

MARKETING POTENTIALITIES OF SOME NEW FISHERY PRODUCTS

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India has a coast line of 5,000 Km. and more than 90,000 fishing vessels are operated at different parts, landing about a million tonnes of fish every year.

Significant progress in fishing industry has been witnessed during the last decade and much emphasis has been given in increasing the number of fishing vessels suitable for off-shore fishing. All these attempts indicate considerable increase in the marine landings in the years to come. Even though over fishing has been reported in several areas of high seas, Indian Ocean is supposed to be still unexploited except perhaps in some isolated pockets in and off Cochin where shrimp trawling is done. Therefore an intensive fishing programme in our country will certainly add to a spectacular increase in the total marine landings.

The researches conducted in the various fields so far, have contributed to a higher catch and better facilities and methods for processing, storage and transportation of fish and fishery products. Freezing and canning especially

of shell fish have made tremendous headway in India, and this is 100% export oriented. But commercial production of other fishery products still remain at its infant stage. A handsome figure of Rs. 24 Crores has been reported as the foreign exchange earnings from the export of fish and fishery products from India for the year 1968. More than 60% of this amount is from Prawns exported in different forms such as frozen, canned and dried. Frozen frog legs, lobster tails etc. are other important items of the export. This export earning can be significantly increased if sufficient attention is given to the production of some new fishery products.

The aim of this article is to stress the importance of such fishery products which will certainly have a significant market in India as well as in foreign countries. India is facing a stiff competition particularly in the market for frozen shrimp which is the life blood of the foreign trade in our fishery products. Every effort to maintain this premier position is being taken both by the Government and the Industry. But along with

these efforts the possibilities of introducing and marketing new fishery products have to be explored. Some such promising fishery products which will have definite impact on foreign trade are (1) Laminated Bombay duck (2) Bombay duck paste (3) Smoked Eel fillets and (4) Smoked and subsequently canned Eel fillets.

Laminated Bombay Duck :

About 85,000 Tonnes of Bombay duck are landed every year in India. This is the third largest single fishery of our country. Such an important item of our catch is not utilized properly to-day. The major quantity of this fish is landed in Gujarat coast. Maharashtra, Andhra and Orissa are other States where this fishery mainly exists. At present almost the entire quantity of this protein rich fish is converted into crude commercially dried Bombay duck which fetches a very poor price. A negligible quantity is converted into laminated Bombay duck. No other new methods of processing are available for processing Bombay Duck due to the peculiar nature of its flesh.

Absolutely fresh Bombay duck after removing gut and fin (followed by proper washing) are partially dried and head and tail are removed at this stage followed by splitting, dipping in brine and drying. The dried material is pressed in a Roller press to get proper shape, sides trimmed and bundled in 25 or 50 pieces. The proximate composition and yield (from fresh fish) of laminated Bombay duck are: moisture 13%, salt 4%, protein 65%, ash 11% and yield 8%.

The laminated Bombay duck is either baked or fried in oil and consumed. The peculiar taste of such prepared

laminated Bombay duck is highly relished by western people. The total cost of production of 100 pieces of laminated Bombay duck is about Rs. 4.50 while the current selling price is between Rs. 8/- to 10/-. It has to be pointed out that the selling price of traditionally dried (whole) commercial Bombay duck is only Rs. 2/- or less for 100 pieces. Laminated Bombay duck is in great demand in United Kingdom and West European Countries, and it can be easily extended to U. S. A.

The preparation of laminated Bombay duck does not call for any sophisticated machinery and it is quite simple. Care should of course be taken to manufacture the product under strict hygienic conditions in well laid out factories.

Bombay Duck Paste

This is another important product which can be prepared from fresh Bombay duck. Absolutely fresh Bombay duck fillets are brined and cooked followed by pulverisation and canning. The proximate composition and yield (from raw material) of this product are: moisture 76%, salt 3%, protein 16%, ash 4% and yield 40%.

Smoked Eel Fillets

Annually about 8,000 tonnes of marine Eel is landed in India. A major part of this species is caught from the Gujarat coast. Even though it is a quality fish it is not relished by many fish eaters and therefore fetches a very low price. This can be successfully converted into smoked Eel fillets.

Absolutely fresh fillets are brined, partially dried, smoked and further

dried. This smoked product has got excellent taste and there will be great demand for this product in internal and external markets. The proximate composition and the yield (from raw material) of smoked Eel fillets are: moisture 35%, salt 12%, protein 47%, ash 17% and yield 25%.

Smoked and Canned Eel Fillets:

This is another important product which can be prepared from Eel fish. Fresh fillets after brining, drying and slight smoking is canned in double refined deodorised ground nut oil. Smoked and subsequently canned Eel fillet has got its own distinct and appealing taste. The proximate composition and yield (from raw material) are: moisture 52%, salt 6%, protein 35%, ash 8% and yield 30%.

All these fishery products have outstanding qualities as speciality products and all of them can be in great demand in foreign markets. Another advantage of these products is that they are prepared from low priced but protein rich fish.

Laminated Bombay duck has already appeared in internal and external markets so that the profit of this trade could be worked out. But other products (Bombay duck paste, smoked Eel fillets and smoked and canned Eel fillets) have not yet been produced commercially and so the profit on the production of these products could not be estimated. Still it can be roughly worked out as shown in the following table.

Product	Total cost of production	Selling price
(1) Bombay duck paste (One can of 200 gm.)	Re. 1. 00	Rs. 1. 25
(2) Smoked Eel fillets (1 kg.)	Rs. 5. 00	Rs. 6. 00
(3) Smoked and canned Eel fillets (One can of 280 gms.)	Rs. 2. 50	Rs. 3. 00

The Central Institute of Fisheries Technology Sub-station at Veraval has already done extensive work on these projects and suitable methods have been suggested for the commercial production of the above mentioned fishery products.

