FISH MARKETING

In the economy of Maharashtra fish marketing is flourishing trade and as a fish is preferred food item of 70 percent of the state’s population. In the requirement of fish there is wide gap between present supply of fish, and this requirement is partially met by other fish producing states. In this paper has been discussed on the distribution process of the fishes. Indian major carps as well as other culturable local fishes are highly preferences by the consumer in the market. In the fresh fish marketing large number of intermediaries are involved in the distribution process. In some selected part of study area Women’s are also involved in the reasonable price than will be a well organized marketing is essential for the distribution of fish in the state. The present study focus the market availability, prevailing marketing system, market channels and the market related constraints of the growth of fish marketing in the state.

In Maharashtra 70 percent of the population is non-vegetarian and animal protein having great demand in diet. There are various sources of animal protein, but fish have highly consumer preference because of its nutritional value and taste. The flow of fish from other state has led to continues is due to high demand in for the fish coupled with its insufficient production and supply. The graph figure shows gradual increase in both the production of fish and their requirement in Latur district from the year 2003-08.

In the district there will not enough the internal production of fish meet the growing demand of fish. The state economy to combat outflow of money and strengthen, the potential for the fisheries resources are to be appropriately utilized. The overall total production of fish in Latur District in year 2008-2009is 4513 MT.

7.1. Fresh Fish Marketing

In fresh fish Indian major carp followed by exotic variety of carp and cat fishes has highly market demanding was observed among the consumers due to freshness and highly consumer preference local fish are costlier than brought other states fish species. The fish coming outside the water are preserved in ice frequent political disturbance has often led to the claps of market system and price equilibrium
thereby causing many fold increases in the price of local fish. Latur is the main landing cum consumption center of the district modern facilities are available in a Latur center having well developed ice plants, drainage disposal system and fixed permanent shade. The outside coming fishes are firstly assembled in Latur district and then it distributed to neighboring districts. The quantity of fish coming from outside increase with the increasing requirement of fishes. The observed peak seasons for locally available fish and outside fish in March to August.

Rivers harvesting of fish is done by contract basis in a systemic manner. There are different blocks are divided in the river, which are leased out to society or contractor for fishing rights for one to five years. For the monetary agreement for block appoints a person to look for each block by the contractor. The fishes are disposed in the landing center itself by action system. The purchasing of the local fishes by whole sealers from the landing center and brought to the Latur fish market for the whole sealers or retail sale. For the terminal marketing of the cities and other places. The retailer also takes fish from whole sellers. In the terminal marketing most of the fishes sold brought by fishermen or his family member. Total load of the fish brought by the sellers is purchased at the time by a negotiator. In most of study area of different places the women members of the family bring the fish catch collected by main members for marketing. Some of women as well as man also involve in door to door sealing.

The following prominent market channels have been taken for disposal of fish from the culture fisheries as well as culture fisheries.

1 **Fishermen-Terminal marketing commission agent-Wholesalers-Retailers- Consumers.**

2 **Fish farmers-Wholesalers-Retailers-Consumer**

There are mainly two types of fish available in market area i.e. local fish and iced fish which are come from outside. In market availability revealed that Indian major carps constitute the major portion of the fish in market followed by cat fishes and other varieties. In the local market the local fishes as well as outside fishes figure of availability is shown in table 7.1. In the Indian majors carps there are three species are
important i.e. Catla, Rohu and Mrigal in the market and also other species like grass carps, silver carps, exotic species and common carps also sold in the retail market. In the retail marketing locally available catfishes are mostly sold in small percentage i.e. Clarias gariepinus (Thai magur) and a Heteropneustes fossilis (Singhi) brought from Karnataka and Andhra Pradesh. During the study period the following catfishes available in the market were Clarias gariepinus, Channa channa, Claris batrachus, Channa punctatus and Heteropneustes fossilis.

Table 7.1 : Major fish coming from outside and locally available fish in the markets.

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<th>Major group of fishes from outside</th>
<th>Major locally available group</th>
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Study of fish price and availability in market observed in some selected market :-

The price of fish varies with availability and season. Generally the price of local fishes remains high during the month September to January due to non availability of fresh fishes.
7.2. Dried fish marketing-:

Only marine water dried fishes are sold in market there is no any drying procedure is followed for fresh water fishes. The dried fish market area studied at Latur, Ausa, Udgir, Nilanga, Deoni, Chakur, Jalkot, Ahmadpur. The season of peak market is October to February. The dried marine fishes are comes from costal area of Raigad, Ratnagiri and Mumbai arrives at Solapur as well as Latur market and than distributed throughout district to retailers for disposal through the following marketing channel. Coastal area-Solapur, Latur- Wholesalers of district market- Retailers of district market- Consumers.