

F-18: Marketing pattern of reservoir fishery: a study on Bandagiriya Reservoir

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A field survey was carried out among the fishermen in the Bandagiriya Reservoir in Hambantota District, to investigate the marketing pattern of the reservoir fishery industry. Two main methods of catch disposal: through middlemen trader and direct selling to consumers by fishermen, were common in the area. Only 3 traders: 1 cyclist and 2 motorcyclists, came to purchase fish and they practiced door to door selling in areas around Bandagiriya reservoir. Direct marketing to consumers by fishermen took place at reservoir sites and at the village bazaar. Door to door direct selling was also practiced by fishermen by delivering fish on cycles and in baskets. Fish variety, size of the fish and appearance of fish were the main factors affecting fish price. Price was fixed per fish or per bundle of several fish. Fish prices have not changed for a considerable time period.

Before the suspension of government patronage for the inland fishery industry, when the production was higher than today, craft-tying marketing or marketing through a particular trader was popular among the fishermen. At that time 3 wholesalers who delivered fish by vans, and around 15 cycle and motorcycle vendors had been purchasing fish caught from the Bandagiriya reservoir. At present, there are no large scale wholesale traders and the craft-tying marketing method had disappeared altogether.