

CMFRI

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WORKSHOP ON

# MUSSEL FARMING

25 - 27 SEPTEMBER, 1980

MADRAS



CENTRE OF ADVANCED STUDIES IN MARICULTURE

**CENTRAL MARINE FISHERIES RESEARCH INSTITUTE**

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TECHNICAL SESSION VI      POST-HARVEST TECHNOLOGY AND MARKETING      CMFRI-CAS/  
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### MARKETING OF MUSSEL AND ITS PRODUCTS

The aspects such as production characteristics, demand and consumption pattern, trading practice and nature and form of the products determine the marketing prospects and potentials of any commodity. The mussel fishery of our country is composed of two principal species, namely, the green mussel (Perna viridis) occurring all along the coasts and the brown mussel (Perna indica) having a restricted distribution from south of Quilon to Kanyakumari on the west coast and along Tirunelveli coast on the east. The mussels exploited at present in our country forms only a subsistence fishery. They are fished mainly from Varkalay near Quilon to southern Karnataka coast. Along the Tamil Nadu coast, they are fished from Colachel to Kanyakumari. The important fishing centres are in the Calicut - Cannanore zone, at Vizhinjam, Colachel-Muttom and Kanyakumari.

There is no reliable statistics on the annual production of mussels realised from various centres. However, it is estimated that about 3000 metric tons of mussels are landed annually, the bulk of the landings coming from Calicut - Cannanore and Vizhinjam to Muttom

regions. The main season of the fishing is from November to May in the Centres on the west coast and from January to September on the east coast.

The mussels that are landed are marketed at present at the landing centres or in the nearby markets in fresh condition with shell on. They are normally sold in counts of hundreds. The market price varies from place to place and depends on the quality (size) of the mussel, its availability and also the abundance and fluctuation of other fishes.

There is no organised marketing system for mussels in India. Because of the relatively small quantity of mussels landed at present, marketing of the products does not pose any serious difficulty. However, it is envisaged that large quantities of mussels could be produced by the intensive culture in the open seas, as well as in the coastal waters as indicated by the techno-economic studies and demonstrations carried out at different centres.

The marketing of fish or any commodity which has an established acceptability or forms an epicurean gourmet post~~er~~ no problems. However, the mussels in our country is considered as poor man's food and as a 'lesser species' having poor demand and acceptability in the market. This is largely due to the prevailing prejudices and preference and non-availability of the commodity in the form required by the consumers. However, in view of the great utility of mussels both from nutritional and economic points of view, the Workshop may discuss the various aspects of marketing of mussels as well as the constraints encountered and may consider,

1. The urgent need to carry out a comprehensive market research/survey to establish a viable marketing base for mussels that could be produced from culture source;
2. As the mussels could bridge the protein deficiency in the Indian diet and could contribute greatly to improve the income of fishermen/fish farmers as well as the rural economy, there is an imperative need to improve the demand and marketability of mussels through proper extension and education of the consumers.
3. Marketing functions of mussels could be taken up through Fisheries Cooperatives/Corporations so as to ensure stabilised price and to the best advantage of both the producers and consumers.
4. Researches to produce diversified mussel products may be strengthened, so that the products preferred by the consumers could be made available and a sustained demand to the products could be ensured.
5. Internal market, particularly in the inland centres may be developed to market the commodity as mussel/mussel products are not available in far away places from the coastal areas.
6. External markets could be explored properly through marketing intelligence and Marine Products Export Development Authority may endeavour to export the commodity as mussel products could augment the much-needed foreign exchange through increased export of fishery products.