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## Overview of Mogadishu fish market

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### Abstract

The fish market for small-scale fisheries in developing countries is a series of matters that can let them grow, in this study, we investigated Favorite fish species, where people usually buy fish, Price determination, and Problems of fish consumption, and it is done through a questionnaire on 100 respondents, Traders took part in an interview together with their fish-selling activities, as a result, there was a scope to observe the marketing activities, The study concluded that these are the common methods used to determine landing prices Such as distance from fishing to onshore landing centers, market information channels, age, and experiences of the fishermen are the factors significantly found affecting landing price.

**Keywords:** Mogadishu fish, favorite fish, price determination

### 1. Introduction

Africa's participation in the global fish trade has been limited, providing only about 4.9% of the total value traded (Gordon, 2009) <sup>[4]</sup>. With Europe (70%) being the primary market for the top ten African exporters of fish products, the continent's share of worldwide exports and imports remains small (The Fish Site, 2015). In Ethiopia, there is a potential for 51,500 tons of fish output annually. But only between 30 and 38 percent of this potential is currently utilized (Mitike, 2015; Temesgen and Getahun, 2016) <sup>[13-14]</sup>. States that while fishing is conducted in some manner throughout the majority of Ethiopia's freshwater bodies, commercial fishing is primarily done at the lakes Tana, Chamo, Ziway, Abaya, Koka, Langano, Hawassa, and Turkana (Yonas Mebrate & Aemro Worku, 2019) <sup>[15]</sup>.

Larger, coastal cities like Mogadishu, Bosaso, and Berbera have more developed fish markets since more people there purchase fish for processing and export. Outside of these regions, most fish is not sold but instead consumed directly or traded in barter. There have been few studies that have evaluated the value of domestic fish and fish products over the whole value chain, and those that have concentrated on specific fisheries (such as spiny lobster<sup>15</sup>) or supply and value chains in certain regions (e.g., Puntland<sup>16</sup> or Somaliland<sup>17, 18</sup>). Here, we aim to put a value on the fish and fish-related items that the Somali domestic fishing fleet has brought in. Value chain diagrams for the three fisheries of finfish, sharks, and lobsters were created using data on the important players, value of fish and fish products, processing, storage, and transport. Using first-point-of-sale prices, the landed value of fish captured by the domestic fishing fleet was calculated. Finally, an economic multiplier was used to determine the overall worth of fish landed by the artisanal sector (Glaser SM, *et al.*, 2015) <sup>[2]</sup>.

### 2. Objectives

1. Consumer Questionnaire
2. Favorite fish species
3. Where do you usually buy fish?
4. Price determination
5. Problems of fish consumption

### 3. Materials and Methods

#### Questionnaire interviews with fish traders (retailers)

For the questionnaire, fish 100 traders were selected through a simple random sampling

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method. Interviews were conducted at the market center during marketing time. Traders took part in an interview together with their fish-selling activities as a result there was a

scope to observe the marketing activities. The time required for each interview was about an hour.



Fig 1: Researcher with Yellow Fin and Skipjack Tuna at Mogadishu Fish Market

4. Results

for Consumers

4.1 Most Abundant Fish Species Which Can Be Favorite

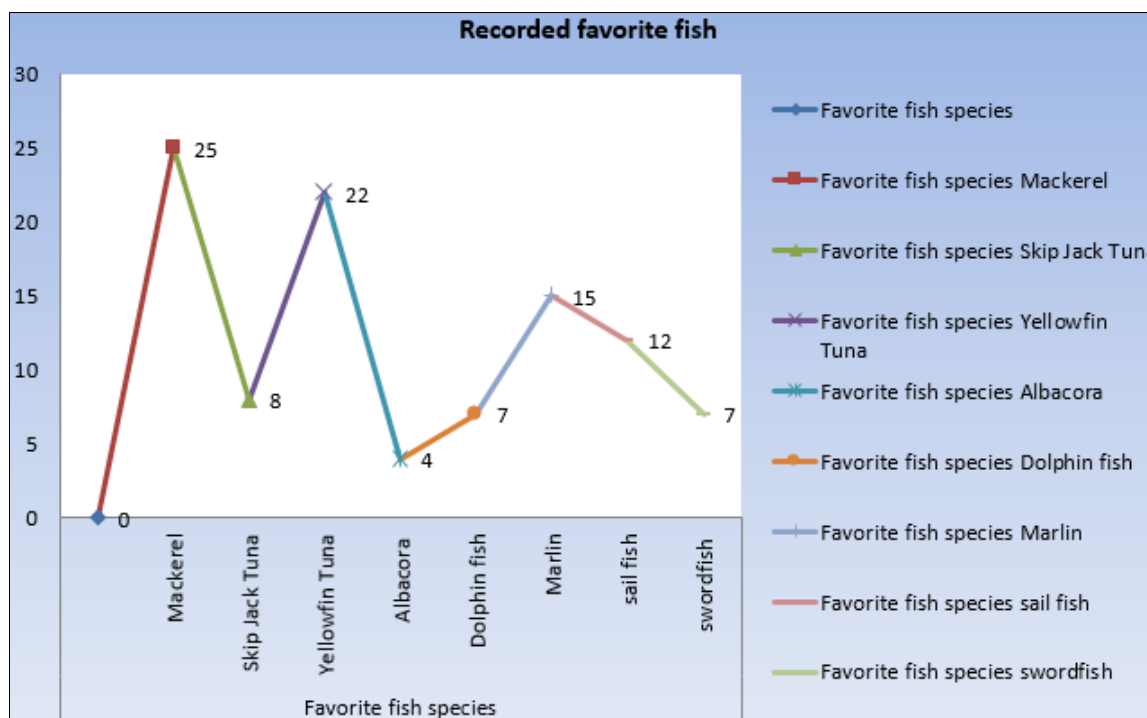


Fig 2: Recorded Favorite Fish

As the figure shows the majority of the respondents 25 liked Mackerel more than others, 8 respondents favorited Skipjack Tuna, 22 respondents favorited Yellow fin Tuna, 4 respondents favorited Albacore, 7 respondents favorited Dolphin Fish (Mahi-mahi), 15 respondents answered Marlin, 12 respondents replied to Sailfish while 7 respondents favorite Swordfish.

As proven those types of fishes are the most common fish species in the western Indian Ocean, thus this study matches (Rudy van der Elst, *et al.*, 2004) [10]. Clearly, a range of factors contribute to variations in total catch. Some of them might be linked to shifts in market demand, while others can be blamed on stock depletion and moving fisheries. Tunas, mackerels, reef fish, shrimp, squid, and crabs are only a few examples of species groupings where the recorded harvest has significantly grown. These high-value resources are all predominantly bound for overseas markets. According to

(Renison Ruwa & Jake Rice, 2016) [9] The offshore pelagic fishery's most valuable resources are tuna and species that resemble tuna. At least seven different tuna species, including species that resemble tuna, have been recorded in the landing data for the Indian Ocean in both the EIO and the WIO. The four primary tuna species in the Indian Ocean that are commercially fished are the albacore (*Thunnus alalunga*), skipjack (*Katsuwonus pelamis*), yellow fin (*T. albacares*), and bigeye (*Thunnus alalunga*) (*T. obesus*). The other species are tuna-like species, kawakawa (*Euthynnus affinis*), southern bluefin tuna (*Thunnus maccoyii*), frigate and bullet tunas (*Auxis* sp.), and kawakawa. India, Kenya, Madagascar, Mauritius, Mayotte (France), Mozambique, Seychelles, South Africa, and the United Republic of Tanzania all contributed tuna and tuna-like landings to the WIO region over the past five decades. On the other hand, landings for the EIO were reported from Australia, India, Madagascar, and Seychelles

over the same time period. (UNITED NATIONS, 2017) [12].

#### 4.2 Fish market

The outcome demonstrated that a significant number of people's livelihoods are linked to the distribution and sale of fish and fisheries products in six different markets. In the

chosen markets, three different types of marketing channels were discovered to be in use. The fish producers were found to benefit more from the shorter marketing chain, which included fish farmers, retailers, and consumers. The same result has been found by (Md Arman Hossain, *et al.*, 2015) [7].



Fig 3: Mogadishu Fish Market

Fish marketing includes all of the processes involved in moving fish or fish products from the farmer to the customer. Typically, the goal of marketing is to bridge the financial difference between areas with fish shortage and abundance. The marketing of fish goods has a number of traits and components that call for specialized talents to operate properly. They include packaging, labeling, storage, transportation, sorting, grading, assembly, and storage. Producers, fishermen cooperative groups, wholesalers,

merchants, vendors, and consumers-some of the major participants in the marketing channels-carry out these operations. By paying attention to the fundamental marketing principles and factors that affect the buying and selling, demand and supply of fish products in the markets, the difficulties associated with marketing fish-such as the perishability of fish products, inadequate and subpar processing facilities, and poor-quality fish products-could be lessened. (Asogwa VC & Asogwa JN, 2019) [1].



Fig 4: where people buy fish

As the figure shows the majority of respondents 48 buy their fish as the whole seller which means, later on, they will sell to the retailers, 42 of the respondents buy their fish through retail means they will be second-hand after the whole sellers,

10 of the respondents responded that they buy their fish in other ways including buying from the rural fishermen, and etc.

### 4.3 Price Determination



Fig 5: Price determination

As the chart shows the majority of the respondents 48 respondents get their price determination through auctioning which means coming early in the morning on the coast to buy from the fishermen, 21 of the respondents buy their fish through negotiations which means waiting for the retailers later to bring the fish market, 27 of the respondents including Hotels buy their fish with fix price and the only reason is they are clients, while 4 of the respondents buy their fish through weight.

According to this article, the Fulton fish market is a centralized market that exists as a result of the diversity of fish as well as the various preferences and requirements of its patrons. Market flaws are a result of this variability. Before extrapolating these trends to other fish markets, care should be taken. Any sizable, central fish market will have the benefit of bringing together many suppliers and fish of various types and quality, making it easier to match fish to clients. The institutional makeup and market regulation, however, are likely to have an impact on problems like pricing discrimination and organized criminal activity. Price discrimination is quite challenging in auction markets, which are found in many other significant fish markets, such as Tsukiji, Sydney, Portland, and Boston. Numerous flaws in the Fulton fish market would be reduced or eliminated with a new institutional framework for purchasing and selling as well as more attentive law enforcement. However, centralization's advantage-making a fantastic variety of fish available to customers with various needs-would persist as it has for a long time. (Graddy, 2006) [5].

According to numerous studies on the fish market structure, the reason why fishermen continue to be paid a low wage is because of the mechanism used to determine fish prices, unequal profit distribution, disparity in prices caused by the size of the market, low wages paid to fishermen, the size of the fish, and the system's management of the fishery and population (R., 2015) [8]; (J., 2012) [6]; & (Gordon D., & Hussain S., 2015) [3]. The characteristics of the market that were created by the number of customers, sellers, and product differentiation in terms of size, color, and quality as well as the process of price determination can be referred to as the market structure. (Sambuo, Kirama, & Malamsha, 2018) [11]. I concluded that similar approaches to figuring out landing prices exist. The factors that have been discovered to have a

major impact on landing price include the fishermen's age and experience, the distance from the fishing area to onshore landing locations, and market information channels. It is advised that fishing policy and sector reforms, which mark the determination of fish landing prices, be made in order to set up the process for determining fishery pricing, fish market structure, fishery information, and the establishment of a fishery regulatory agency.

### 5. Conclusion

This study provides an important baseline study on the Market, abundant species, price determination; Status of the small-scale fisheries in the Mogadishu coastal area, the results of the study would be an effective tool for fishery biologists, managers, and conservationists to initiate management strategies and regulations for the long-term sustainability.

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