Rapid assessment of market

TBTI 'Market Opportunities' Cluster

Background and objectives: Small-scale fisheries (SSF) make an important contribution to nutrition, food security, sustainable livelihoods and poverty alleviation. However, too often the financial compensation small-scale fishers receive for their work is meager. Several factors affect the capacity of small-scale fishers to sell their fish, receive fair prices, and to add value to their catches. For instance, existing national, regional or local regulations, globalized marketing schemes, and other trade barriers may restrict opportunities for small-scale fishers to benefit fully from the exchange. Yet, there are successful examples that we can learn from and promote.

This cluster is interested in the supply chain of SSF, from landings to markets. In this context, it is important also to understand how local SSF catches interact with those from large-scale fleets and how world markets impact local fishing strategies. A special focus will be placed, not only on understanding the role of middlemen in SSF marketing, but also on how fishers and fishers' organizations can be more active in these roles. The market cluster aims to analyze current strategies adopted by small-scale fishers in order to market their fish, to understand their challenges and shortcomings, and to explore the possibilities for improving the current situation.

This rapid assessment survey is an important starting point towards reaching these objectives. As such, we are inviting small-scale fishers, practitioners and researchers to complete a survey. The analysis will be global and comparative and will be weighted to reflect the level of knowledge and familiarity of the respondents.

Information obtained through this process will be compiled into TBTI e-book publication, with contributors' names appeared as the 'authors' of the individual contribution. Depending on the interest, we may have further publications in the future. This exercise is conducted as part of the Too Big To Ignore project (www.toobigtoignore.net). The completed form, as well as any questions and comments should be sent to toobigtoignore@mun.ca.

Market Assessment Template

Name of contributor:

Email:

Affiliation:

Country:

Roles in the small-scale fisheries (SSF):

Years working/involving/researching in SSF:

Part I: General information about SSF

INFORMATION	RESPONSE
(1) Name and type of SSF	A. SSF name: B. SSF type(s): (select ALL that apply) ☐ Aquaculture ☐ Recreational ☐ Commercial ☐ Subsistence ☐ Indigenous ☐ Others (specify):
(2) Location and main species	A. Location: B. Country: C. Main species:

(3) Dominant ecosystems in the location	A. Ecosystem type(s): (select ALL that apply) ☐ Marine ☐ Freshwater ☐ Brackish B. Ecosystem detailed type(s): (select ALL that apply) ☐ Archipelago ☐ Intertidal ☐ Beach ☐ Lagoon ☐ Coastal ☐ Lake ☐ Coral reef ☐ Mangrove ☐ Deep sea ☐ Open ocean ☐ Estuary ☐ River ☐ Fjord ☐ Salt marsh ☐ Others (specify):
(4) SSF term and definition	A. Term(s) used to refer to SSF: (select ALL that apply) ☐ Artisanal ☐ Coastal ☐ Indigenous ☐ Inland ☐ Inshore ☐ Small boat ☐ Small scale ☐ Subsistence ☐ Traditional ☐ Others (specify): B. Are small-scale fisheries defined? (select ONE only) ☐ Yes ☐ No ☐ Not explicitly Provide SSF definition, if applicable:

(5) Main gears type(s)	Select ALL that apply:
	☐ Dredge ☐ Lift net ☐ Cast net ☐ Poison/explosive ☐ Gillnet ☐ Recreational fishing gears ☐ Gleaning ☐ Harpoon ☐ Seine net ☐ Harvesting machines ☐ Surrounding net ☐ Traps ☐ Hook and line ☐ Trawls ☐ Others (specify):

(6) Main vessel type(s), number(s) and engine size	Type	Number	Engine (HP)
(7) Number of SS fishers	A. Total number of SS fishers	=	
	B. % of full-time	=	
	C. % of fisher women	=	
(8) Number of all households and SS fishing households in the location	A. Total number of households in the location	=	
	B. % of households participating in SSF	=	

Part II: Market assessment

Instruction: Based on your knowledge of the SSF, please answer the following questions related to fish marketing in the location specified above.

(9) What are the main species that you catch and what you do with them after landing? List up to four.

	Species name:	Species name:	Species name:	Species name:
Landing amount (kg)				
% Kept for family consumption / give away				
% Sold fresh				
% Processed before sale				
% Sold as low value fish				
% Kept/sold as bait				
% Thrown away				
% Others (specify)				
TOTAL	**100**	**100**	**100**	**100**

(10) In the case of "fresh fish sale", provide the following information for up to four species.

	Species name:	Species name:	Species name:	Species name:
Total sale value (USD)				
% Sold by yourself or family members locally				
% Sold to restaurants and hotels				
% Sold to local fish mongers				
% Sold to buyers or collectors				
% Sold to processors				
% Other sales (specify)				
TOTAL	**100**	**100**	**100**	**100**

(11) In general, how are prices of SSF products compared to other catches?

_____ a) Higher

_____ b) Lower

_____ c) Same

(12) Do the following mechanisms and strategies exist to differentiate SSF products from others?

_____ a) Label of origin (specify: _____)

_____ b) Eco-certification and labeling (specify: _____)

_____ c) Agreements with buyers (specify: _____)

_____ d) Market innovation (specify: _____)

_____ e) Others (specify: _____)

(13) What are the roles of women and SSF organizations in fish marketing and ways to enhance their involvement and success?

(14) What are some of the opportunities to promote SSF products?

(15) What are some of the challenges in the marketing of SSF products?

Additional comments (optional):