SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

Initial Visits and Production of Market Survey

MARCH, 2017
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Cover photo: Women processing anchovy. (Credit: Development Action Association)
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Resonance Global: https://resonanceglobal.com/
SNV: http://www.snvworld.org/en/countries/ghana
# ACRONYMS

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<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>CCM</td>
<td>Centre for Coastal Management</td>
</tr>
<tr>
<td>CEWEFIA</td>
<td>Central and Western Region Fishmongers Improvement Association</td>
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<tr>
<td>CRC</td>
<td>Coastal Resource Center</td>
</tr>
<tr>
<td>CSLP</td>
<td>Coastal Sustainable Landscape Project</td>
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<tr>
<td>DAA</td>
<td>Development Action Association</td>
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<tr>
<td>DFAS</td>
<td>Department of Fisheries and Aquatic Science</td>
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<tr>
<td>DMFS</td>
<td>Department of Marine Fisheries Sciences</td>
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<tr>
<td>DQF</td>
<td>Daasgift Quality Foundation</td>
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<tr>
<td>FtF</td>
<td>Feed the Future</td>
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<tr>
<td>GIFA</td>
<td>Ghana Inshore Fishermen's Association</td>
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<tr>
<td>GIS</td>
<td>Geographic Information System</td>
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<tr>
<td>GNCFC</td>
<td>Ghana National Canoe Fishermen’s Council</td>
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<tr>
<td>HM</td>
<td>Hen Mpoano</td>
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<tr>
<td>ICFG</td>
<td>Integrated Coastal and Fisheries Governance</td>
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<tr>
<td>MESTI</td>
<td>Ministry of Environment Science and Technology</td>
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<tr>
<td>MOFAD</td>
<td>Ministry of Fisheries and Aquaculture Development</td>
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<tr>
<td>NDPC</td>
<td>National Development Planning Commission</td>
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<tr>
<td>NGOs</td>
<td>Non-Governmental Organizations</td>
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<td>SFMP</td>
<td>Sustainable Fisheries Management Project</td>
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<td>SMEs</td>
<td>Small and Medium Enterprises</td>
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<td>SNV</td>
<td>Netherlands Development Organization</td>
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<td>Scientific and Technical Working Group</td>
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<td>UCC</td>
<td>University of Cape Coast</td>
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<td>URI</td>
<td>University of Rhode Island</td>
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<td>USAID</td>
<td>United States Agency for International Development</td>
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<td>WARFP</td>
<td>West Africa Regional Fisheries Development Program</td>
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SECTION 1: INTRODUCTION

The DAA Fisheries Training Center has a vision to smoke and sell hygienically produced fish on the Ghanaian market. To determine its consumers and what market to serve, a market surveillance was undertaking to determine if there is space for a premium smoked fish on the market.

SECTION 2: LOCATIONS VISITED AND OUTCOMES

2.1 Ohayo Ghana - Accra
On the 1st of November 2016, the surveillance team embarked on a visit to Ohayo Ghana. Ohayo Ghana is a Japanese company that trades in simple agricultural technologies such as fish processing and packaging equipment.

The purpose of the visit was to observe some of the best fish processing and packaging technologies available to inform the planning at the DFTC.

The Executive Director of OHAYO promised to provide technical support to the DFTC.

2.2 West Halls Mall - Accra
The team also visited the ShopRite at the West Hill Mall on the 8th of November, 2016. The procurement manager at ShopRite said that the shop can only stock food items that have been certified by the Food and Drugs Authority (FDA). He therefore advised the team to contact the FDA for support with the certification.

2.3 Shop and Save Mall
On the 9th November 2016, the team visited the Shop and Save Mall off the Spintex road. The officer in charge said that the next batch of products to be stocked by the shop, will be delivered in February 2017. He therefore asked the team to bring sample of the products from the DFTC for their management to peruse.

2.4 The Light Academy
The team also visited the Light Academy on 15th November, 2016. The proprietress of the school expressed interest in procuring smoked tuna for the school and asked the team to provide her with a price list of the products on offer by the DFTC.

2.5 Tot to Teen School
On 15th November 2016, Tot to Teen School was visited but the school authority stated that the school already had suppliers but will call on the DFTC as and when needed.

2.6 De Youngster's International School
The team visited the De Youngster’s International School at Madina, Accra on the 15th November 2016 but the school authorities said they already had a fish supplier.
2.7 Atlantic Lobsters &Dolphin Limited

The team visited the Atlantic Lobster & Dolphin Limited on 15th November 2016. The person in charge happy to hear the DFTC wanted to sell hygienically produced fish and requested for a price list with details of fish species that the center can supply.

SECTION 3: FINDINGS

- All of the market places visited expressed interest in the products.
- Retailers want to stock hygienically processed fish.
- All the market places visited will accept the product (packaged fish) if the DFTC could obtain the FDA certification.

SECTION 4: RECOMMENDATIONS

The DFTC can access better markets if subjects itself to all the food certification protocols of the FDA.