

Fish Fry



Mangalore Landing Center

Sell a man a fish, he eats for a day, teach a man how to fish, you feed him for a lifetime - Chinese proverb

Background and Objectives

Higher incomes mean better affordability for finer gastronomic delights such as fish, meat, and other ready-to-eat food products.

High perishability of fish coupled with poor post-harvest handling results in post harvest losses of upto 15%, in both marine and inland fisheries. Therefore, strengthening of post-harvest infrastructure in the form of better fish landing and handling facilities, cold chains, storage facilities, ice plants, transportation, etc., as well as an effective marketing system in identified areas is a key requirement for the development of this sector. In Karnataka, hygienic fish kiosks for retail use has proved to be an important intervention under RKVY for making fish and fish products affordable for consumers and lucrative for fish producers.

The production of safe and quality fish and fishery products requires effective hygienic practices throughout the food chain from fish harvesting to consumption. According to FAO standards, food

hygiene relates to "all conditions and measures necessary to ensure the safety and suitability of food at all stages of the food chain". These hygienic measures aim at preventing or reducing fish contamination and microbial growth and encompass aspects related to hygienic design of facilities on-board, during transportation, processing and distribution, cleaning, sanitation and pest control, and personnel hygiene.

Major problems identified were poor and unorganised marketing infrastructure and dominant role of middlemen in the fish trade leading to meagre margins to the producers. Another bottleneck was the lack of integrated approach in planning for fisheries development. Concerted efforts in addressing the major issues of resource use, production and productivity, value chain, support service systems, internalizing input availability, viz., fish seed, feed and technology service, suitable marketing strategies, policy and programs that lead to long-term sustainability of the sector are thus warranted.



Tumkur Retail Outlet

The Department of Fisheries, Government of Karnataka is striving hard to dovetail the various aspects of harvesting, post harvest handling, processing and recipe development to literally bring

hygienic and delicious fish cuisine on a platter to the people of Karnataka.

Intervention

The project was initiated in February 2009 with an outlay of Rs 25 crores. The components for strengthening of Fish Marketing in Karnataka included

- Establishment of one Modern Fish Processing Plant at Mangalore and two Fish Pre-Processing Units, one each at Mangalore and Malpe
- Setting up of six Ice Plants of 10 T, 15 T, and 20T capacity at strategic fishing and storage locations, with total production capacity of 90 MT/day.
- Setting up of 48 Modern Fish Kiosks, 20 Hygiene Fish Markets and 12 Modern Air Conditioned Retail Outlets at Bangalore and other important cities and towns in Karnataka;
- Provision of 7 Cold Chain facilities, with overall capacity of 14MT
- Establishment of one Frozen Storage at Bangalore with a capacity of 25 MT
- 5 Ornamental Fish Production Units.

At the RKVY funded Karnataka Fisheries Development Corporation (KFDC) managed outlets, all personnel that come into contact with fish and fish products directly or indirectly, are trained to maintain an appropriate degree of personal cleanliness and wear suitable protective clothing, head covering and footwear, where required. The kiosks have been able to establish effective maintenance and sanitation systems including pest control and have checked waste management.

Outcome

The RKVY funded hygienic fish kiosks have played a vital role in educating urban consumers about the far reaching health benefits of fish consumption, while simultaneously they offer easy and highly affordable means of accessing tasty fish recipes in strategically located areas.



Sale of Fresh Fish at a retail outlet to the consumer

Mathsyadarshinis at various places like Cubbon Park, Indiranagar, Tumkur and Kolar sell Fresh and Frozen Fish, as well as Aquarium and Ornamental Fish and have become extremely popular. Additionally, the Modern Fish Restaurants cater to the urban fish eating populace, at subsidized rates, rendering them affordable even to the common man. The high demand by the locals has compelled KFDC to open evening counters at Cubbon Park.



Boat to Plate

Due to the initiatives of KFDC, sale of fish and fish products at these outlets has increased to 2.5MT/day. The statistics also show a steady and significant growth in awareness about the benefits of fish consumption. Promotion of fish consumption with renewed vigour will fulfil popular demand while creating new opportunities for intensive marketing of fresh, frozen and ready to eat fish products. The RKVY intervention, through establishment of modern fish kiosks cum cafeteria in selected urban areas, has facilitated competitive and alternative fish marketing channels that ensure continued supply of quality fish and fish products on a sustained basis.

The RKVY assistance to strengthen fish marketing has helped the Karnataka State Government in creating the necessary infrastructure to cater to the fish-relishing populace, where fine fish cuisine is paired with convenience and affordability.