



SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

Report On Facilitating Fish
Processors To Produce And Sell
Value Added Fish To New Markets
In Central And Western Region As
Part Of Ahotor Oven Promotion



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Cover photo: Group photo of the marketing team (Credit: CEWEFIA)

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Resonance Global: <https://resonanceglobal.com/>
SNV: <http://www.snvworld.org/en/countries/ghana>

ACRONYMS

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

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EXECUTIVE SUMMARY

CEWEFIA worked with trained fish processors to link them to market both the traditional and formal market. Fish was processed on the new improved oven (Ahotor oven) and sent to market to test its marketability. The focus of this activity was to promote the use of the Ahotor Oven, adoption of food safety protocols at the market and generate consumer interest for higher income. Forty five fish processors (22 from Elmina, 18 from Moree, 1 from Anlo Beach, and 4 from Sekondi/Ngyeresia), who had been trained in business management skills were selected to buy fish at Elmina landing beach and smoke them on the Ahotor oven. The fish was then nicely packaged and labeled with contact addresses of each processor and sent to the local market, offices and restaurants.

The markets included Assin Fosu, on Tuesday and Friday, the Restaurant and Offices of Sasakawa restaurant at University of Cape Coast (UCC), UCC Campus, the Elmina Beach Resort (hotel), the KEEA Municipal Offices, and Cape Coast Regional Office, all in Central Region on Friday. At these marketing centers, the processors went from one office to another to sell the smoked fish and educating the public on what makes their product better and healthier.

At the end of the week over 90% of the fish had been sold, despite the initial hesitation by consumers. The processors made the effort and time to convince consumers to buy the fish on the first day at the market. It was an interesting activity.

Almost all the consumers who bought the fish applauded the CEWEFIA for such initiative and requested he processors to bring for sale at the offices on Fridays. This promotion should be expanded to other new markets.

1. BACKGROUND

In line with the effort to promote the use of the Ahotor Oven and production of hygienic fish for the Ghanaian market, selected fish processors purchased fish worth three thousand six hundred Ghana Cedis (GHC3600.00) from the Elmina fish landing site to process, as detailed in Table 1.

Table 1. Fishmongers involved in study

S/N	Communities	Number	Sex	
			Male	Women
	Moree	18	0	18
	Elmina	22	0	22
	Anlo beach	1	0	1
	Sekomdi/ngyeresia	4	0	4
	Total	45	0	45

1.1 Objectives

The objectives of the activity were to:

- To promote the use of the Ahotor Oven by fish processors.
- To see how customers will respond to fish packaged and sold as healthy quality fish.
- To link fish processors to customers who appreciate the quality fish.
- To promote food hygiene among processors.

1.2 Expected outcomes

Expected outcomes of the included:

- The marketability and profitability of Ahotor Oven ascertained.
- Fish processors linked with new customers.
- Perception and reaction of customers ascertained and effort put in place to deal with.

1.3 Methodology/Approach used in market promotion.

The following methods were adopted to promote the fish:

- Used improved packaging.
- Lower selling price.
- Sales Team wore branded aprons and T-shirt.
- Allowed for tasting of fish before purchase.

2. OUTCOME

A total of forty five trained MSMEs from Elmina, Moree, Anlo-Beach and Sekondi/Ngyeresia, (Twenty two from Elmina, Eighteen from Moree, one from Anlo Beach, and other four from Sekondi/Ngyeresia) were selected to apply all that they have learnt at the Business development, hygienic fish handling , fish value addition and use ahotor oven use and and maintenance trainings.

The fish was processed twice on two different days. Monday, 10th December, 2018 and Wednesday, 16th January, 2019. The selected fish processors went to the Elmina landing beach and were fortunate to meet a boat which had landed with pans of fresh fish. The processors purchased two (2) cartons of fish worth one thousand two hundred Ghana Cedis (GHC1, 200.00) on the first day, and four (4) cartons of fish wealth two thousand four hundred Ghana cedis on the second day, and transported it to the CEWEFIA fish processing facility.

Records were kept on purchases made for processing. The fish was then sorted, properly cleaned with potable water and processed on the Ahotor oven. The processed fish were left on the Ahotor Oven till it was well dried and fresh for the market. The fish processed on the first day were taken to local market; Assin Fosu on the market day. The fish processed on the second day was sold at Offices and Restaurants and hotels. The fish was packaged and labeled nicely in plastic containers and sent to market on Tuesday and Friday on the market days when there will be more customers.



Figure 1. Fish processors arranging fresh fish on a tray prior to smoking



Figure 2. Group photo of fish sales team ready for market

2.1 At The Market

At the market center, the sales team roamed around with the fish and shouted to catch the attention of customers. Customers were educated on the Ahotor oven and why the fish was of a better quality. Aside that consumers were also allowed to taste the fish to affirm its quality. At the end of the day most of the fish were sold out. Since it was a new package introduced, it took extra effort and time to convince the customers before they purchased the fish.

Most of the consumers appreciated the new value addition process and applauded the team for that. On the other hand some market women especially the fish processors lamented that this method is coming to take over their fish business. Others said that such packaged fish should be sold at supermarket and malls other than the local markets. It was an interesting activity and worth continuing. This exercise with time envisaged that it will open the minds of fish consumers to demand for improved and hygienic fish product at local market.

2.2 At The Offices/Restaurant

At the offices, the sales team roamed around with the fish in plastic containers from one office to another and sensitized the officers on how the fish was processed. The officers and the hotel staff applauded the sales team and asked that if the fish promotion can be done often on their premises on Fridays as majority of the officers will travel back home for weekends and therefore will demand for fish.



Figure 3. Miss Josephine Opare Addo (a member of the sales team) at the market selling

3. THE WAY FORWARD

- Processors will continue to handle fish hygienically and use the ahotor oven.
- More fish processors will be linked to markets
- New markets will be discovered and different kinds of consumers reached.

3.1 Challenges

- High cost of fresh fish at the landing beach.
- Some Consumers were reluctant to buy the fish. They thought chemicals had been used to preserve the fish.
- Others thought that the fish was spoilt.
- Others thought that the fish should be given out free to promote it.

3.2 Lessons Learned

1. The Branding (branded T shirt and Aprons with USAID/Ghana logo) facilitated the promotion of the fish especially at the offices. The consumers were sure the fish was safe for consumption.
2. The high literacy level of consumers at the offices and hotels also increased the patronage.



Figure 4. Processed fish packed in a zip lock bag ready for market

4. CONCLUSIONS

The Ahotor oven is not only used for smoking fish but can also be used for fish value addition.