

Analysis of marketing performance of herring (*Amblygaster sirm*) supply chain in the West Coast of Sri Lanka

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Herrings are one of the dominant fish species in the coastal fish catch in Sri Lanka and also one of the highly consumed small pelagic fish species in the country. It is important to evaluate dynamics of supply chains of fish production in order to capture the changes in the supply chain that take place with the changes of technology and the socio-economic conditions of the country. Therefore, this study was undertaken to investigate key economic agents, their roles and functions in herring fisheries and to estimate the economic efficiency of the various marketing channels. The study was conducted in the West Coast in Sri Lanka covering Negombo, Chilaw and Puttlam fisheries districts. Data were collected from 100 value chain participants using a questionnaire survey conducted from January to August 2020. The marketing channels were mapped and those were analysed by using three marketing performance indices; marketing efficiency index, average composite distance in km and fishermen share in consumer rupee. Five dominant supply channels were identified and named based on the unique agent found in each supply chain; wholesaler's channel, mobile vendor's channel, road side vendor's channel, Ceylon Fisheries Corporation (CFC) channel and super markets' channel. The results revealed that the majority of marketing channels were dominated by the assembler. The highest marketing cost was incurred by the supermarkets (LKR 40/kg) followed by the CFC outlets (LKR 33/kg) while the lowest was from wholesaler (LKR 17/kg). The highest marketing efficiency index (1.98) was reported by mobile vendors' marketing channel whereas the highest fishermen share in consumer rupee was found in the CFC channel. The highest average composite distance in km was reported in the wholesaler's channel. However, based on the overall marketing performance, evaluated based on concerned three performance indices, CFC channel was the best marketing channel for the herring fishery in the study area, in which both the fishermen and the end consumers were benefitted.

Keywords: composite distance, fishermen share, marketing, marketing efficiency index

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