BJAE, II(1), June 1979 95-113

MARINE FISH MARKETING IN BANGLADESH

S. Abdus Sabur and Lutfor Rahman*

ABSTRACT

This note examines fresh marine fish marketing system in Bangladesh with a view to assessing marketing performance by analysing marketing margins derived by various intermediaries, seasonal price variations and availability of physical marketing facilities. Data from two major marine fish markets, Chittagog and Gaox's Bazar, have been used.

I. INTRODUCTION

Because of the limited supply of livestock, poultry and fresh water fish in Bangladesh, the marine fish is considered to be an important source of animal protein. It can help significantly in tackling the problem of malnutrition by providing cheap protein food to the people. Bangladesh earns a considerable amount of foreign exchange every year *by* exporting marine fisheries products. Due to the phenomenal rise in the demand and price of marine fishes, especially shrimp, in the world market, Bangladesh has great potentiality to earn huge foreign exchange by exporting marine fishes. Moreover, fishery being a labour oriented sector can extend productive employment to an appreciable portion of the labour force. In Bangladesh, there are about 8 lakh fishermen engaged in marine fishery (Ishaq 1977). Allied activities like processing and marketing, if properly developed, are likely to absorb large labour forces.

Presently the government has been giving increasing attention to augment the production of marine fish in Bangladesh. But mere increased production of fish is not enough. It must reach the consumers to satisfy their wants. To make the marine fish available to the ultimate consumers at the right time, at the right place and at the right price, however, requires an efficient and elaborate marketing system.

Marine fish marketing in Bangladesh seems to face a number of problems as rough handling, improper cleaning and packaging, exploitation of fishermen by

*The authors are respectively Lecturer in Agricultural Economics, Krishi College, Dacca, and Associate Professor, Department of Cooperation and Marketing, Bangladesh Agricultural University, Mymensingh.

traders, inefficient transportation and inadequate storage facilities, shortage of capital, market limitation, etc. But no systematic attempt has been made to quantify the extent of these problems of marine fish marketing in Bangladesh. The present study tries to examine the organizational features of the fresh marine fish marketing system in the country with a view to assessing its performance by analysing the marketing margins, seasonal price variations and availability of physical marketing facilities.

II. METHODOLOGY

The study covers the markets of Chittagong town and Cox's Bazar. In total 45 samples consisting of 5 Farias, 10 Beparis, 10 Aratdars and 20 retailers were randomly selected from different stages of the marine fish marketing. Interview schedules were used to collect various information regarding costs, prices and organizational features of the markets. The study covered the period from March 1977 to June 1977.

In the present study, the marketing margin has been computed by comparing the prices at different levels of marketing. Marketing costs and margins of four species of marine fishes namely Hilsa, Roop Chanda, Lakhua, and Maitya in the domestic market have been considered in this study. The analysis of seasonal variations of prices of marine fishes for the year 1976 is based on data collected from the Department of Marine Fishery, Chittagong. Four species of fishes, i.e. Hilsa, Roop Chanda, Lakhua, and Chingri (Shrimp) have been selected for this price analysis.

III. MARKETING CHANNELS AND INSTITUTIONS

Export Market

Most of the marine catch is exported. This is done by the Bangladesh Fisheries Development Corporation (BFDC), Bangladesh Jatiya Matshyajibi Samabaya Samity (BJMSS), and some private organizations. After catching marine fishes using trawlers, the BFDC freezes, stores and sells the good quality fish to the foreign countries. The BJMSS has a seperate export department whose function is to collect fishes from the member fishermen and then export them to the foreign countries. In the private sector, there were eleven exporting organizations at the time of analysis that purchase fishes through agents from Beparis who purchase fishes directly from fishermen. The private organizations export fishes to foreign markets after necessary processing and packaging.

Domestic Market

In domestic market, the BFDC and the fishermen are the producers of marine fish in public and private sectors respectively.

The BFDC sells the trawler fish at wholesale rates on open auction system at the Chittagong fish harbour. The auction made by the BFDC is generally called by a group of well organized local persons known as brokers. The brokers sell their products to the Beparis coming from different places, and the Beparis sell their fishes to the retailers through the Aratdars.

In the private sector, there are three stages in the movement of fresh marine fish from the producers (fishermen) to the domestic consumers :

(i) from catching centre to local wholesale markets ;

(ii) from wholesale markets to Arat centres ;

(iii) from Arat centres to retail markets.

The earliest link in the private sector of the domestic marketing chain is the fishermen. The fishermen of Moheshkhali, Sonadia, etc. usually sell their catches while they are still in the sea. But the fishermen of Coz's Bazar generally sell their products from the boats at the Cox's Bazar fishery terminal. The fishermen of Chittagong usually sell their fishes from their boats at the Chittagong fishery terminal and sometimes sell through the Aratdars.

After fishermen, the different intermediaries who enter into the link of the marketing chain are : Farias, Beparis, Aratdars and retailers.

Farias

Farias are petty traders who purchase fish from the fishermen in the sea or at the fishery terminal and offer the same to the Beparis at the Cox's Bazar wholesale market. During the peak season, they sometimes send their products to the Chittagong Arat centre. The Farias are jointly organized and share profit or loss equally. They themsleves do all the marketing functions and in very rare cases hire labour.

Beparis

The Beparis are professional marine fish traders who make their purchase from farias or fishermen and sell their consignment to the retailers through Aratdars. The Beparis are of two kinds.

Beparis of the first category make their purchase from the Farias at the Cox's Bazar wholesale market and bring the products by trucks to the Chittagong Arat centre for selling them to the retailers through the Aratdars. They are jointly organized and usually hire labour. In this category, there are some Beparis who purchase fish from the fishermen at the Chittagong fishery terminal and sell it through the Aratdars.

Secondly, there are some rich Beparis who own or hire launches, make their purchase from the fishermen in the sea and bring their products to Chittagong in order to sell it through the Aratdars. They are indpendently organized and hire both salaried and causal labour.

Aratdars

The Aratdars are commission agents who have fixed establishment and operate between Farias and Beparis on the one hand and retailers on the other. They help the Beparis to sell their products and charge a fixed commission. They make cash payment to Beparis but supply fish to retailers on credit. Aratdars never share any cost with Beparis or retailers. They often advance loan to the Beparis on the condition that the Beparis have to sell fish through them. They hire both casual labour and salaried persons. Most of the Aratdars are independently organized and need license for operating the business.

Retailers

The retailers form the last link in the marketing chain and buy fish from the Aratdars on credit and sell it to the consumers. They are independently organized. Some big retailers are found to employ labour on daily payment basis. They have a fixed establishment and need licence for operating business.

On the whole, some elements of concentration are observed in the institutional structure of the private marine fish marketing except at the retail level. The Aratdars and Beparis seem to enjoy monopolistic bargaining power which enhances the chance of the marine fishermen being exploited.

IV. MARKETING MARGIN

The total marketing margin which is the difference between the prices received by the producers and the prices paid by the final consumers usually consist of margins at several stages of distribution, and in each case the margin is the difference

between the buying and selling prices of each distributor. The term "Price Spread" is often used synonymously with the term "Marketing Margin".

The total marketing margins of marine fishes are shown in Table 1. In case of road transport (truck), the average total marketing margin is Taka 139.78. The margins of Farias, Beparis and retailers are respectively 23.07 percent, 48.68 percent and 28.25 percent of total margins. In case of water transport (launch), the average total marketing margin is Taka 128.00 of which Beparis and retailers account for 69.15 percent and 30.85 percent respectively of the total margin. The analysis of the marketing margin of marine fish reveals a number of interesting facts. The total margin in case of truck transport is higher than the margin in case of launch transport i.e. the total margin increases with the increase in the number of intermediaries in the marketing channel. For both types of transports the total margin is the highest for Lakhua and lowest for Maitya (Appendix Tables 1-4). In other words, high marketing margin is associated with high priced fish and low margin with low priced fish. Again, in both the cases, the Bepari's margin is comparatively higher because of complexity of fucntions performed by him and higher cost of transportation and wastage due to lack of phyrical facilities.

Table 2 shows that on an average the producers (fishermen) receive 60.07 percent and 63.44 percent of consumer's taka in case of truck and launch transports respectively. For a highly perishable commodiy like fish this share can not be considered low. Also there seems to be ample scope to increase this share. Of course, it is extremely difficult to determine objectively as to what should be the producers' fair share of the consumer's taka. The important aspect is not the size of the share, it is rather the total return received by the producers for sale of ther products. This must be adequate to cover their production costs and to give a fair rate of return for the risks and labour undertaken.

Marketing margins are often considered to be indicative of the level of marketing efficiency. However, one can not say about efficiency in marketing until one analyses the composition of the marketing margin. Marketing margin consists of two elements: (a) marketing costs for performing various fuctions, and (b) profit of the intermediaries.

Marketing Costs

Table 3 shows that the total marketing costs are Taka 77.90 and Taka 76.12 for truck and launch transports respectively. This high cost of marketing results mainly from the functional inefficiencies in the marketing, i.e. inefficient transport, and high percentage of product losses due to inadequate storage facilities. The cost of traspor-

TABLE 1 TOTAL MARKETING MARGIN OF THE INTERMEDIARIES

Name of intermediaries[a]	Truck		Launch	
	Marketing Margin (Tk.)	Percentage of total	Marketing margin (Tk.)	Percentage of total
Farias	32.24	23.07		
Beparis	68.05	48.68	88.51	69.15
Retailers	39.49	28.25	39.49	30.85
Total	139.78	100.00	128.00	100.00

a Aratdars are not included because their commission is incorporated as cost item in the Beparis' margin.

Source : Appendix Table 5

TABLE 2 PRICE SPREAD OF SELECTED MARINE FISHES

Name of fishes	Mode of transport	Retail price (per maund)	Retail margin	Beparis' margin	Farias' margin	Total margin	Producers' share
			Percent of retail price				
Hilsa	Truck	355.00	8.94	21.89	9.95	40.78	59.22
	Launch	355.00	8.94	27.27	—	36.21	63.79
Roop Chanda	Truck	362.40	9.06	17.45	8.90	35.41	64.59
	Launch	362.40	9.06	23.10	—	32.16	67.84
Lakhua	Truck	418.00	14.21	17.44	8.02	39.67	60.33
	Launch	418.00	14.21	22.63	—	36.84	63.16
Maitya	Truck	265.00	12.83	22.02	10.50	45.35	54.65
	Launch	265.00	12.83	29.76	—	42.59	57.41
Average	Truck	350.10	11.28	19.44	9.21	39.93	60.07
	Launch	350.10	11.28	25.28	—	36.56	63.44

Source : Computed from Appendix tables 1—4.

TABLE 3 MARKETING COST OF MARINE FISHES

Items	Truck		Launch	
	Cost (Tk.)	Percentage of total	Cost (Tk.)	Percentage of total
1. Transportation	13.09	16.80	13.71	18.01
2. Loading & Unloading	2.33	2.99	1.83	2.41
3. Salaries & Wages	—	—	2.40	5.78
4. Packaging	2.50	3.21	—	—
5. Icing	15.46	19.85	16.68	21.91
6. Charges	8.50	10.91	—	—
7. Market tolls	1.20	1.54	1.20	1.58
8. Personal expenses	11.76	15.10	6.13	8.05
9. Tips & donations	1.36	1.74	1.41	1.85
10. Cost of contacting	10.00	12.84	10.00	13.14
11. Wastage	10.47	13.44	18.97	24.92
12. Miscellaneous	1.23	1.58	1.79	2.35
Total	77.90	100.00	76.12	100.00

Source : Field investigation.

TABLE 4 COMPONENTS OF TOTAL MARKETING MARGIN

Name of intermediaries	Truck			Launch		
	Cost of marketing per maund (Tk.)	Profit per maund (Tk.)	Marketing margin per maund (Tk.)	Cost of marketing per maund (Tk.)	Profit per maund (Tk.)	Marketing margin per maund (Tk.)
Farias	18.13	14.11	32.24	—	—	—
Beparis	37.02	31.03	68.05	53.37	35.14	88.51
Retailers	22.75	16.74	39.49	22.75	16.74	39.49
Total	77.90	61.88	139.78	76.12	51.88	128.00
Percentage	55.73	44.27	100.00	59.47	40.53	100.00

Source : Field investigation.

tation and wastage account for 16.80 percent and 13.44 percent of the total cost of marketing and 18.01 percent and 24.92 percent of the total cost when fishes are transported by truck and launch respectively. Due to inefficient transport and inadequate storage facilities large amount of ice is required to keep the fish fresh. The cost of icing is about 20 percent and 22 percent of the total cost in case of truck and launch respectively. It is obvious that there is considerable scope for reducing the high marketing costs by improving physical facilities, and to this extent marine fish marketing may be regarded as inefficient.

Profit of Intermediaries

The total profits earned by different intermediaries concerned in the study come to Taka 61.88, i.e. 44.27 percent and Taka 51.88, i.e. 40.53 percent of the total marketing margin in case of truck and launch transports respectively (Table 4). This profit, which is in reality the cost of management and capital input used, may be consideed rather high. But, it must be remembered that since fish is a highly perishable commodity, the implicit cost of risk and uncertainty borne by the intermediaries is also very high. If this risk factor and other implicit cost items are included in the cost of marketing, the profit figure is likely to decrease. However, in the context of developing countries such high profit for a perishable commodity does not seem to be unusual (Rashid and Chowdhury 1973).

The study also reveals that the percentage of profit to marketing margin increases with the increase in the number of intermediaries in the marketing channel. This indicates institutional inefficiency and in some cases, the existence of exploitative intermediaries in the channel. If these intermediaries are kept within the required number and size, the marketing margin as well as profit will be reduced, and consequently, the benefits and satisfaction of consumers and producers are likely to be enhanced.

V. SEASONAL PRICE VARIATION

Marine Fish experiences regular seasonal changes in its price and production during a year mainly due to the weather condition. The demand for fish is relatively constant throughout the year. But there is a great variation in supply. During the rainy season the sea remains very rough and the fishermen are not able to catch fish from the sea. Consequently, during this period the supply of marine fishes is the lowest. On the other hand, during the winter season, the sea remains relatively calm and huge amount of fish is caught by the fishermen in this season.

The seasonal variations of prices of different types of fishes are more or less similar in pattern. The price shows a rising trend from March - April and reaches the peak in June-July and then starts decreasing. Large differences are observed between the lowest and the highest price indices (Table 5). These differences are 45.77, 77.30, 79.48 and 45.25 for Hilsa, Roop Chanda, Lakhua and Chingri (Shrimp) respectively indicating high price differentials between slack and peak seasons. This high degree of price fluctuations and large differences between the slack and peak season prices are possibly the result of (i) a mis-match between demand and supply, (ii) lack of transporation, storage, preservation and processing facilities, and (iii) lack of market information about demand, supply and prices, and are indicative of some degree of inefficiency in the marine fish marketing system.

The degree of fluctuation of prices is the least for the Chingri. This is because most of the fish in this variety is exported and there are relatively good storage facilities.

TABLE 5 SEASONAL INDICES OF PRICES OF DIFFERENT TYPES OF MARINE FISHES AT CHITTAGONG MARKET IN 1979 (AVERAGE PRICE=100)

Months	Name of fish			
	Hilsa	Roop Chanda	Lakhua	Shrimp
January	98.77	84.18	79.08	80.40
February	84.49	83.53	64.15	74.29
March	87.44	89.85	81.39	100.33
April	90.67	92.28	85.70	93.93
May	83.77	74.47	90.36	101.61
June	111.73	95.51	119.69	115.27
July	129.54	133.56	143.63	117.41
August	127.92	104.42	102.13	119.54
September	103.63	151.77	131.66	110.58
October	85.01	103.20	97.74	113.41
November	88.51	90.66	99.40	84.82
December	108.49	96.52	105.03	88.86

Source : Appendix Table 6

VI. PHYSICAL MARKETING FACILITIES

In marine fish marketig, transportation remains very rudimentary and inadequate. The perishability of fish demands specialized types of transport, but fishes are generally transported by ordinary trucks and launches. In public sector, the BFDC owns insulated trucks to transport fish from Chittagng to Dacca but no such truck is available in the private sector. Lack of railway fish vans with preservation facilities also hinders the movement of fish to distant places of the country. During the peak season the intermediaries face difficulties in carrying the fishes to the consumers due to inadequacy of transport.

Moreover, owing to inadequate and unscientific storage facilities the fish can not reach the consumers in wholesome condition and in consequence, a portion of the fish is wasted. In the private sector, there is hardly any storage facility. In Cox's Bazar there are two cold storages of the BFDC which are seldom used by the private traders. In Cittagong the BFDC owns a cold storage with a storage capacity of 105 tons of iced fish and only recently a modern cold storage with a capacity of350 tons of frozen fish has been constructed. But these facilities are not available to the private traders. In the Chittagong Arat Centre where most of the marine fishes are assembled, there is no cold storage facility. Again, in the launches there are no freezing facilities to preserve fishes. As a result, a significant portion of fish is wasted and the rest, considerably reduced in quality, reaches the consumers. Table 6 shows that 10 percent and 20 percent of the fishes are wasted when they are transported by truck and launch respectively.

Processing facilities of marine fish in Bangladesh is not satisfactory at all. The fishermen preserve the excess fish through the age-old process of sun drying which has many drawbacks. In the private sector, there are eleven freezing plants

TABLE 6 RELATIVE FISH WASTAGE IN THE HANDS OF INTERMEDIARIES

Intermediaries	Percentage of fish wastage	
	Truck	Launch
Beparis	2.50	12.50
Retailers	7.50	7.50
Total	10.00	20.00

Source : Field investigation.

in Bangladesh with freezing capacity of 12000 tons but they freeze mainly shrimp for export. The BFDC also freezes good quality fishes for exporting them to foreign countries. In Cox's Bazar, the BFDC owns one processing plant but due to some technical and economic difficulties it produces only a limited amount of fish meal and liver oil. Recently a modern processing plant for producing fish meal, shark liver oil, fish oil, etc. has been established at the fish harbour, Chittagong. There are only two canning units in Dacca with a capacity of 2,000,000 lbs. The BFDC, Chittagong, has also small capacity of canning fish. But the production of canned fish is hampered due to various problems such as lack of containers, unsteady supply of fish, high production cost, etc. (for further details on this see the article by Jabbar and Karim in this issue).

Thus, judging by the criterion of availability of physical marketing facilities, the existing marine fish marketing in Bangladesh seems to be operating well below the potential efficiency level.

VI. RECOMMENDATIONS

1. In marine fish marketing, the country obviously faces a dilemma- whether more of marine fishes should be used for domestic consumption or for export. One of the solutions may be to epxort shrimps which can earn good foreign exchange and other fihses like Sharks that are not eaten by our people. And attempts should be made to make available more marine fishes to the people in order to overcome the problem of malnutrition by increasing domestic consumption.

2. Competition in the trade among the private, public and co-operative sectors should be encouraged. The BFDC should arrange to buy fishes from the fishermen at reasonable prices by establishing fish purchasing centres in the main fish production and landing areas in the coastal belt and sell them in all big cities of Bangladesh through retail fish stalls. Marine fish may also be supplied to the government, semi-government and autonomous institutions in order to increase the domestic consumption of marine fish.

3. With a view to improving the bargaining power of the fishermen more co-operatives should be formed and the existing ones reorganized. In addition to pro-

viding adequate instruments, credit and advice to the fishermen, the co-operatives should enable the fishermen to market their fishes at reasonable prices by establishig their own cold storage, freezing and processng plants and transport facilities.

4. Spoilage of fish can be minimised by undertaking various precautions such as proper handling, cleaning and icing and keeping fish in clean places under reduced tempereture. The training of fishermen and others who handle fishes in correct technique of cleaning, packing in ice, handling, transporting and marketing is also essential.

5. Transportation system should be improved for better marketing and distribution of marine fishes in Bangladesh. Steps should be taken both by the government and the private traders to construct sufficient numbrs of insulated fish carrier boats and launches with storage facilities. Road and rail transportation should also be improved by procuring diesel engine powered insulated trucks and railway fish vans which can be used to carry fish to the consumer centres.

6. The problem of storing and preservation of marine fish in our hot and humid climate can be overcome by establishing more cold storages, ice factories, freezing plants and processing industries at important assembling centres. But the storage and preservation of fish by modern method, if available at all, are expensive. Moreover, most of our consumers because of their low purchasing power and tradition bound buying habit are not very willing to pay higher prices for clean, processed and well packed product. So, marine fishes, preserved and processed, should mainly be exported to foreign markets.

7. Prima facie, it seems that the producer's share and consumer's benefit can be raised by eliminating some of the middlemen in the marketing channel. But it must not be forgotten that the middlemen are rendering services which keep the marketing system running. Excess middlemen should be eliminated, if at all, only after conclusive research works. In the meanwhile, however, attempts should be made to improve the performance of the existing middlemen by employing various measures that result in competitive profits to the intermediaries concerned.

BIBLIOGAPHY

Bucksimiar, 1977 — Bucksimiar, A. H. : "The Problem of Transport and Marketing of Marine Fisheries Products and Their Remedy." Paper presented at the National Marine Fisheries Seminar in Chittgong, March 1977.

Dewan, 1967 — Dewan, B. K. : "A Study of Fish Marketing in the Mymensingh Town." Unpublished M. Sc. thesis, East Pakistan Agricultural University, Mymensingh, 1976.

Huq, 1977 — Huq, S. A. : "Export Potentiality of the Marine Fishery Products of Bangldesh." Paper presented at the National Mrine Fisheries Seminar in Chitagong, March 1977.

Ishaq, 1977 — Ishaq, M. : "Role of Fishermen's Co-operative Development of Marine Fishing in Bangdesh." Paper presented at the National Marine Fisheries Seminar in Chittagong, March 1977.

Krohn, 1957 — Krohn, Klaus-Hinrich and A. Alewell : *Sea Fish Marketing in Federal Republic of Germany*. FAO Fisheries Study No. 6. Rome : Food and Agriculture Organization of the United Nations, 1957.

Rashid, 1973 — Rashid, A. and M. A. Chowdhury : *Marketing Efficiency in Theory and Practice*. ADC Teaching Forum : Marketing, Price Analysis and Trade No. 28. New York : Agricultural Development Council, April 1973.

Sabur, 1977 — Sabur, S. A. "An Economic Study of the Marketing of Marine Fish in Bangladesh." Unpublished M. Sc. thesis, Bangladesh Agricultural University, Mymensingh, December, 1977.

Sarker, 1977 — Sarker, M. R. : "Marketing of Marine Fisheries Products." Paper presented at the National Marine Fisheries Seminar in Chittagong, March 1977.

APPENDIX

TABLE I PRICE SPREAD OF HILSA FISH

Items	Mode of transport			
	Truck		Launch,	
	Taka per maund	Percentage to the consumer price	Taka per maund	Percentage to the consumer price
A. Price received by fishermen	210.25	59.22	226.43	63.79
Marketing cost of Farias	18.13	5.11	—	—
Profit of Farias	17.19	4.84	—	—
Marketing margin of Farias	35.32	9.95	—	—
B. Price paid by Beparis	245.57	69.17	226.43	63.79
Marketing cost of Beparis	37.05	10.43	53.37	15.03
Profit of Beparis	40.67	11.46	43.46	12.24
Marketing margin of Beparis	77.69	21.89	96.83	27.27
C. Price paid by retailers	323.26	91.06	323.26	91.06
Marketing cost of retailers	22.75	6.41	22.75	6.41
Profit of retailers	8.99	2.53	8.99	2.53
Marketing margin of retailers	31.74	8.94	31.74	8.94
D. Total marketing margin	144.75	40.78	128.57	36.21
E. Price paid by consumers	355.00	100.00	355.00	100.00

Source : Field Survey.

TABLE 2 PRICE SPREAD OF ROOP CHANDA FISH

Items	Mode of transport			
	Truck		Launch	
	Taka per maund	Percentage to the consumer price	Taka per maund	Percentage to the consumer price
A. Price received by fishermen	234.05	64.59	245.85	67.84
Marketing cost of Farias	18.13	5.00	—	—
Profit of Farias	14.14	3.90		
Marketing margin of Farias	32.27	8.90		
B. Price paid by Beparis	266.32	73.49	245.85	67.84
Marketing cost of Beparis	37.02	10.21	53.37	14.73
Profit of Beparis	26.24	7.24	30.36	8.37
Marketing margin of Beparis	63.26	17.45	83.73	23.10
C. Price paid by retailers	329.58	90.94	329.58	90.94
Marketing cost of retailers	22.75	6.28	22.75	6.28
Profit of retailers	10.07	2.78	10.07	2.78
Marketing margin of retailers	32.82	9.06	32.82	9.06
D. Total marketing margin	128.35	35.41	116.55	32.16
E. Price paid by consumers	362.40	100.00	362.40	100.00

Source : Field Survey.

TABLE 3 PRICE SPREAD OF LAICHA FISH

Items	Mode of transport			
	Truck		Launch	
	Taka per maund	Percentage to the consumer price	Taka per maund	Percentage to the consumer price
A. Price received by fishermen	252.17	60.33	264.00	63.16
Marketing cost of Farias	18.13	4.34	—	—
Profit of Farias	15.40	3.68	—	—
Marketing margin of Farias	33.53	8.02		
B. Price paid by Beparis	285.70	68.35	264.00	63.16
Marketing cost of Beparis	37.02	8.86	53.37	12.77
Profit of Beparis	35.89	8.58	41.24	9.86
Marketing margin of Beparis	72.91	17.44	94.61	22.63
C. Price paid by retailers	358.61	85.79	358.61	85.79
Marketing cost of retailers	22.75	5.44	22.75	5.44
Physical loss	21.80	5.22	21.80	5.22
Profit of retailers	14.84	3.55	14.84	3.55
Marketing margin of retailers	59.39	14.21	59.39	14.21
D. Total marketing margin	165.83	39.67	154.00	36.84
E. Price paid by consumers	418.00	100.00	418.00	100.00

Source : Field survey

TABLE 4 PRICE SPREAD OF MAITYA FISH

Items	Mode of transport			
	Truck		Launch	
	Taka per maund	Percentage to the consumer price	Taka per maund	Percentage to the consumer price
A. Price received by fishermen	144.82	54.65	152.13	57.41
Marketing cost of Farias	18.13	6.84	—	—
Profit of Farias	9.70	3.66	—	—
Marketing margin of Farias	27.83	10.50		
B. Price paid by Beparis	172.65	65.15	152.13	57.41
Marketing cost of Beparis	37.02	13.97	53.37	20.14
Profit of Beparis	21.33	8.05	25.50	9.62
Marketing margin of Beparis	58.35	22.02	78.87	29.76
C. Price paid by retailers	231.00	87.17	231.00	87.17
Marketing cost of retailers	22.75	8.58	22.75	8.58
Profit of retailers	11.25	4.25	11.25	4.25
Marketing margin of retailers	34.00	12.83	34.00	12.83
D. Total marketing margin	120.18	45.35	112.87	42.59
E. Price paid by consumers	265.00	100.00	265.00	100.00

Source : Field Survey.

TABLE 5 AVERAGE PRICE SPREAD OF ALL MARINE FISHES

Items	Mode of transport			
	Truck		Launch	
	Taka per maund	Percentage to the consumer price	Taka per maund	Percentage to the consumer price
A. Price received by fishermen	210.32	60.07	222.10	63.44
Marketing cost of Farias	18.13	5.18	—	—
Profit of Farias	14.11	4.03	—	—
Marketing margin of Farias	32.24	9.21		
B. Price paid by Beparis	242.56	69.28	222.10	63.44
Marketing cost of Beparis	37.02	10.58	53.37	15.24
Profit of Beparis	31.03	8.86	35.14	10.04
Marketing margin of Beparis	68.05	19.44	88.51	25.28
C. Price paid by retailers	310.61	88.72	310.61	88.72
Marketing cost of retailers	22.75	6.50	22.75	6.50
Physical loss	5.45	1.56	5.45	1.56
Profit of retailers	11.29	3.22	11.29	3.22
Marketing margin of retailers	39.49	11.28	39.49	11.28
D. Total marketing margin	139.78	39.93	128.00	36.56
E. Price paid by consumers	350.10	100.00	350.00	100.00

Source : Field Suvery.

TABLE 6 SEASONAL PRICES OF DIFFERENT TYPES OF MARINE FISHES AT CHITTAGONG MARKET IN 1976

(Taka Per Maund)

Months	Name of fish			
	Hilsa	Roop Chanda	Lokhua	Chingri (Shrimp)
January	305.00	346.66	330.37	376.66
February	260.89	344.00	268.00	348.00
March	270.00	370.00	340.00	470.00
April	280.00	380.00	358.00	440.00
May	258.67	306.67	377.50	476.00
June	345.00	393.33	500.00	540.00
July	400.00	550.00	600.00	550.00
August	395.00	430.00	426.66	560.00
September	320.00	625.00	550.00	518.00
October	262.50	425.00	408.33	531.25
November	273.33	373.33	415.25	395.00
December	335.00	397.50	438.75	416.25

Source : Department of Marine Fisheries, Government of Bangladesh, Chittagong.