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Sustainable Aquaculture for a Secure Future

Title: Economics of Fish Marketing in Central Uganda: A Preliminary Analysis

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Abstract: The paper examines profitability and market performance of small-scale fish traders selected randomly from a cross-section of nine fish markets in four districts in Central Uganda. Data were collected through a structured questionnaire which was designed to solicit information on traders' socio-economic characteristics, marketing characteristics, operating costs and returns, and problems associated with fish marketing in the study area. Percentages were used to describe the socio-economic characteristics, market characteristic and problems associated with fish marketing while gross profit and marketing performance models were used to determine profitability, marketing margin and operational efficiency, respectively. The results suggest that fish trade is carried out by both men and women. More men are involved in the trade of fresh fish while more women are involved in the processed (sundried/smoked) fish trade. Some traders dealt in more than one species of fish although a majority sold exclusively in one species. Gross profit was estimated at US\$358.40/kg and US\$234.73/kg for wholesalers and retailers, respectively, with marketing margins of 19.32% and 16.67% for wholesalers and retailers, respectively. The market operational efficiency was 279.27 percent, implying high efficiency in fish marketing in the study area. The major pressing concerns which included high supply cost, low prices, low fish supply and increased arrests for selling immature fish were common to both retail and wholesale marketing channels.

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