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SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

Initial Visits and Production of Market Survey



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THE
UNIVERSITY
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GRADUATE SCHOOL
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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

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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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 undertaken 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 fish 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.