

# Demand for Value Added Fish Products in Urban Odisha

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**Abstract**—*The per capita average annual consumption of fish and fish products in India is around 5-6kg and the consumption pattern varies spatio temporally and across the different social strata. In the coastal state of Odisha, more than 57% of households consume fish as the main source of animal protein in their diet in different forms either in fresh condition or traditionally preserved and processed forms. Fish consumption surveys constitute an important information input for public policies on marketing, public health and product development. The objective of the paper was to examine the demand for the value added fish products by conducting a survey of 150 consumers in the Bhubaneswar, Odisha during the year 2018-19. About 40% of the consumers responded that they consume value added fish products once in a month. 33.33% of the consumers were of the opinion that the type of value added fish products available in the market is limited when compared to chicken and veg products and that the only value added fish product consumed by them is dry fish. About 7% of the consumers responded that they never consume dry fish as hygienic ones are not available in the market. All the consumers were interested in consuming one or other forms of value added products from fish if available locally. Half of the consumers (50%) were interested to consume fish cutlet. The next highest demand was for solar dried fish (43%). Almost, 80% of the consumers were not willing to pay a higher price for hygienically dried fish. This point to the unawareness of consumers about the advantages of hygienic drying of fish. Price, taste and health factor were perceived as the most important attributes of value added fish products by more than 90% of the consumers. The consumers though willing to purchase value added fish products were not ready to accept the prevailing market rates of these products in states outside Odisha mainly because of the non existence of these kinds of products in the Odisha market which makes it impossible for the consumers to assess the price.*