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Though Sri Lanka's Dry Zone provides extensive opportunity for the capture and culture of inland fish, its development has been regulated by certain socio-economic factors. Studies carried out in the Dry Zone have highlighted that fresh inland fish is available in abundance and it is very cheap. Low prices minimize the involvement of producers and this factor is regarded as a disincentive for them to take to fresh fish production. Many studies have revealed that prices of inland fish are much lower than sea fish and this is caused by the limited consumer acceptance.

This study has attempted to analyse the factors limiting the popularity of inland fish in the rural Dry Zone areas. Published research material collected on this subject area is used in addition to the field data gathered through questionnaires and observations.

- a) Cultural taboos, social prestige and religious beliefs are the leading factors that have kept 58% of the people away from eating inland fish. (b) also the mere reluctance of consuming strange or exotic fish is another significant factor which constituted 16% of the total. (c) the non-awareness of the new cooking methods and preparation of inland fish and that this variety of fish can be very palatable are among the other factors. This constituted 26%. (d) Changing trends of the consumption habits in the society and among the different age groups have also been recognised in recent field observations.

References

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