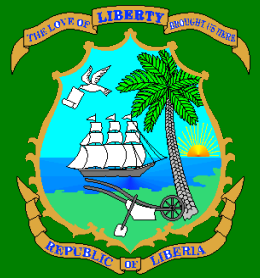


# COMMODITY PROFILE

FISH (2016)

MINISTRY OF COMMERCE & INDUSTRY  
REPUBLIC OF LIBERIA

Submitted on February 28, 2017



Product	
1. Commodity or Product Name	Fish
2. Types/Varieties:	Mackerel, Bonnie, Snapper & Zipper
3. Production information	a) 22.6 million b) 42,000MT c) 3,500MT d) 6 Months e) 20kg
Price	
4. International price per various sizes:	USD\$ 22.74
5. International price including shipment per various sizes:	USD\$ 28.40
6. Consumer / Retail Price:	USD\$ 34.36
7. Wholesale Price:	USD\$31.24
8. Average Consumer/Retail Price in Rural areas:	USD\$ 39.52
9. Average price margin between international & wholesale price in US\$ and % (Line7-Line5=\$; Line 9/Line/Line5= %)	$31.24-28.40=2.84/28.40=0.1\%$
10. Average price margin between consumer/retail price and wholesale price in US\$ and % (Line 6-Line7=\$; Line10/Line7= %):	$34.36-31.24=3.12/31.24=10\%$
11. Average price margin between rural consumer /retail price and consumer retail price in US\$ and % (Line8-Line6=\$; Line11/Line6= %):	$39.52-34.36=5.16/34.36=15\%$
12. Key factors effecting market price (cost transportation, scarcity, impropriety such as hoarding, market demand, etc.):	a) Impact of the exchange rate b) Limited transport and electricity infrastructure c) Limited storage and processing opportunities.
Place	
13. International Suppliers:	a. United Kingdom b. Senegal c. Morocco d. Guinea

14. Origins of Shipment:	UK, Senegal, Morocco, Guinea
15. Local Producers:	ENISUL Fisheries + WESCO
16. Local Production:	About 7,000 tons
17. Importers:	<ul style="list-style-type: none"> <li>a. African Fisheries</li> <li>b. Caroline Frozen Food</li> <li>c. Cheaitou Brothers Inc.</li> <li>d. Dalian Hailian Seafood Products</li> <li>e. Diamond Foods</li> <li>f. Fresh Frozen Food</li> <li>g. Samco Fisheries</li> <li>h. Shoko Inc.</li> <li>i. Unique Frozen Food Lib LTD, Cheaitou</li> <li>j. Brothers, West Africa Enterprise Inc.</li> </ul>
18. Wholesalers:	Same As Above
19. Major Retailers:	Market Women
20. Primary channels of distribution to consumers:	Importers – Distributors – Retailers – Consumers
<b>Promotion</b>	
21. International Brand Names:	Mackerel Fish, Bonnie Fish, Zipper Fish & Snapper Fish
22. Local Trademark Registration:	N/A
23. Brand Promotion Media Channels (Billboards, Radio, Television, Community Outreach, Publications, etc.):	N/A
24. Promotion challenges and issues:	<ul style="list-style-type: none"> <li>a. Lack of processing opportunities (including cold storage) makes it difficult to reliably promote fish</li> <li>b. Access to Finance for small companies like ENISUL</li> <li>c. Lack of electricity</li> </ul>
<b>Policy</b>	
25. International Governing Laws and Policies and ISO	Fish should be placed in a storage at 22 degrees

Prepared by: Division of Price Analysis & Marketing

Date: March 2017

Requirements where applicable:	Celsius
26. National governing laws and policies and standard requirements where applicable:	Requires Storage and Cooling Facilities
27. Key Policies Issues:	Outdated regulatory and fees regime in the fisheries sector currently incentivizes import and disincentivizes local production and export.
28. Sector Oversight Ministries and Agencies:	Ministry of Commerce and Industry Ministry of Agriculture / Bureau of National Fisheries
<b>People</b>	
29. Consumer Profile a) Primary Consumer (ie Women, Children, youth, Men, b) Education Level c) Average Age d) Regional Distribution:	All
30. Consumer Awareness and Protection Issues:	Rotten fish
<b>Reference</b>	
31. Reference citation for materials used for this report:	BIVAC International Liberia & ASYCUDA
<b>Credits</b>	
32. Report Authors:	Director J. Younge-Blim, Molly D. Massaquoi Sr. (Analyst)