

Review of Status and Opportunities in Farmed Fish using an Innovative Real Time Fish Market Information System

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Abstract

Past Aquaculture CRSP and AquaFish CRSP research studies in Kenya have largely focused on fish production resulting in improved production technology in aquaculture. In 2007, total fish production was estimated to be 4,245mt valued at US\$6.6 million but has since grown exponentially. In Western Kenya, initiatives by cluster fish farmers have realized significant increases in the production of catfish fingerlings (*Clarias gariepinus*) for bait to Lake Victoria long-line fisheries. Some cluster farmers have diversified into fish feed production, extension services on pond construction and training other farmer on artificial propagation of the African catfish at a fee. The biggest challenge to many of these fish farmers is the lack of a marketing information system for farmed fish and fish products. Fortunately, Kenya is now widely covered by mobile phone networks, which offers a potential to map markets and demand with supply. This study assessed the potential for an Aquaculture Fish Marketing Information System (AFMIS) that integrates production and markets based on the existing model developed by Kenya Marine and Fisheries Research Institute (KMFRI). There is a Kenya national fish farming inventory database which was used by KMFRI to develop the Enhanced Fish Marketing Information System (EFMIS) for the commercial capture fisheries. EFMIS emerged from a National Fish Marketing Information System (NAFMIS) to enhance fish trade and incomes through improved access to fish market information. A conceptual framework for the AFMIS technology is envisaged to provide information on fish seeds, brooders, fish feed, prices, quantities and availability.