

MARKETING STATUS OF INDIGENOUS SMALL FISH SPECIES IN THE NORTHWESTERN BANGLADESH

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ABSTRACT

This study was carried out in five fish markets of Rajshahi city during December 2006 to November 2007. The main objectives of this study were to investigate the marketing channel, marketing cost and marketing margin associated with indigenous small fish marketing in Rajshahi city, northwestern Bangladesh in order to provide vital information for efficient fish marketing system. Primary data were collected from 50 fish traders and 50 consumers through previously prepared questionnaires and the secondary source of information consist of published material such as journals, textbooks, newspaper etc. A total of 24 indigenous small fish were recorded in the markets during the study. The results of this study revealed 6 fish marketing channels in fresh fish marketing.

The highest and lowest average fish prices were recorded as BDT 67.2 ± 9.5 for *Amblypharyngodon mola* and BDT 352.4 ± 39.8 for *Ompok pabda*. In addition, average marketing cost was found as 8.69% of the final retail price. Furthermore, during the present study marketing margins for all intermediaries were found to fluctuate between 3.12% for *Glossogobius giuris* and 35.78% for *Anabas testudineus*. This study would provide important information for sustainable and effective marketing system of indigenous small fish species in the study area.

KEYWORDS: Indigenous Small Fish, Marketing, Rajshahi City, Marketing Channel, Marketing Cost, Market Margin