feel is a threat to the business
Problems you face to sustain in the industry

FISHERMAN
Name
Address
Are you a full time fisherman of ornamental fish
Source of fish collection
Gears used
What are the different types of methods usually adopted to catch fish
Kind of crafts used
What are the facilities carried in the boat taken for fish collection
Species of fish caught
Time of catching fish
Any specific season for particular species
Seasons when there is maximum fishing
Mortality, if any, while transporting fish to holding units
Precautions taken to avoid mortality while transportation
First thing done after the fish is brought to the shore to the holding units
Any quarantine measure given
Any medication given
Tests done, if any, to detect diseases
Diseases usually seen
To whom all do you sell fish
- Exporters
- Retailers
- Wholesalers
- Direct selling to customers
- Is there any exports

Do you catch fish based on any specific orders given?

Facilities in the holding units

Water facility

How many days prior quarantine will be given once an order is placed?

Packing method

Any anaesthetics/tranquilizers given?

Ratio of water to oxygen for packing

Stocking density

Kind of packing

Mode of transportation

Have you heard of any guidelines for catching ornamental fish

Have you heard of the concept of certification?

Will you support a certification program?

According to you what are the potential positive and negative impacts if any?

Issues that you feel is a threat to the business

Problems you face to sustain in the industry

**Generic Checklist Questionnaire**

Reduction in the catch of non-target species and juveniles
Less by-catch
Less mortality
Less habitat destruction
Better health condition of the fish caught
Better sanitary measures and BMP in holding and export units
Better stock rebuilding
Conservation of ETP
Greater capital investment
Displacement of small-scale stakeholders
Lesser DOA
Better quality and less stress of the fish
Better price premium
Price premium trickling down to lowel level stakeholders
Better competitive advantage
Enhancing environmental sustainability

2. Compliance Costing

Name of the stakeholder
Address
Which part of the chain of custody do they belong?
Kind of unit
▷ Primary fish holding unit
- Secondary fish holding unit
- Export unit

How much cents of land do you possess?
Own land/rented land
No: of cement tanks/fibre tanks
No: of glass tanks
Stocking density of fish in each tank:
Infrastructure facilities available:
Cost of each infrastructure facility:
Kind of water supply:
Electricity charges:
Compliance costs of buildings, infrastructures:
Aquarium tanks:
Concrete tanks:
Well:
Buildings:
Office:
Store area:
Staff area:
Packaging area:
Aerator:
Tube, stones:
Hose:
Pump:
3. Discrete Choice Analysis

1) Name and contact details (Name, address, country, state, email)

2) Gender
   (2 a) Age
   a) Below 20 years
   b) 20-30 years
   c) 30-40 years
   d) 40-50 years
   e) Above 50 years

3) What is the highest level of education that you have completed
   a) Less than high school
   b) High school
   c) Graduate
   d) PG
e) Others
4) In what range is your total household income?
   a) Less than 25000 USD
   b) USD 25001 to USD 50000
   c) USD 50001 to 75000
   d) Above USD 75000
5) How familiar are you with the two species

<table>
<thead>
<tr>
<th>Species</th>
<th>Not at all familiar</th>
<th>Somewhat familiar</th>
<th>Very familiar</th>
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<tbody>
<tr>
<td>Puntius denisonii</td>
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<tr>
<td>Tetraodon travancoricus</td>
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6) You have decided to purchase a medium sized *Puntius denisonii* today. When you go to buy fish you find you have a choice between two at a given time. Both have been collected from the wild in India and they appear to be identical. Given what you know about this species and the industry, which would you choose? (*Puntius denisonii*-choice 1)
   Fish F-$29.99 wild caught from India not certified 1 year live guarantee
   Fish J-$25.49 wild caught from India not certified 6 months live guarantee
7) *Puntius denisonii*- Choice 2 *(Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)*
Fish J-$25.49 wild caught from India not certified 6 months live guarantee
Fish H--$29.99 wild caught from India certified 6 months live guarantee

8) *Puntius denisonii* – Choice 3 at a given time *(Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)*
Fish H--$29.99 wild caught from India certified 6 months live guarantee
Fish F--$29.99 wild caught from India not certified 1 year live guarantee

9) *Puntius denisonii* – Choice 4 at a given time *(Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)*
Fish M—$34.48 wild caught from India certified 1 year live guarantee
Fish J--$25.49 wild caught from India not certified 6 months live guarantee

10) *Puntius denisonii* – Choice 5 at a given time *(Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)*
Fish H--$29.99 wild caught from India certified 6 months live guarantee
Fish M--$34.48 wild caught from India certified 1 year live guarantee

11) *Puntius denisonii* – Choice 6 at a given time *(Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)*
Fish M--$34.48 wild caught from India certified 1 year live guarantee
Fish F--$29.99 wild caught from India not certified 1 year live guarantee

12) You have decided to purchase a small (approx. Half inch) dwarf puffer today. When you go to buy fish you find you have a choice between two at a given time. Both are offered with 1 year live guarantee and they appear to be identical. Given what you know about the species which choice would you choose? Dwarf Puffer- Choice 1
Fish P-$7.49 wild caught from India not certified 6 months live guarantee
Fish T-$6.36 tank bred not certified 6 months live guarantee

13) Dwarf Puffer- Choice 2 *(Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)*
Fish Q-$7.49 tank bred not certified 1 year live guarantee
Fish U-$6.36 wild caught from India not certified 1 year live guarantee
14) Dwarf Puffer- Choice 3 (Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)
Fish T-$6.36 tank bred not certified 1 year live guarantee
Fish N-$7.49 tank bred certified 1 year live guarantee
15) Dwarf Puffer- Choice 4 (Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)
Fish N-$7.49 tank bred certified 1 year live guarantee
Fish P-$7.49 wild caught from India not certified 1 year live guarantee
16) Dwarf Puffer- Choice 5 (Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)
Fish G-$7.49 wild caught from India certified 1 year live guarantee
Fish Q-$7.49 tank bred not certified 1 year live guarantee
17) Dwarf Puffer- Choice 6 (Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)
Fish R-$8.61 wild caught from India certified 1 year live guarantee
Fish T-$6.36 tank bred not certified 1 year live guarantee
18) Dwarf Puffer- Choice 7 (Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)
Fish S-$8.61 tank bred certified 1 year live guarantee
Fish U-$6.36 wild caught from India not certified 1 year live guarantee
19) Dwarf Puffer- Choice 8 (Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)
Fish N-$7.49 tank bred certified 1 year live guarantee
Fish R-$8.61 wild caught from India certified 1 year live guarantee
20) Dwarf Puffer- Choice 9 (Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)
Fish G-$7.49 wild caught from India certified 1 year live guarantee
Fish S-$8.61 tank bred certified 1 year live guarantee
21) Dwarf Puffer- Choice 10 (Note: Please consider each choice independently. Do not try to recall the past choices or anticipate future choices)
Fish R-$8.61 wild caught from India certified 1 year live guarantee
Fish P-$7.49 wild caught from India certified 1 year live guarantee

22) In your opinion how compelling are each of the following reasons for purchasing wild caught certified (environmental friendly) specimens?

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<th>Not at all compelling</th>
<th>Has no influence on decision</th>
<th>Very compelling</th>
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<tr>
<td>Prevents unnecessary mortality during collection and transport as compared to uncertified specimens</td>
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<tr>
<td>Prevents damage to the riverine habitat during collection as compared to uncertified specimens</td>
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<td>Prevents over fishing of specific species</td>
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<td>Specimens are healthier than uncertified specimens</td>
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<td>The certification programme will enhance the protection and preservation of habitats in the wild</td>
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