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## IMPROVING POST-HARVEST FOOD QUALITY AND SAFETY PROCESSING, VALUE ADDING & MARKETING OF FISH PRODUCTS: SME PERSPECTIVE

**OLUBUNMI ADEDAYO AGBATO**  
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## PROCESSING, VALUE ADDING & MARKETING OF FISH PRODUCT: SME PERSPECTIVE

- Small and Medium Enterprises (SMEs) has impacted greatly on the economic growth and development in Nigeria and across the world) SMEs are the bench mark of many developing countries such as Nigeria.
- Interest in SMEs will enhance job opportunity, reduce income disparities, and increase production of goods and service in the economy as well as providing a fruitful ground for talent progress.





## PROCESSING, VALUE ADDING & MARKETING OF FISH PRODUCT: SME PERSPECTIVE (CONT.)

- About 70-80 percent of all those actors involved in fish farming world wide are considered small scale
- In high-income countries, SMEs constitute 67 percent on average of the formal employment in the manufacturing sector and 45 percent in developing countries (Shrestha and Pant, 2012).
- Similarly, SMEs contribute 49 percent on average to GDP in high-income countries and on average 29 percent in low-income countries (IFC, 2010) due mainly to better access to technologies, financial credit and skilled manpower.





## IMPORTANCE OF SMES IN POST HARVEST FOOD QUALITY AND SAFETY

- SMEs contribute to improving standards of living
- SMEs are recognized as the principal means of achieving equitable and sustainable industrial diversification and dispersal (Adewuyi et al., 2010).
- SMEs account for well over half of the total share of employment sales, and constitute the most viable and veritable means for self -sustaining industrial development. (Salami., 2013)
- SMEs possess the capability to grow an indigenous enterprise culture more than any other strategy.
- Brings about substantial local capital formation
- Achieving high level of productivity.





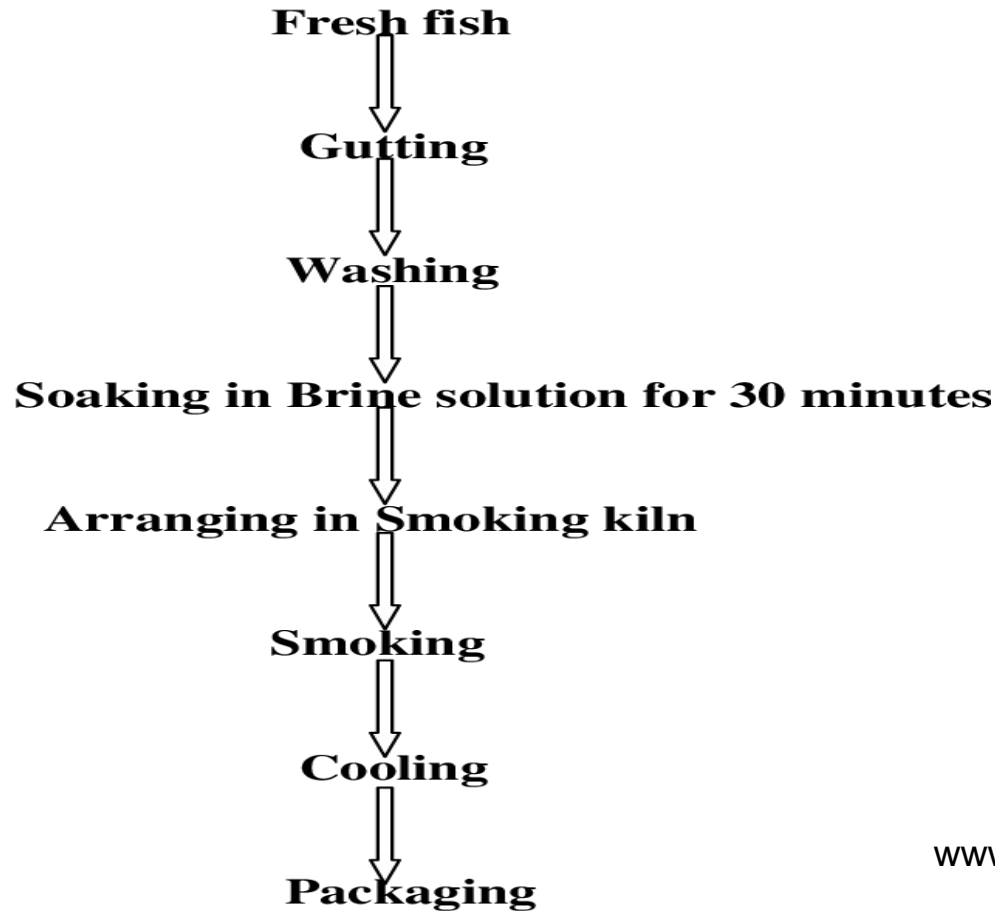
## FISH PROCESSING

- Fish processing is the processes associated with fish and fish products between the time in which fish are caught or harvested and the time in which final product is delivered to the customer.
- Fish processing is divided into two major categories
- Fish handling: This is the initial processing of raw fish immediately after harvest/capture
- Fish products manufacturing.





## FISH PROCESSING STEPS



[www.researchgate.net](http://www.researchgate.net)





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## SOME PHOTOS OF FISH PROCESSING



Plate1: Harvesting of Catfish



Plate2: Sorting and Grading



Plate3: De-gutting of Catfish



Plate4: Washing of Catfish

Photo Source: Bspice Fish



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## PHOTOS (CONT.)



**Plate5:** Folding and arranging on the kiln racks



**Plate6:** Oven-Drying process



**Plate7:** Packaging of Oven-dried Catfish

Photo Source: Bspice Fish



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## PHOTOS (CONT.)



Plate8: Sealing process



Plate9: Boxing for distribution

Photo Source: Bspice Fish



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## CHALLENGES FACED BY PROCESSORS

- Inadequate infrastructural facilities
- Unavailability of adaptable processing equipment.
- Problem of manpower capacity development
- Challenges in prices of harvested fish
- Problem of modern technology
- Reluctance of financial institutions to lend money out
- Access to market



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## VALUE ADDITION

- Value addition results from diverse activities including bulking, cleaning, grading, packaging, transporting, storing and processing.
- Value addition will involve enhancements or additions to a product that result in higher returns to the commodity seller, who is often the farmer.
- Value addition can also take place through differentiation of a product based on food safety and food functionality.
- Value addition to fish products will increase acceptance, reduce post-harvest loss and maximize profitability.



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## IMPORTANCE OF VALUE ADDITION.

- A strategy to attracts more customers
- Convenience, more attractive, more palatable, and easy to use.
- Additional revenue generation
- It brings about job creation
- Effective post-harvest management.
- Tremendous market value.
- Increase shelf life of fish products



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## PHOTOS OF FISH VALUE ADDED PRODUCTS



Plate10: Whole Oven-Dried Catfish



Plate11: Chunked Oven-Dried Catfish



Plate12: Different flavors of Oven-Dried Catfish Fillets



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## MORE PHOTOS OF VALUE ADDED PRODUCTS



Plate13: Fish Spice



Plate14: Fish Powder



Plate15: Mixed Fish Fillets



Plate16: Fish Fillets



Plate1: Frozen Catfish



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## CONSTRAINTS TO SUCCESSFUL VALUE ADDITION

- Lack of value-addition facilities
- Inadequate finance
- Traditional based Production
- Poor education and attitudes of entrepreneur
- No innovative marketing



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## CONCEPT OF FISH MARKETING

- Fish marketing comprises of all the processes involved from fish production and distribution to final consumers. It involves identifying the right product, the right people, the right place and the right price.
- The overall marketing system in Nigeria involves the traditional marketing system and the modern marketing system emerging in the urban areas.
- Marketing and distribution of fish is as important as its production.





## DIFFERENCE BETWEEN SELLING AND MARKETING

- Marketing is the methodology of communicating the value of a product or service to customers (Wikipedia, 2014).
- Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product.
- Marketing has less to do with getting customers to pay for your product as it does develop a demand for that product and fulfilling the customer's needs.





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## BENEFITS OF FISH MARKETING

- Fish Marketing determines profitability
- Reduces loss in product quality
- Ensures safe delivery of products



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## FISH MARKETING STRATEGY

- Marketing strategy is the goal of increasing sales and achieving a sustainable competitive advantage

### TYPES OF MARKETING

- Traditional Marketing; This involves the use of bill boards, fliers e.t.c
- Digital marketing; This involves the use websites , emails etc
- Social media Marketing: This involves the use of various platforms like Facebook, Twitter, Instagram and LinkedIn





## CONSTRAINTS TO SUCCESSFUL FISH MARKETING

- Challenges in prices of harvested fish
- Problem of taxes collection at different government levels
- Inadequate market infrastructure
- Lack of ready market
- High cost of labour
- Poor Farm siting.
- Infrastructural development.
- Lack of value addition facilities and
- High deteriorating nature of fishes are some of the constraints of fish marketing in Nigeria.





## CONCLUSION AND RECOMMENDATION

- There should be active use of extension agents to bring farmers and processors innovative ideas and technologies.
- Banks and other financial institutions should assist small and medium-scale fish farmers with loans at an affordable interest rate
- The development of large-scale post harvests technologies and the improvement of transportation systems that can support the delivery of fish products to market has been recommended.
- One of the best ways to improve fish marketing in Nigeria is to learn and assimilate ways of improving her fish marketing system from advanced fishing Nations like Japan, which has a well-organized and developed central fish wholesale marketing network.





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