

# MARKETING NEWS

## MPEDA Participated in the 12<sup>th</sup> Japan International Seafood & Technology Expo

MPEDA participated in the 12<sup>th</sup> Japan International Seafood & Technology Expo held during 21-23, July 2010 at Tokyo, Japan. This is the biggest Seafood Show in Japan and it was organized by Seafood Show Secretariat/Exhibition Technologies Inc and endorsed by Japan Fisheries Association. MPEDA had taken a built up stall of 18 Sq. mt. area for participation in the show. M/s Gadre Marine Exports Pvt. Ltd., Ratnagiri and M/s Moon Fishery (India) Pvt. Ltd., Cochin also participated in the show by taking 18 sq.m. area respectively and showcased products from India.

### Inauguration

The show was inaugurated at 10 AM on 21-7-2010. Mr. Shirasu, President of Japan Fisheries Association gave an opening address. As in earlier years the inaugural ribbon cutting ceremony was conducted by officials/representatives of the participating countries. Exhibitors from 15 countries viz., USA, Italy, India, Australia, Korea,

Thailand, Taiwan, China, Norway, Papua New Guinea, Bahrain, Vietnam, Malaysia and Mexico participated in the Expo including Japan.

### Exhibition

Exhibition was arranged in Tokyo International Exhibition Centre, Tokyo, Big Sight - East Hall No.5. There were around 430 exhibitors (350 domestic and 80 overseas) with 500 booths. M/s Alaskan Seafood Marketing Institute, M/s Nuri Fishery Association Co Ltd., Korea, Fisheries Development Authority of Malaysia, Papua New Guinea National Fishery Authority, Vietnam Association of exporters and Producers, M/s Southern United Seafood Australia Pvt. Ltd., etc., had put up stalls in the show. Various seafood companies from China, Vietnam, Thailand etc. had put up group of stalls in their national pavilions.

### Visitors to MPEDA stall

The stalls of the MPEDA and Indian companies were located in a prominent location near the entrance.

MPEDA stall exhibited various value added products of Shrimp,

Cuttle fish, Squid, Octopus, Fish pickles, seafood curries, Shrimp biriyani, Tuna flakes in pouches as well as Canned tuna. Bifold and trifold brochures and recipe booklets in Japanese language attracted many visitors.

Representatives of major Japanese companies like M/s Okaya & Co. Ltd., M/s Oka Foods, M/s L & Cozy Ltd., M/s Kaneki Suisan Co Ltd., M/s Kaiei Suisan Co. Ltd., M/s Miyakawa & Co Ltd, M/s Nihon Three M. Co. Ltd., and others visited MPEDA stall. Mr. Kato san of CGC and Mr. Toshihito Hirai of M/s Aeon Inc supermarkets also visited MPEDA booth and held discussions regarding importing directly from India.

Mr. Ryu Kawasaki and Ms Junko Kawamura editors of Minato Shinbun and Susian Keizai also visited our stall.

About 44 trade enquiries were received during the show. The main interest was for BT shrimps, stretched shrimp, Cuttlefish, Squid, Octopus, Lobster, Yellow Clam, Frozen fish, Fresh water fish, Chilled fish and Vannamei shrimp. A total of over 27000 visitors paid visits to the exhibition.



Shri. K. Premachandran, Resident Director, MPEDA, TPO, Tokyo (2nd from R) is in discussion with visitors.



A view of MPEDA pavilion

## **MPEDA participated in the CII exhibition: “Processed Food-Advantage India-2010”**

Confederation of Indian Industry has organized their 2<sup>nd</sup> edition of Processed Food-Advantage India-2010, “Positioning India as a Food factory of the world” at Hotel Taj Palace, New Delhi on 30 - 31, August 2010. The main objective of the programme was to bring both buyers from overseas countries and sellers from Indian market together to understand their requirements in the processed food sector. Representatives from 40 countries and business delegates from 52 Indian companies had participated in the event.

MPEDA showcased value added seafood products like ready to eat/ ready to cook items, pickles, AFD shrimps and dried fish. Visitors to the MPEDA stand who had shown interest include M/s Bharti Walmart, M/s Japan External Trade Organisation, New Delhi, M/s Bedesse Imports Ltd., Canada, M/s Wannu Overseas Co. Ltd., Bangkok, M/s Mabrook Trading (L.L.C.), Dubai, M/s Fathima Group of Companies, Abu Dhabi, M/s AromatecA, Guatemala, M/s Siva Ventures Ltd., Bangalore, M/s Fairway General Trading LLC, Dubai, and M/s Assarain Food Products LLC,



**Shri Subodh Kant Sahai, Minister for FPI (R), visiting MPEDA stall. Shri N. Chandrasekharan, Asst. Director, and Shri Omprakash Kalstha, Tech. Assistant, MPEDA are also seen.**

Sultanate of Oman.

Shri. Subodh Kant Sahai, Hon'ble Minister of Food Processing Industries attended CEOs conclave. Minister also visited few stalls including MPEDA stall after the conclave and MPEDA publications were presented to him.

By participating in the event

MPEDA could create an awareness on the seafoods and the developments taken place in the seafood industry among the delegates. Shri. N Chandrasekharan, Asst. Director (Pub), MPEDA, HO, Kochi and Shri. Om Prakash Kaistha, Technical Assistant, TPO, New Delhi represented MPEDA.

## **MPEDA's participation in the International Food Fair “AAHAR 2010” held at Chennai**

MPEDA, Regional Office, Chennai participated in the International Food Fair “AAHAR 2010” organized by India Trade Promotion Organisation (ITPO) held during 26-28, August 2010 at Chennai Trade Centre, Chennai.

Shri Swaran Singh, Principal Secretary, Co-operative Food and Consumer Protection Department,

Govt. of Tamil Nadu inaugurated the Fair. Shri C.R. Rajan, Deputy Director and Shri A. Jayabal, Asst. Director of Regional Office, Chennai represented MPEDA. The MPEDA stall was beautifully arranged with an aquarium, insta banners and posters. Dried and canned seafood samples were also exhibited in the stall in an attractive way.



**A view of MPEDA Stall**



**Mr. Swaran Singh, Principal Secretary, Food & Consumer Protection Dept. Govt. of T.N. visiting MPEDA**

A large number of people visited MPEDA stall. Among the VIPs who have visited MPEDA stall, Shri Swaran Singh, Principal Secretary, Govt. of Tamil Nadu, Smt. Kanchana Manavalan, Manager, ITPO, and Shri Sanjay Kumar Singh, Under Secretary, Ministry of Food Processing Industries were prominent.

## Shri Anwar Hashim elected Vice Chairman of MPEDA



The 119<sup>th</sup> Authority meeting held at Cochin on Monday, the 20<sup>th</sup> September, 2010 unanimously elected Shri Anwar Hashim, Managing Director, Abad Fisheries, Kochi and the National President of the SEAI as Vice Chairman of MPEDA for a period upto 30-6-2011. He had, earlier, served as Vice Chairman of the Authority during the years 1996-97 and 1997-98.

## Profile of fish and seafood sector - Ukraine

### Geography and Population

Ukraine has a strategic position in Eastern Europe, bordering the Black Sea in the south, Moldova and Romania in the south-west Poland, Slovakia and Hungary in the west, Belarus in the north and Russia in the east.

The northern part of the Carpathian Mountains reaches into Ukraine in the western part of the country, but most of its area is taken up by the steppe-like region just north of the Black Sea. Ukraine is divided almost in half by the Dnipro river, which traverses Ukraine north to south. It is joined by the Black Sea, which is west of the Crimea and near the mouths of the Bug and the Dnister rivers. The border with Russia is the longest and runs through the Sea of Azov. The population of Ukraine is 46,500,000 as of mid 2007.

### Sector Overview

The Ukrainian market has witnessed a significant increase in demand for fish and seafood products.

This increase was caused by strong income growth, as well as a reduction in import duties for fishery products.

In 2006, total foreign trade (imports and exports) of fish and seafood amounted to US\$470 million with the dominant share being imported products - 96% (US\$452.2 million). Market capacity fluctuates between 6,50,000 - 7,00,000 tonnes. Ukraine provides only 1/3 of its needed fish supply from domestic sources (sea, river and pond). The average annual fish and seafood per capita consumption in Ukraine is now 14 - 15 kg of which 2.5 - 3.0 kg are canned products (about 60% domestic). Experts indicate that the annual potential demand in Ukraine for fish and fish products is about 1 million tonnes.

Consumption patterns are shifting from herring (which is the traditional product of choice) towards more expensive, higher quality seafood products, opening a new niche markets for foreign suppliers of hake, salmon, shrimp and sardines. The

rapidly developing domestic processing industry has restructured in recent years and is currently demanding more frozen fish, crabmeat, squid and scallops for further processing.

Domestic supplies of fish are generally caught within the 200-mile economic zone of other countries (66%), in the economic zone of Ukraine (27%), from fresh water (7%) or produced locally from aquaculture. Ukraine only has access to the Black and Azov seas which contain a very limited number of fish species that are suitable for commercial fishing. Local species are well known to Ukrainian consumers, but they are of low quality and often not suitable for processing. These factors along with the decreasing fish and seafood catch make the Ukrainian fish market more and more dependent on imported fish and seafood products.

The fish processing industry of Ukraine is on the decline due to a decrease in raw materials, turnover of capital, obsolete technologies,

equipment amortization, unsatisfactory prices, the tax and credit policy of the state, as well as the low solvency of the population. The production of salted, smoked and dried fish remains at a level of 30-35,000 tonnes per year with 50% of such fish produced at small enterprises.

In contrast, the canned fish segment of the market enjoyed positive results at the end of 2006 despite the problems with raw materials. According to Ukrainian statistics, the leading product group among canned fish belongs to what could be considered 'original' products - herring, sardines, killas (*Clupeonella*), mackerel and salmon - which made up 73% of production or 74,900 tonnes; crab sticks and various fish snacks (pâté, butter) followed at 15% (15,600 tonnes); and preserves, trout liver and canned fish and vegetable food mixes accounted for the balance of about 10% (10,200 tonnes).

The reduction of the fishing fleet of Ukraine has been acute and reflects the lack of domestic ship building. Generally, existing fishing vessel owners are unable to build new ships due to lack of available financing. Ukraine does not maintain a protectionist policy for its own fleet. Ship owners are left to their own means to deal with ship upgrading, increased fuel costs, and fishing licences. Fishermen are expected to pay customs duties for the fish they catch and register it as though it were delivered from abroad. This is both time consuming and expensive, presenting a major disincentive for the domestic fishing industry. Lack of financing for fish industry programs is another reason for the industry's decline. All of these factors contribute to the reduction in the Ukrainian ocean fleet and the decrease in ocean catch.

Fish imports to Ukraine are growing steadily. The main foreign fish suppliers of Ukraine are Norway,

Iceland, the Baltic States, Canada and Russia. In 2006, nearly 332,000 mt of fish and seafood (fresh, chilled, frozen dried, smoked) were imported into Ukraine, an increase of 80,000 mt from 2005 amounting to \$361.13 mn USD. Norway and Iceland are Ukraine's main suppliers of herring fillets. The US, Canada, and Argentina supplied 38,000 mt of hake, while Denmark and Estonia shipped 8,000 mt of shrimp, and Norway and Chile - 2,500 mt of salmon. India's exports to Ukraine is negligibly smaller. India's exports to Ukraine for the last five years is given below:

fillets, vacuum packed pink salmon steaks, sockeye salmon fillets, live oysters, live lobster, smoked mackerel and smoked herring.

While imported fish are sold mostly frozen (99% of all imports), the market for chilled imported fish is developing rapidly. Currently, most of the fish that are marked as "chilled" premium quality and displayed on ice in supermarkets and specialty stores are imported frozen and defrosted prior to display. The main reasons for this practice are the lengthy veterinary clearance procedures and an unwillingness of Ukrainian

### India's Exports to Ukraine since 2005

Year	Name of item	Qty (Tons)	Value	
			Rs. Lakhs	US \$ (Mln)
2005-06	Surumi	250	131.98	0.3
2006-07	Fr. Fish Fillet	27	31.71	0.97
	Surumi	200	106.56	0.24
	Surumi (Fr. Sardine)	100	52.33	0.12
	<b>TOTAL</b>	<b>327</b>	<b>190.59</b>	<b>0.43</b>
2007-08	IQF CUL H ON BlackTiger Shrimp	12	43.16	0.11
	IQF CUL HL Blacktiger Shrimp	6.1	32.22	0.08
	Surumi	225	200.9	0.51
	Agar Agar	2	10.95	0.03
	Surumi (Fr. Sardine)	118	53.74	0.14
	<b>TOTAL</b>	<b>363.1</b>	<b>340.97</b>	<b>0.86</b>
2008-09	IQF Cooked PUD Shrimp	5.76	9.51	0.02
	Fr. PUD Shrimp	19	32.97	0.07
	Frozen Octopus	13.4	16.78	0.04
	<b>TOTAL</b>	<b>38.16</b>	<b>59.27</b>	<b>0.13</b>
2009-10	Surumi	100	75.02	0.16
	Surumi Fr. Fish (ITOYORI)	125	163.71	0.36
	Surumi (Fr. Sardine)	100	59.51	0.13
	<b>TOTAL</b>	<b>325.00</b>	<b>298.24</b>	<b>0.65</b>

The products that are identified for exports to Ukraine as well as transfer processing technology are coldwater shrimp in brine, frozen cooked and peeled shrimp in vacuum packs, frozen cooked shell-on shrimp, vacuum packed blue mussel meats, Pacific hake (heavy glaze, shatterpack fillets, and H&G,T), IQF redfish

consumers to pay significantly higher prices for what is seen as only marginally higher quality fish.

Currently, there are about 20 large fish importers in Ukraine importing over 10,000 tonnes of fish annually, over a dozen mid-sized companies importing 1000-1500 tonnes a year, as well as hundreds of smaller importing

companies in the 10-100 tonne range. The biggest Ukrainian fish importers include International Seafood Group, Alaska Trade, Delfin, Scandinavia, Agama-Trade JSC, Admiral, Baltia Trade House, Lypova Dolyna, Rybnoye Mesto, Seafoods, and Caravan Fish.

Competition in the Ukrainian fish and seafood market is strong. As Ukraine supplies only 1/3 of the needed quantity of fish products from internal sources and the domestic fish industry is on the decline, Ukraine will remain an import dependent state for fish and seafood products for the foreseeable future. The main competitors in this market remain companies from Canada, Norway, Iceland, USA, the Baltic States, and Russia

### **Market and Sector Challenges (Strengths and Weaknesses)**

In August 2005, Ukraine dropped the fixed minimum per kilogram duty rate after import duties were reduced. Charged in euros, fixed rate duties were the major reason why a significant portion of imports went through the "grey market". For the majority of less expensive frozen fish products the import duty is now zero or between 2% to 5% of CIF value. Import duties for seafood products

were fixed at 10%. In addition to import duties, all importers are required to pay a 20% value-added-tax (VAT), as well as expenses associated with currency conversion (1% Pension fund tax and 0.7% banking fee). Imports of all types of fish are subject to certification. For chilled fish, this may become a significant problem since the certification procedure requires up to 7 business days. With a shelf life of only 10-12 calendar days, this long clearance procedure is becoming a huge obstacle for importers of chilled fish products.

Exporters should be aware that Ukrainian standards are rather strict and imported fish in some cases may be declared unwholesome. The old standards include very short shelf life limits for some products which, in turn, may cause trade disruptions and product detention at the border.

Currently, Ukrainian authorities require the following documents from fish importing/exporting companies: Certificate of Origin (issued by a producer/exporter), Conformity Certificate, a Veterinary Certificate for every allotment and Quarantine Certificate for packaging for products of plant origin.

The market entry strategy recommended for first time suppliers

is to work through an established local importer. Ukraine is a country where personal relationships take precedence and import operations are highly bureaucratic and time consuming. Due to frequent changes in Ukrainian legislation, non-transparent customs clearance rules and expensive and complicated veterinary procedures, it is recommended to work through a local distributor/importer who knows how to operate within the system. Ukrainian importers are also responsible for the entire logistics chain, inland transportation and distribution.

Direct sale to a reputed distributor is the most reliable route to do business in the Ukrainian food products market. Joint ventures may also be considered but it is necessary, as in most markets, to carry out detailed due diligence in advance of any agreement. Companies that are seriously considering entering this market should consider making a familiarization visit. Companies entering the Ukrainian market are strongly recommended to pay close attention to where, when, how and whether they will be paid.

*Courtesy to: George Grushchenko, Trade Commissioner, Kyiv, Ukraine.*

## **MPEDA's Participation in upcoming International Events**

### **1) SIAL International Food Products Exhibition, Paris – 17 – 21, Oct. 2010**

MPEDA is participating in the SIAL International Food Products Exhibition scheduled to be held at Paris during October 2010. It is one of the most important food fairs in the world conducted in alternate years. France is one of the leading markets for Indian seafood products, especially cephalopods and frozen shrimp. The fair focusses on various food products such as ingredients, additives, dairy products & eggs, fresh

meat, seafoods, fresh poultry, fresh and semi preserved & canned foods, pet foods, frozen products, organic products, health food and diet products, baby food, alcoholic & non alcoholic beverages, catering & food service etc. MPEDA has booked an area of 18 sq.m. for its participation.

### **2) Dubai International Seafood & Fisheries Expo, 25-27, October, 2010**

It is felt that MPEDA's continued participation in few of the trade fairs held in the Middle East is essential to

consolidate India's existing market and introduce value-added consumer packs in the Gulf markets. Dubai is fast developing as a hub for exports of seafood to Middle East and other countries. A large ethnic population of India and other Asian countries make Middle East a 'natural market' for Indian seafood. The significant change in the eating habits of people in the Middle East and their preference for white meat in place of red meat also makes the Gulf market an ideal market for India. Considering all these aspects, MPEDA has been

## MARKETING NEWS

continuously participating in the Sharja/Dubai fairs. Considering the excellent response received in the previous fairs, this year also MPEDA is participating in the Dubai International Seafood & Fisheries Expo, to be held between 25-27, October 2010 for which MPEDA has already booked a space of 18 sq.m. area.

### 3) China Fisheries and Seafood Expo, Dalian - 2-4, November, 2010

Participation in the Chinese Expo gives exposure to Chinese market and other South East Asian countries like Singapore, Hong Kong etc. China is fast emerging as a huge market for Indian marine products as the seas around China have been depleted of fishery resources due to over fishing. Major items of export to China are low value fishes like ribbon fish, croakers etc. There is also demand for

other varieties such as fin fishes and cephalopods. China is also the leading nation in aquaculture development and there is a scope to learn a lot for diversifying the culture practices in India and gain leverage in production of aqua cultured species. Therefore, in order to strengthen India's existing market and to generate markets for new products, as in the previous years, this time also MPEDA is participating in the China Fisheries and Seafood Expo, 2010 to be held during 2-4, November, 2010. An area of 18 sq.m. has been booked for MPEDA's participation.

### 4) Busan International Seafood & Fisheries Expo, Korea-18-20, Nov. 2010

The Korean fishery sector is facing severe challenges due to depleting resources, environmental deterioration etc., and is therefore, not able to meet the growing domestic

demand for seafood and this will help seafood exporting countries like India to capture a major share of the Korean seafood market. The consumption of seafood in Korea has increased since 1991 and per capita consumption in 2006 had reached 53.4 kg/year. The growth of Korean economy in the last couple of years has been spectacular. Frozen fish constitute major item of India's export to Korea. The country is also one of India's leading seafood buyers. Participation in International expositions being held in countries like Korea will help to find out new and potential markets/buyers for India's seafood products. This year, MPEDA is participating in the Busan International Fisheries & Seafood Expo, scheduled to be held at Korea during 18-20, November, 2010 and has booked a space of 18 sq.m. area for this purpose. Senior officials from MPEDA and MoCI are likely to lead a delegation to Korea.

### PRICE LIST OF MPEDA PUBLICATIONS / PERIODICALS

	PERIODICALS	Annual Subscription (Rs.)
1.	PRIME WEEKLY (PRICE INDICATOR FOR MARINE PRODUCTS)	350.00
2.	MPEDA NEWSLETTER	300.00
	PUBLICATIONS	Price per copy (postage extra)
3.	CHART ON COMMERCIAL FISHES OF INDIA	75.00
4.	CHART ON ORNAMENTAL FISHES OF INDIA	75.00
5.	MPEDA ACT, RULES & REGULATIONS	25.00
6.	STATISTICS OF MARINE PRODUCTS 2007	250.00
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15.	BIOSECURITY IN THE ORNAMENTAL AQUATIC INDUSTRY - SERIAL 4	125.00

# FOCUS AREA

## Advanced training programme on 'Post harvest techniques for ornamental fish for export'

Shri N Ramesh ITS, Director (Marketing), Marine Products Export Development Authority, Cochin on 30th August 2010 inaugurated the two day advanced training on 'Post Harvest Techniques for Ornamental fish for Export' at Integrated Rural Technology Center (IRTC), Mundur, Palakkad. The training was organized by Marine Products Export Development Authority (MPEDA) in association with United Nations Conference on Trade and Development (UNCTAD) during 30-31, August 2010. In his inaugural address Shri Ramesh highlighted the role and assistance given by MPEDA in developing the

export oriented ornamental fish sector in the country. He stressed the importance of ornamental fish culture in rural upliftment and women empowerment. The efforts taken by MPEDA in making the Indian ornamental fish sector to International Standards by implementing the scheme of Rainbow Revolution were also highlighted.

The programme was presided over by Shri V K Dey, former coordinator INFOFISH. He gave a brief on the history of ornamental fish culture and its importance as a livelihood activity. Shri Dey mentioned the importance of mutual trust and information exchange between the stakeholders for

the overall development of the industry. Felicitations were offered by Shri N. Balakrishnan, President, Mundur Panchayat and Prof. K Sreedharan, Director, IRTC.

Earlier Smt. K M Veena, Joint Director, MPEDA, RO Cochin welcomed the gathering and the inaugural session concluded with the vote of thanks by Dr. Binu Varghese, Programme Manager (OFD). Thirty ornamental fish breeders mostly from Malabar region, who were beneficiaries of MPEDA scheme participated in the two day training programme.

The primary objective of the training was to provide the



**Shri N. Ramesh, Director (Marketing), MPEDA inaugurating the training programme. (L – R): Smt. K M Veena, Joint Director, MPEDA, RO, Cochin; Shri N. Balakrishnan, President, Mundur Panchayat; Shri V K Dey, former Co-ordinator, INFOFISH; Prof. K Sreedharan, Director, IRTC**



**Participants with distinguished guests and faculty members**

ornamental fish breeders with an opportunity to learn about the latest techniques in ornamental fish packing from the renowned experts in the field and to get updated on the latest post harvest techniques and market opportunities. Technical sessions included the key aspects of water quality and facility management, recent trends in packaging technologies and methodologies involved in export packaging of ornamental fishes and its major

markets and export documentations. The participants were given hands-on training on modern techniques in ornamental fish packaging and the results of various types of packaging were also discussed.

### **Technical / Practical sessions – faculties and topics**

Shri V K Dey presented the Ornamental fish trade -- Recent trends in Asia and gave an overview of the international ornamental fish

trade emphasizing the role of Asian countries. The species demanded and volume of trade in major markets were described in detail. Various aspects of making Indian ornamental fish sector into international level were also presented.

Dr. Anna Mercy, Professor, College of Fisheries, Kerala Agricultural University presented the topic on water quality management practices with reference to transportation of ornamental fishes. Dr. Binu Varghese,



**Shri V.K. Dey speaking on ornamental fish trade – recent trends.**



Programme Manager, Kerala gave introduction to post harvest techniques for ornamental fishes.

Dr. Pramod P K, Programme Manager, Karnataka presented the topic on Recent trends in Ornamental fish packaging and transport. Shri Pushpangadhan, M/S Travancore Aquapets, Ernakulam gave lecture on Packaging of ornamental fish for export and export documentations.

Shri Sonnel Noronha, M/S Pulimugham Hatcheries, Alappuzha gave lecture on harvesting, holding, sorting/grading & conditioning of ornamental fishes. He also handled practical sessions on packaging of ornamental fishes.

Participants were grouped into four teams for conducting the practical sessions. The result of packaging and water quality were discussed in detail. Higher packing densities using various anaesthetics and ammonia arresters were demonstrated.

**Interaction Session and Major Highlights**

Shri N Ramesh, Director (M) had a brief interaction with ornamental fish breeders and answered various queries. He also assured continuous support of MPEDA in the development of the sector. However, the issues regarding the Kerala state rules, high electricity and freight charges etc., needed to be discussed in detail with state and central governments. He also highlighted the importance of forward and backward linkages for developing a successful ornamental fish export sector in the country and assured MPEDA's assistance for the same.

Ornamental fish breeders interacted with Director (Marketing) on issues concerning Inland Fishery

Bill of Government of Kerala & FIRMA order for registration, Foreign technology, Broodstock import, marketing linkages, upgradation of existing units into higher grade (eg. grade II to grade III), continuous support and monitoring by MPEDA, high electricity charges and assistance to farmers in sorting out issues affecting the ornamental fish sector. It was informed that the bill was a State subject. Regarding registration of ornamental fish farms by MPEDA, it was informed that the same will be considered after discussion with other stake holders.

Assistance were also extended to the farmers to bring in foreign commercial breeding techniques with the help of expert ornamental fish breeders from abroad and also assist in establishing marketing linkages so that fishes will be collected directly from farms and also for import of high quality broodstock of ornamental fishes by MPEDA. Upgradation to existing units needs to be addressed; however it's not coming under the purview of present scheme. Suitable amendments to the scheme are required for the same.

To the question of establishing district wise ornamental fish collection centers, Director(M) said that strengthening of farmers association/societies is the best way for developing collection centers. Exporters also can be encouraged to set up/develop collection centers in various parts of the state. Establishment of Ornamental Fish Marketing Societies (OFMS) in every district will solve the problem to a certain extent.

To the request of the farmers/breeders for the continuous and overall support and monitoring of the sector by MPEDA, Director (M)

assured that the issue will be considered. He also highlighted the importance of strengthening forward and backward linkages for export oriented production.

Establishment of OFTC (Ornamental Fish Training Center) can act as a resource center. Continuous monitoring of the existing breeding units require more manpower. Presently more than 100 farms are established under the present scheme in various parts of Kerala apart from the 424 units established under the previous schemes.

The farmers/breeders requested the intervention of MPEDA for reducing the electricity tariffs to the level of agricultural sector. Director (Marketing) advised them to submit suitable representation so that MPEDA will forward the same to the concerned Ministry/Department with due recommendation.

<b>Advertisement Tariff</b>	
<b>MPEDA NEWSLETTER</b>	
<b>Rate per insertion</b>	
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<b>Inside Cover (Colour)</b>	<b>Rs.6000/- US\$ 135</b>
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## Vibrios continues threat to seafood consumers

**Abhilash EC**

Junior Technical Officer, QC-Lab, Cochin

The genus *Vibrios* includes more than 92 species, mostly marine in origin, and its taxonomy is continuously updated because of the addition of new species. This group of bacteria is frequently reported notorious due to its ability to cause disease in human. Previous studies and researches have focused on cholera *Vibrios* because of the severity of the disease they produce, but over the last decade, several studies have involved relatively minor *Vibrio* species of medical interest, some of which are described as pathogens that cause severe human diseases. Center for Food Safety and Applied Nutrition (CFSAN), Food and Drug Administration (FDA), Food and Agriculture Organization (FAO) and World Health Organization (WHO) of the United Nations have conducted several studies on this genus since then and found that it can even kill human due to ingestion of *Vibrio* infected seafood. The genus is present in almost all countries, but many of the disease outbreaks were reported in the Southasian countries. Shellfishes and water are the major sources of vibrios.

*Vibrio* species are commonly isolated from marine or brackish water bodies as well as fish and crustaceans. WHO assessed and published the reports on the risk of *V.cholerae*, *V.parahaemolyticus* and *V.vulnificus* isolated from such sources.



**Vibrios under electron microscopy**



**Vibrios on Blood agar plate**

### **Vibrio as a human pathogen**

In Japan, *V. parahaemolyticus* is one of the most common causes of food poisoning, due to the Japanese predilection for sushi. In the USA, food poisoning caused by this bacterium is primarily associated with eating oysters. *V. vulnificus* is also associated with oyster eating, and this bacterium causes the greatest number of deaths in the USA. Wound infections caused by *Vibrio* species were reported from several countries from northwestern Europe during the warm summer of 2006. In Germany, three people were reported to have developed *V. vulnificus* infections and *V. cholerae* reported from southeast Sweden and Denmark in 2006. There are several reports suggesting that *V.parahaemolyticus* was obtained frequently from Indian warm waters.

Recently, there are lot of *Vibrios* other than *V.cholerae*, *V.parahamolyticus* and *V.vulnificus* reported in packed or processed seafood products. Previously *V. fluvialis*, *V. hollisae*, *V. mimicus*, *V. cincinnatiensis*, *V. metschnikovii*, *V. furnissi* and *V. alginolyticus* were considered as minor pathogenic to human but the latest outbreaks are pointing out that such bacteria can also cause almost similar disease like that of *V.cholerae* and hence the chromosomes of all share common history. *Vibrios* will increase their population particularly in the warm conditions. Therefore the

unhygienic handling and inappropriate storing of seafood will cause the contamination of these particular bacteria.

In the light of new reports, common *Vibrios* in seafood will grow faster when the temperature arises where they are stored. Unhygienic handling by workers at landing centers and at processing plants may lead the presence of vibrios since the bacterium will spread by the contaminated water used by human.

Apart from human disease, vibrios play major roles in health and ecology of marine animals; including fish, mollusks, and corals. The disease caused by vibrios is known as *Vibriosis*. The U.S. FDA has recently proposed mandatory implementation of PHP for oysters harvested from the Gulf of Mexico in order to reduce the contamination by *V. vulnificus*.



**Vibriosis in shrimp**

There are several vibrio-associated infections which are directly attributed to climate change. The average summer seawater temperatures in many regions of the world regularly exceeded 15 °C and 20°C, the minimum temperatures when *V. parahaemolyticus* and *V. vulnificus* cases were reported. As the seriousness of this pathogen is increased day by day, the FAO and WHO have decided jointly to conduct an experts' meeting this year in support of the development of risk assessment tools for *Vibrios* spp. associated with seafood.

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# AQUACULTURE SCENE

## Reports on awareness campaigns against abuse of antibiotics carried out by field centres

**Government of India, through Ministry of Commerce and Industry, notified the non-use of banned antibiotics in aquaculture. In this context, MPEDA through its field centres regularly monitor the presence of banned antibiotics/drugs through National Residue Control Monitoring Programmes, pre-harvest testing of produce, and through monitoring the quality of seeds, shrimp, scampi and feed. As part of this activity, the aquaculture field centres conduct regular awareness campaigns against abuse of antibiotics. Among the programmes conducted in various states, a few are presented below:-**

### 1) Campaign at Bardhanpur village, Balasore Dist. in Orissa

To create awareness in shrimp farmers against abuse of antibiotics/chemicals in aquaculture, MPEDA, RC(Aq), Bhubaneswar has organised a “CAMPAIGN AGAINST USE OF ANTIBIOTICS IN AQUACULTURE” at Bardhanpur, Balasore district on 30/07/2010 for the benefit of the farmers, feed dealers and procuring agents of Bardhanpur and neighbouring areas. The venue was the farm-house of Shri B.N Panda, Secretary, Orissa Shrimp Farmers Association (OSFA), Bardhanpur. Distinguished guests namely Sri Sadananda Mahapatra, Dist. Fishery Officer cum CEO, BFDA/FFDA, Balasore; Shri Sk. Kalesha, State Coordinator, NaCSA, and Sri B.N.Panda, Secretary, Orissa Shrimp Farmers Association (Balasore region) participated in the programme. Sri U C Mahapatra, AD

(AQ) and Dr.D.Roy, Field Supervisor represented MPEDA.

Dr. D Roy, Field Supervisor, MPEDA, welcomed the officials and stated that due to rejection of consignments in the recent past by the European Union and United States, Indian sea food export trade suffered a set back. To revive the reputation of our aquaculture products there is a need to produce antibiotic free shrimp/scampi/fish products. He also emphasized upon the quality assurance of the product by not using any banned antibiotics/chemicals directly or indirectly so as to ensure hazard free export of aquaculture products..

Shri Sadananda Mahapatra, DFO cum CEO, BFDA/FFDA, Balasore spoke on the guidelines of the Coastal Aquaculture Authority. He stressed upon the adoption of best farm management practices (BMPs) rather than the use of chemicals/antibiotics in aquaculture.

Shri U C Mahapatra, Assistant Director (Aqua) spoke on the occasion and explained on cooperative approach to shrimp farming by

forming aqua societies and adopt BMPs instead of using antibiotics/chemicals. He explained BMPs through power point presentation and requested the farmers to maintain good soil/water quality, bio security measures and keep their ponds disease free and reduce the production cost by not applying feed additives/chemicals.

Sk. Kalesha, State Coordinator, NaCSA, emphasized upon the formation of cluster based societies in different shrimp farming areas.

Sri B.N. Panda, Secretary, Orissa Shrimp Farmers Association (OSFA) (Balasore region) mentioned that most of the shrimp farmers of Bardhanpur area are either CAA registered or applied for CAA registration. He also mentioned that efforts will be taken to cover up all the shrimp farmers for CAA registration. He stressed upon the production of antibiotic free shrimp/scampi by adopting BMPs and thereby avoid the use of antibiotics/chemicals in aquaculture. Leaflets on Antibiotics in Oriya vernacular were distributed among farmers. Dr. D. Roy, Field Supervisor, MPEDA, RC (Aqua), Bhubaneswar proposed vote of thanks.

### 2) Campaign at Parikhi Village, Balasore Dist. in Orissa

A similar programme was organised at Parikhi village, Balasore district on 17/08/2010 for the benefit of the shrimp farmers of Parikhi village and neighbouring areas. Sri Ajoy Kumar Samal, Junior Fishery Officer, Dept. of Fisheries, Balasore; Shri Sk. Kalesha, State Coordinator, NaCSA; Sri D Raju, Field Manager, NaCSA and Sri Subhas Pramanik, Ex Sarpanch, Parikhi were the guests for the programme. Sri C Wilson, Deputy Director (AQ), and Dr. D.Roy, Field Supervisor represented MPEDA. The programme was attended by 52 farmers.

Dr. D Roy, Field Supervisor, MPEDA, in his welcome address explained the deleterious effect of antibiotics in human being if they consume aquaculture products contaminated by antibiotics. He said that detection of antibiotics could be traced up to individual farmer level through National Residue Control Programme (NRCP). To prevent use of banned antibiotics/chemicals in shrimp/scampi aquaculture MPEDA has made it mandatory the preharvest testing of aquaculture produce by



**Shri C.Wilson, DD (Aq) (3<sup>rd</sup> from left) delivering speech.**

ELISA labs. He also mentioned that probiotics can be used instead of antibiotics for better pond management and better growth of shrimp.

Shri C. Wilson, Deputy Director (Aqua), MPEDA explained the farmers on the quality consciousness of overseas consumers and the EU directives for screening of samples of farm produce for antibiotic residues. Maintenance of quality of shrimp for export trade is of prime importance. He suggested adoption of better farm management practices (BMPs) instead of antibiotics for disease-free and sustainable production which will in turn reduce cost of production.

Shri Ajoy Kumar Samal, Junior Fishery Officer, Dept. of Fisheries, Balasore spoke on the guidelines of the Coastal Aquaculture Authority (CAA) and requested the farmers to

register their farms with CAA and assured to extend all sorts of cooperation to do so. Shrimp produced by the unlicensed shrimp farmers will not be purchased by exporters. He mentioned that state fisheries department has plan to set up one laboratory in Balasore district to the benefit of the shrimp/scampi farmers to get their soil and water parameters tested. There is also a plan to test shrimp/fish feed

to assess the efficacy of feed. He stressed upon the adoption of best farm management practices rather than use of chemicals/antibiotics.

Sk. Kalesha, State Coordinator, NaCSA, explained the farmers the benefits of cluster based shrimp culture to achieve good crop at low production cost.

Sri D Raju, Field Manager, NaCSA, lucidly explained the BMPs involving least water exchange, low stocking density and minimizing production cost. He explained technical aspects on feed management, soft/loose shell management etc., and answered to few problems raised by the farmers. He advised farmers to take up scientific farming with hatchery-produced seeds after PCR tests and also on disease management by using suitable probiotics instead of antibiotics.

### 3) Campaign at Kolad of Thalassery, Kannur Dist. in Kerala

MPEDA, Sub-Regional Centre (Aquaculture) Kannur conducted a campaign on 29<sup>th</sup> July 2010 in Kolad of Thalassery in Kannur district. 20 farmers attended the

campaign.

Shri G. Kolappan, Asst. Director (Aqua) and Shri Geo Christi Eapen, Field Supervisor explained the adverse effects of use of antibiotics during culture period. Farmers were requested to check the labels on the packets/containers/bags of all aqua products used for presence of any banned antibiotics and other chemicals to ensure that banned antibiotics are not used in their farm. Farmers were also requested to bring

to the notice of MPEDA, in case they notice presence of banned antibiotics in any aqua products.

The handouts in Malayalam on "Guideline on Usage of Antibiotics in Aquaculture" were distributed to all farmers. During the campaign importance of species diversification (Sea bass) and MPEDA's scheme on societies were also explained and farmers were requested to come together and form societies for their benefit.

## 4) Campaign at Haldipur, Uttar Kannada Dist. in Karnataka

MPEDA, SRC (Aq), Karwar organised a campaign at Haldipur in Uttar Kannada Dist on 30-7-2010 for the benefit of 15 shrimp farmers belonging to M/s Sharavathi Sigadi Krashikar Sanga, Honnavar.

Shri K.H. Gowda, a progressive farmer of the locality and President of M/s Sharavathi Sigadi Krashikar

Sangha, Honnavar on behalf of the participants, explained the various problems faced by them in shrimp farming and the activities of the Sanga at Honnavar.

Shri Mahesh G., Field Supervisor narrated the list of banned antibiotics/chemicals and its adverse effects on shrimp farming sector especially on the export of marine products. He also requested the aqua farmers to check the ingredients/composition of inputs, labels on the packets, containers and bags of all inputs used for the presence of any antibiotics and chemicals to ensure

that they are not used in their farms. Farmers were requested to maintain all relevant records for traceability purpose.

Farmers were also informed about the purpose and function of ELISA labs. They were also requested to test the shrimp samples in ELISA Lab before selling their material to the exporters, certifying that the shrimps are free from antibiotics.

Shri Naresh Vishnu Tambada, Asst. Aquaculture Engineer highlighted the various schemes of MPEDA for the benefit of shrimp farmers during the campaign programme.

## 5) Campaign at Putimari Village, South 24 Parganas in West Bengal

The Putimari village in South 24 Parganas is having 62 small and marginal Scampi farmers doing scampi farming as polyculture with fresh water fishes like Cutla, Rohu, Mrigal etc. It was proposed to conduct a campaign in Putimari on the ill effects of the use of banned antibiotics and consequent problems being faced by the aquaculture/export industries in recent days. The programme was conducted on 17/08/2010 at Gachalia & Putimari Jagrata Sangha Community Hall, Putimari, South 24 Parganas.

Deputy Director (Aqua), MPEDA welcomed the participants. He requested the farmers to register their farms with Coastal Aquaculture Authority & State Fisheries Department and obtain Pre Harvest Test Certificate (PHTC) from ELISA Lab before they sell their products. He

advised the farmers to adopt Better Management Practices (BMPs) rather than using antibiotics in shrimp farms for sustainable and disease free shrimp production. Various development schemes of MPEDA were explained to the farmers. During the meeting leaflets about list of banned

antibiotics, muddy moldy smell in shrimp and MPEDA's technical & financial assistance schemes for shrimp farmers were distributed to the participants.

The meeting came to an end with the vote of thanks proposed by Shri S. Mani, AD (Aqua) MPEDA.



**A view of the audience.**

# Training Programme for SC/ST beneficiaries on 'Adoption of CoP for Antibiotic Free Shrimp Production' organised at Singiti, Bhadrak Dist. in Orissa

A 5-day Training Programme for SC/ST beneficiaries on "Adoption of Code of Practices for antibiotic free shrimp production" was conducted from 9 - 13, August 2010 for the benefit of SC/ST shrimp farmers of Singiti area, Chandbali Tahasil, Bhadrak District. 20 farmers attended the programme. The programme was arranged at the fish collection centre belonging to Shri B Das of Singiti, Bhadrak. Leaflets on Standards of Inputs, adverse effect on use of Antibiotics in Aquaculture, CAA rules etc. in Oriya vernacular and leaf lets on shrimp health management were distributed among farmers.

Shri Kumud Ch Das, President, Fishermen Co-operative Society, Singiti, Bhadrak, Sk. Kalesha, State Co-ordinator, NaCSA, Balasore & Shri Bhagaban Das, DSF, Bhadrak were the chief guests for the

programme. Besides MPEDA Officials, BFDA officials also participated in the programme.

Shri C Wilson, Deputy Director (Aq), MPEDA in his welcome address advised the trainees to form aqua society in the region and suggested minimizing the cost of production which is the only alternative to get more profit. He also emphasized on quality assurance of product by not using any chemical/antibiotics directly or indirectly. He requested the farmers for the testing of shrimp/scampi samples by ELISA laboratories set up by MPEDA in Balasore and Paradeep for detection of antibiotics/chemicals.

Shri Bhagaban Das, Deputy Superintendent of Fisheries, Bhadrak appreciated that a few farmers of the region have already got CAA Licences and some are yet to receive the licence from CAA. He shared his experiences with the farmers on the low stocking

and good price realization by using only lime & feed as inputs and avoiding chemicals & antibiotics in shrimp farming. He also informed the trainees regarding the schemes of BFDA and NFDB for brackish water aquaculture which could be utilized for the benefit of shrimp farmers.

Sk Kalesha, State Coordinator, NaCSA explained the role of NaCSA in the field of aquaculture. He noted with satisfaction good response from the farmers of Singiti for the formation of aqua society. Already there are 6 societies in Balasore Dist and few more societies are in the pipe line in other Districts like Bhadrak, Jagatsinghpur & Kendrapara, he said.

The inaugural session was followed by training classes. The importance of the training programme, site selection & construction/maintenance of shrimp farms, registration procedures, legal aspects of shrimp farming and matters concerning Aqua Society formation and its benefits were explained in the classes. On the second day of the programme, introduction to shrimp farming & biological aspects of Tiger shrimp, pond preparation, seed selection & stocking and water/soil quality management were explained to the farmers by the MPEDA officials through power point presentation. On the third day, classes were taken on nutrition management in aqua farming, PCR analysis and other pathological tests, effluent treatment system and its importance etc and adoption of BMPs & Health Management. On the fourth day the classes were taken on Post harvest technology, antibiotic issues, pre-harvest ELISA Test, traceability



C Wilson, Dy. Director (Aq), MPEDA delivering welcome address



certificate and diversification of species in aquaculture by MPEDA officials.

On the fifth day the classes were taken on the economics of shrimp farming, benefits & practice of

organic aquaculture, followed by a class on the Introduction of L. vannamei & its culture practice. At the end a group discussion was arranged where the farmers could

interact with the officials on present issues and various problems faced by them. In the afternoon of 13-8-2010, a valedictory function was conducted followed by vote of thanks.

### **Training programme on 'Eco-friendly and Sustainable Scampi Farming' conducted at Vadkal, Pen Taluk, Dist. Raigad, Maharashtra**

The Sarpanch of Group Grampanchayat, Vadkal, Pen-Taluka requested MPEDA to conduct training programmes for scampi farmers from nearby villages. Accordingly, MPEDA, RC (Aq), Panvel organised a five day training programme on "Eco-friendly and sustainable Scampi Farming" at Vadkhal from 19-23, July, 2010. 20 beneficiaries attended the programme.

Shri K. Shanmukha Rao, Asst. Director (AE), MPEDA, RC (AQ), Panvel welcomed the participants. Shri Rajesh Mokal, Deputy Sarpanch, Group Gramapanchayat, Vadkhal inaugurated the programme. Shri Chandrakant Mhatre, Sadasya, Group Gram panchayat, Vadkhal felicitated the occasion. Technical sessions were held on 19<sup>th</sup>, 20<sup>th</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> July,

2010. Topics covered were introduction to prawn farming, promotional schemes of MPEDA, survey and site selection for scampi farming, design layout & construction of scampi farm, life cycle and biology of prawn, pond preparation, seed selection, transportation, acclimatization and stocking, water quality management, feed management and feeding schedule, growth monitoring and stock assessment, role of FFDA in development of prawn farming, prawn health management and disease, harvest and post harvest handling, antibiotics and its harmful effects, good management practices for scampi farming, economics of scampi farming, prospects on scampi farming in Maharashtra and Polyculture of scampi with fishes.

Field visit was arranged for trainees on 21/7/2010 to the farm of Shri Chandrashekhar H. Bhadasavale at Malegaon, Tal. Karjat, Dist. Raigad. During the farm visit, different aspects of scampi farming, water quality management, feed management etc. were explained to the trainees. Shri Chandrashekar H. Bhadasavale explained his experience of scampi farming to the trainees. A group discussion and interaction was held in the afternoon of 23/7/2010.

Shri Maruti D. Yaligar, Deputy Director (AQ), MPEDA, welcomed the guest and participants to the valedictory function. Mr. Subhash N. Deshmukh, Agricultural Officer, Lead District Bank, Bank of India Alibag, Raigad was the chief guest of the function.

### **Training programme on 'Eco-friendly & Sustainable Aquaculture' organised at Village : Fulbari, Dist: Purba Medinipur, West Bengal**

A 5-day Training Programme on "Eco-Friendly & Sustainable Aquaculture" was conducted from 9 - 13, August 2010 at Fulbari village, Purba Medinipur Dist., West Bengal, for the benefit of 20 shrimp farmers of M/s Deshprana Matshya Unnayan Society, registered under MPEDA society registration scheme.

Shri Rabindra Nath Dutta, Assistant Director of Fisheries, Purba Medinipur, Contai Division, Shri Ratan Maity, Fisheries Extension Officer, Contai, and Shri Subal Mondal, Secretary, M/s Deshpran Matshya Unnayan Society were the guests for the inaugural session. Shri D.K. Biswas, Deputy Director (AQ),

Shri Sibasish Mohanty, JTO and Shri Archiman Lahiri, Field Supervisor, represented MPEDA.

In his welcome address, Shri D K Biswas spoke on the role of MPEDA and briefed the farmers on the scope & present status of shrimp farming in India, especially in West Bengal. He appreciated the trainees as they all had

## AQUACULTURE SCENE

already registered their farms under Meen Bhavan & CAA. He also emphasized on quality assurance of product by not using any chemical/antibiotics directly or indirectly. He requested the farmers to avail pre harvest testing facilities available at MPEDA ELISA Lab., set up at Contai for detection of antibiotics & other chemicals.

Shri R N Dutta, Asst. Director of Fisheries, Purba Medinipur has inaugurated the Training Programme. In his inaugural address he explained to the farmers on the different schemes of State Govt. He shared his experience on the low stocking and good price realization by using only lime & feed as inputs and avoiding all chemicals & antibiotics in shrimp farming. He interacted with the trainees by conducting a group discussion at the end of the inaugural programme.

After the inaugural session theory classes were taken by Shri D K Biswas on site selection and construction of shrimp farms, Introduction to shrimp farming & general biology of Tiger shrimp. Classes on legal aspects in shrimp farming and pond preparation was taken by Shri Sibasish Mohanty.

During the remaining 4-days classes were taken by Shri D K Biswas, Shri Sibasish Mohanty and Shri Archiman Lahiri. The topics covered were role of MPEDA in the development of sustainable aquaculture and promotional schemes, site selection,



farm construction, pond preparation, water quality management before stocking, seed selection, PCR test, transportation, acclimatization in pond, PCR techniques, water quality management during culture, feed management & diversification, disease management, pre-harvest tests, deleterious effect of antibiotics in aquaculture, Economics of shrimp culture, diversification in aquaculture, BMP & crop plan and contract hatchery system.

Shri Prasanta Manna, FEO & Incharge-Experimental Prawn Hatchery, Digha and Shri Indradeep Chakraborty, FEO, Brackishwater, Contai were the representatives from State Fisheries department who

delivered lectures on present issues of aquaculture in West Bengal, different culture techniques, harvest & post harvest methods, etc.

On the last day of the programme a group discussion was arranged where the farmers could interact with the officials on various problems and issues faced by them at present. Shri Subhendu Bikash Adak, Retd. ADF, (Brackishwater) at present working as Project Officer, Benfish, West Bengal was invited to discuss with farmers and share his valuable experience. In the afternoon valedictory function was conducted in which Certificates were issued to the farmers. The vote of thanks was proposed by Shri Archiman Lahiri, FS, MPEDA.

### **Campaign programme conducted on Diversification / IOAP / BMPS in aquaculture at Village Gualapukur, Purba Medinipur on 19 August 2010**

MPEDA, SRC (Aqua), Kolkata has organized an extension programme on Crop Diversification / IOAP / BMPs in aquaculture at village Gualapukur, North 24

Paragnas for the benefit of 33 farmers.

Shri S Mani, Assistant Director (Aqua), SRC, Kolkata welcomed the participants & delivered lecture about diversification of aquaculture and its

need. In his lecture he informed that among the species for diversification, Seabass (*Lates calcarifer*) has been established as a promising finfish species for aquaculture production in



**A view of the audience.**

serrata) has been taken up at Jharkali, South 24 Paragnas by the Centre.

Subsequently, Shri Sibasish Mohanty, JTO, MPEDA, has taken classes on Organic aquaculture production. Shri Mohanty told farmers about the scenario of Organic aquaculture and how it is developing rapidly due to rise in health & environmental awareness, concern over food safety and also due to the fact that it is produced without affecting the nature or environment, and also free from pesticides and antibiotic residues. Organic aquaculture is a process of developing sustainable aqua system with organic quality control. He briefed MPEDA schemes for IOAP, organizations associated for certification & also stressed on formation of society, so that it will be easy for a society to avail all the facilities starting from certified hatchery system to selling of harvested products & marketing. The meeting came to an end with the vote of thanks proposed by Shri Archiman Lahiri, Field Supervisor, SRC, Kolkata.

commercial scale because of its fast growth, wide tolerance of salinity, wide distribution and consumer preference for quality white meat. He also told that farmers could go for culturing of Mud Crabs, Pangasius etc. as

diversification of other aquaculture species. As it is having more export value and the technology has already been developed by RGCA, farmers could easily adopt mud crab culture. A demonstration on mud crab (Scylla

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# NEWS SPECTRUM

## MPEDA Day 2010 celebrated

The MPEDA Staff Club in association with the Marine Products Export Development Authority (MPEDA) celebrated MPEDA Day on 31.08.2010 at Cochin. The venue of the function was Rotary Balabhavan Auditorium, Panampilly Nagar, Cochin.

The chief guest of the function was Mrs Rama Mathew, Commissioner of Customs, Central Excise and Service Tax, Cochin zone. Dr. M.K. Ram Mohan, Deputy Director of MPEDA and Vice President of Staff Club welcomed the gathering. In her presidential speech, Ms. Leena Nair, IAS, Chairman, MPEDA, stressed the need for team work and dedicated work culture to keep the spirits high. The chief guest inaugurated the function by lighting the ceremonial lamp and in her inaugural address, praised MPEDA for organizing such a nice function and showered her blessings for the successful culmination of the function. Felicitations were given by Sri. J. Ramesh, Secretary, MPEDA and President of Staff Club,

Sri.N.Ramesh, ITS, Director(M), MPEDA, Sri. C. Ramakrishnan, President of the MPEDA Pensioners Forum, Sri. K.N.Vimalkumar, President, MPEDA Officers Association, Sri. K.A.Venugopal, President, MPEDA Staff Association and Sri. S.Santhosh Kumar, President, The Employees Association of MPEDA. Vote of thanks was given by Sri. A K.Thankappan, Secretary, MPEDA Staff Club.

The employees who had completed 25 years of service were honoured by presenting them with a memento. Rajeswari Memorial Endowment Awards to children of staff who had excelled in academics in class X and XII in both state and central syllabus were distributed during the inaugural function. Prizes for various competitions conducted in connection with ONAM celebrations were also distributed. The inaugural function was followed by a comedy show by professional troupe and variety entertainment programmes by children of MPEDA officials.



**Ms. Leena Nair, Chairman, MPEDA lighting the traditional lamp. (L-R) Mrs. Rama Mathew, Commissioner of Customs, CE&ST, Cochin, Shri. C. Ramakrishnan, President, MPEDA Pensioners' Forum, Shri J.Ramesh, Secretary, Shri N. Ramesh, Director (M), Smt. Seetha Ananthakrishnan, Asst. Dir., & Dr. M.K. Ram Mohan, Dy. Dir, MPEDA.**

## Fisheries varsity to function by year end

Kochi: The Kerala Fisheries and Ocean Sciences University, the first of its kind in the country, will start functioning by the end of this year, Fisheries Minister S Sarma has said.

"There should be no doubt about the government's intention to set up the university with its headquarters in Kochi as even the Centre is keen on the proposal, though it initially had a confusion on where such a varsity should be located," Sarma said at a function held here.

"Kochi is the fishing capital of the country as 15 percent of the total 20 percent export from the state is from here. Kerala's export of Rs 1.585 crore is also a record in the country," he said. Sarma said Kochi was the hub of the central fish research centres and hence it was necessary to develop an academic support system here to bring in more development in the fisheries sector. Earlier, the minister inaugurated the Vembanad Ladies Hostel and laid the foundation stone for the swimming pool of the College of Fisheries, Panangad.

In his welcome address, Kerala Agricultural University Vice Chancellor K R Vishwambharan said two new M Sc integrated courses in Biotechnology and Climate Adaptation had been started.

He said that swimming was a part of the curriculum for fisheries students. The Vice Chancellor expressed the hope that the Fisheries Department would lend financial support to help complete the third floor of the hostel.

## Fish good for middle-aged and older men



**M**iddle-aged and older men who eat fish every day are less likely than infrequent fish eaters to develop a collection of risk factors for heart disease, diabetes and stroke.

Metabolic syndrome refers to a collection of risk factors for diabetes, heart disease and stroke - including abdominal obesity, high blood pressure, high blood sugar, low HDL cholesterol and high triglycerides. The syndrome is typically diagnosed when a person has three or more of these traits, and doubles the risk of heart attack and stroke in those affected.

Past research has linked higher fish intake to a lower risk of some individual components of metabolic syndrome. Researchers studied 3,504 Korean adults aged 40 to 69, to investigate the effect of fish and n-3 fatty acid intake on the incidence of metabolic syndrome and the individual risk factors for the syndrome. All the individuals were free from metabolic syndrome or cardiovascular disease. Data regarding the body weight, lifestyle habits - smoking and exercise, and daily fish consumption was collected from all

the participants.

Of the 232 men who said they ate fish every day, 29 (or about 12 percent) developed metabolic syndrome over the next three years. Of the 190 men who said they ate fish less than weekly, 16 percent developed metabolic syndrome. Men who had a serving of fish each day were 57 percent less likely than those who ate fish less than once per week to develop metabolic syndrome over the next three years. However, no benefit of eating fish was seen among women.

The study shows that omega-3 fatty acids - found most abundantly in oily fish like salmon, mackerel and tuna - have heart benefits. Also, omega-3 fatty acids can lower triglycerides (a type of blood fat). Also, fish oil supplements can help lower blood pressure and reduce the risk of death among people with established heart disease.

The study concludes that consumption of fish and omega-3 fatty acids significantly lowers the risk of metabolic syndrome among men, but not among women.

- *Journal of American Dietetic Assn.*

## Nomura to launch world's first fishery investment fund

**T**okyo: (Kyodo News International) - Nomura Securities Co. will set up, what it says, the world's first investment trust specifically targeting fisheries-related businesses worldwide amid growing demand for fish in many countries. The company said it has judged that fishery-related businesses will grow in the long term. People in the United States and Europe are becoming more health-conscious while fish demand is also expected to rise in emerging countries amid economic growth, it said. "We'd like to attract customers who have not been interested in investment funds," a Nomura official said.

Nomura plans to assemble up to 140 billion yen through the fund during the period upto to Aug. 19, while Amundi Japan Ltd., a Japanese unit of French asset management company will manage the fund, the major Japanese brokerage house said. About 30 percent of the collected funds is expected to be invested in businesses in Japan, while around 40 percent would be invested in U.S. firms, Nomura officials said. The company also plans to invest in companies in emerging economies such as Thailand and Brazil, as well as in Norway where fishing is a main industry.

The fund will be invested in listed companies that engage in fishing or fish farming, as well as those which make fishery-related goods such as fishing gear and ship engines, the officials said.

Companies in the food service industry that serve seafood will also be targeted for investment, they said.

*Kyodo News Int.*

## CMFRI Harvests Asian Seabass

Chennai: Evolving an alternate livelihood for fishing communities in the State, the Central Marine Fisheries Research Institute (CMFRI) Kovalam, Chennai successfully harvested Asian Seabass, an edible fish commonly consumed in the State.

Speaking to reporters at the 'harvest mela,' Mr. G Syda Rao, Director of CMFRI, said: "after successful demonstration of open sea cage culture of lobsters at Isukapalli in Andhra and Vairavankuppam in Pulicat during 2009, we have reaped a good harvest of Asian Seabass through open sea cage farming, which was launched in February this year at Kovalam."

The experimental cage with six-

meter diameter and six-meter depth was launched in February at Chemmenchery Kuppam near Kovalam and after six months' time, CMFRI officials were able to get a harvest of more than 2 MT of fully-grown Asian Seabass which has a good



market value. For setting up a cage for sea farming, the National Fisheries Development Board (NFDB) gives 60 per cent subsidy and the respective states entrusted with the task to identify the beneficiaries. Besides,

CMFRI remains a scientific advisor to fishermen who venture into cage farming.

State Fisheries Minister Mr. K.P.P. Samy along with other officials from Central Institute of Brackishwater Aquaculture, Zoological Survey of India and Marine Products Export Development Authority (MPEDA) witnessed the harvest and patted the institute for showing new livelihood options for fishermen. Samy said, "Since cage culture seems to be a good scheme aimed at improving the livelihoods of fishermen, I will present the details to Chief Minister M Karunanidhi and a positive outcome on introducing state-sponsored open sea cage farming is expected soon."

- E N S

## Biggest census of marine life

It has been the biggest and most comprehensive attempt ever to answer that age-old question: how many fish are there in the sea? Published on 2 August, a 10-year study of the diversity, distribution and abundance of life in the world's oceans, the Census of Marine Life (COML), estimates there are more than 230,000 species in our oceans. The survey covers "from coast to the open ocean, from the shallows to the deep, from little things like microbes to large things such as fish and whales," said Patricia Miloslavich of Universidad Simon Bolivar, Venezuela, the co-senior scientist of the COML.

More than 360 scientists have spent the past decade surveying 25 regions. The results show that around a fifth of the world's marine species are crustaceans such as crabs, lobsters, krill and barnacles. Add molluscs (squid and octopus) and fish

(including sharks) and that accounts for up to half the species in the seas. The charismatic species often used in conservation campaigning – whales, sea lions, turtles and sea birds – account for less than 2 per cent.

The surveys have also highlighted areas of concern for conservationists. "In every region they've got the same story of a major collapse of what were usually very abundant fish stocks or crabs or crustaceans that are now only 5 per cent-10 per cent of what they used to be," said Mark Costello of the Leigh Marine Laboratory, University of Auckland. "These are largely due to over-harvesting and poor management of those fisheries. That's probably the biggest and most consistent threat to marine biodiversity around the world." The main threats include overfishing, degraded habitats, pollution and the arrival of invasive species. But more problems loom: rising water

temperatures and acidification, thanks to climate change, and the growth in areas of the ocean that are low in oxygen and, therefore, unable to support life.

### Most diverse regions

The most diverse regions identified by the COML are around Australia and south-east Asia. "It's also a hotspot for terrestrial biodiversity and this has been known for about 100 years," said Costello. "It looks like that region with the coral reefs has always had a very high rate of speciation. It also has a very diverse range of habitats – from the deepest areas of the oceans to large areas of shallow seas, which can support coral reefs."

Australian and Japanese waters contain more than 30,000 species each. Next in line are the oceans off China, the Mediterranean Sea and the Gulf of Mexico.

– © Guardian Newspapers Limited.

## How did they count all the fish in the sea?

Earlier this week, the census of marine life was published, concluding that there are more than 230,000 species in our oceans. And for every marine species known to science, at least four have yet to be discovered.

For the layperson, two questions spring to mind. First, how on earth do you count all those fish? Second, how can scientists put a number on what Dick Cheney would call the “known unknowns”? Dr. Tom Webb, a marine ecologist at the University of Sheffield, northern England, who worked on the census, says different methods are used to count marine species, but that it “often will come down to some poor bloke in a lab counting things” – molluscs in mud samples, plankton in seawater samples. “For species in the North Sea we will use trawl surveys from the fishing industry,” he says. “With coral reefs in, say, Fiji we will use visual surveys conducted by divers, who simply count what they see in front of them. Scientists might also conduct



their own fishing expeditions to collect invertebrates. And we might even use a sieve to sort through samples of mud from the sea bed. We then extrapolate from this tiny portion of the sea what the whole ocean might contain.” When it comes to estimating how many species are yet to be discovered, Dr. Webb says scientists use a technique called “rarefaction”: “Imagine a garden pond. When you first put the net in everything will be new to you, but the second time you

do it, you will have already seen some of the species from your first trawl. Your rate of discovery will keep on declining over time. In the deep oceans, we still have a one-in-three chance of discovering something new, whereas in the North Sea we are close to having a full understanding of all the species it supports.” Perhaps that is because we have battered and served with chips just about everything we have found in the North Sea? – © Guardian Newspapers Limited, 2010.

## Fishing boats to have registration numbers

Mangalore: Fishing boats too will now sport unique registration numbers. An initiative of the department of fisheries in Dakshina Kannada will be replicated across India with the Union government giving its nod for the implementation of the 12-digit numbering system. The National Informatics Centre will have an online database and give key security agencies access to it.

Karnataka is the first state off the blocks to implement this system for boats registered with the department of fisheries. Hitherto, the port officer would register the boats under powers vested under the Merchant Shipping Act. The state government, through

its Order, vested this power with the deputy director, department of fisheries.

The deputy director of the department, Suresh Kumar Ullal here is the registrar of fishing boats for the ports of Mangalore, Malpe and Gangoli, while his counterpart in Uttara Kannada is the registrar for fishing boats in Bhatkal, Honnavar, Tadadi, Belikere, Mudga, and Karwar ports. Fishing boats from smaller harbours along these nine major fisheries ports will be registered at the nearest major harbour. Suresh Kumar told TOI here on Monday that all new boats coming for registration since the October order are being numbered

under this system.

For other boats, Suresh Kumar said the process was started during the compulsory break in fishing this monsoon. Suresh Kumar has under his jurisdiction around 7,000 mechanised, motorized and non-motorized fishing boats.

NIC is developing software that will enable the department to carry out online registration and renewal. This year, the department is manually issuing the registration certificate, Suresh Kumar said. The Indian Navy, Coast Guard, Coastal Security Police, local police and department of fisheries will have access to this number once the data is in online, he added.

## Assam can be top fish producer: expert

The Central Institute of Fisheries Education (CIFE), Mumbai, believes that Assam can become a top fish producer because of physical advantages and adoption of new technologies. The challenge is to make fish farmers embrace certain changes and protect the environment in which fish is reared.

The well-known facility that has promoted fish production in the country and achieved a high rate of success has been providing necessary inputs to the State Fisheries department and shaping a new approach to enhance both the quantity and quality of fish produce.

According to Dr Dilip Kumar, Director, CIFE, "The time has come for Assam to utilize its natural advantages. In very few other States do we have such virgin water bodies where fish can be farmed with such ease."

He believes that proper technology made available in time would certainly be a boost to fish farmers. Some positive trends have already been observed, and with more fish farmers embracing new knowledge and skills the State will witness a rapid rise in production.

In Guwahati to launch the first freshwater prawn hatchery, Dr Kumar said that freshwater prawn will become a key income generator to farmers of the State. "There is a huge demand for prawn not just in this region, but also in Bangladesh. The fish farmers could easily multiply their income by raising prawn along with some other fish types," he remarked. Freshwater prawn has already been commercially harvested in Tripura, where farmers get anything between Rs 600 to Rs 1,000 per kilo. The process of raising prawn is relatively

less costly, creating an ideal situation for fish farmers even with small areas at their disposal.

He revealed that the State Fisheries department has been successful in managing the first freshwater prawn hatchery and with two more coming up in Dhubri and Silchar, the fish farmers would be able to procure a steady supply of seedlings. "They have used synthetic sea water, which has proved to be a great success in the new hatchery," Dr Kumar added.

Admitting great potential for freshwater prawn cultivation in Assam, the senior scientist however cautioned that aquaculture in the State would only bring in rich harvests if the existing water bodies are protected from pollutants. Pollution in natural water bodies has been reported from several parts of the State, and consequently, fish farmers have expressed their concerns.

"Fish are highly sensitive to the quality of their habitat, and it has been seen that fertilisers used in agriculture and raw sewage affect them to a very great extent," Dr Kumar noted, and hoped that Assam Government would recognise this fact so that fish farmers were not adversely affected.

On climate change and its influence on aquaculture in Assam, he was circumspect, saying "a lot of data needs to be acquired before anything substantial can be said about the impact on climate change on fish farming..." However, a rise of one or two degree in temperature could help the growth of some fish types which are in demand in the region, he added.

- Assamtribune

## Fishermen demand compensation for oil spill losses

The 800,000-strong fishing community in Maharashtra on Monday demanded compensation for what they claimed were huge losses to their trade following the oil spill outside Mumbai. The state government and maritime authorities have banned all fishing activities in and around the Mumbai coast till the oil slick is brought under control while the Municipal Corporation of Greater Mumbai cautioned people to refrain from consuming sea products.

This has proved to be a double blow for the fishing community, especially the small and marginal fishermen who conduct the trade on a daily basis, the Maharashtra Fishermen's Association said in Mumbai. "Over 6,000 small fishermen owning small boats are virtually threatened with starvation as





they work and earn on a daily basis. The oil spillage has spelt doom for their trade and they are sitting at home since three days," association chief Damodar Tandel said.

He has shot off a letter to Chief Minister Ashok Chavan and district authorities demanding compensation for the affected small fishermen whose trade has been hit. "As per the various shipping laws in force, we are entitled to adequate compensation in the event of losses to our trade arising out of factors like oil spill. Accordingly, we have sought compensation of Rs 10,000 per month per small fisherman till the fishing activity normalises," Tandel said.

Efforts are on to combat the oil spill spanning around two miles in the Arabian Sea, three days after Panamanian cargo carrier MSC Chitra and a St Kitts ship MV Khalijia-III collided outside the Mumbai harbour, barely five km from south Mumbai.

The fishing community has taken a 10-week break during the monsoon season in view of the hazardous sailing conditions and also since it is breeding time for the fish. But around 6,000 small and marginal fishermen continued to fish along the coast even during the monsoon to make ends meet. Even after the fishing activity resumes from Aug 15, the community has apprehensions about the near future in view of the oil spill.

Meanwhile, prices of sea products have already hit the sky in different fish markets around Mumbai which are presently selling frozen stuff. The prices of all-time favourites like prawns and pomfrets has shown a three-to-five fold hike in rates as compared to the prices last week, before the oil spill, with a cascading effect on the menu rates in restaurants across the city.

There are around 800,000 fishermen with more than 21,000 huge fishing boats and another 6,000 small fishermen with around 500 small boats in the state.

- I A N S

## Export of marine ornamental fish gets a boost

Marine ornamental fishes with striking colours and features may earn Kerala a place in the map of the ornamental fish business. Kerala Aqua Ventures International (KAVIL), the agency set up for promoting ornamental fish farming, is all set to explore the export potential of the fish varieties.

hub at KAVIL, near Kadungalloor.

At present, the exporters are collecting the fish from various agencies and marketing them as there is no commercial production of these varieties. If the technology is available, many in the business would come forward for establishing the marine fish breeding centres, Ms. Kurian said.



A pair of marine ornamental fish in an aquarium

There is immense export potential for marine fishes in the overseas market. However, the supply is very limited, explained A. Gopalakrishnan Nair, executive director, KAVIL.

The Maldives, Indonesia and the Philippines are the leaders in the business. Most of these countries collect fish from the wild and export them. Kerala can also try the methods employed by these countries. The result of one of the informal surveys conducted at Vizhinjam near Thiruvananthapuram recently was quite encouraging, he said. "The buyers in the overseas market, especially the U.S., need a wide variety of fish and under the present system, we are unable to meet the demands," said Binju Asha Kurian, director of FAB Ornamental Fish Farming Private Limited, which owns an export

Incidentally, the researchers of the Central Marine Fisheries Research Institute (CMFRI), Kochi, had earlier claimed to have developed the breeding techniques for 18 species of marine fishes including damsels and clown fishes. The institute is also offering consultancy for the commercial production of some varieties.

Around 80 species of marine fishes are available in the international market and one needs to have that number of varieties to compete in the business. KAVIL is planning to enter into strategic alliances with some of the exporting countries and train the Kerala fishermen in sustainable collection of these varieties from the wild, Mr. Nair said.

- K. S. Sudhi  
The Hindu

## Centre will take up fishermen's issue with Sri Lanka: Krishna

New Delhi: India will take up the issue of torture and attacks on Tamil fishermen with Sri Lankan authorities and ensure protective cover for them as long as they do not stray into Sri Lankan waters, External Affairs Minister S.M. Krishna said.

"Both countries are working out bilateral institutional arrangements for ensuring the safety and security of fishermen of both the countries and addressing such issues in a humane and practical way," he said in the Rajya Sabha.

While giving clarifications on his statement on a 'Calling attention motion on the killing of Indian fishermen and continuous attack on them by Sri Lankan Navy,' Mr. Krishna claimed that the incidents of apprehending Indian fishermen and firing on them in the waters between India and Sri Lanka had come down significantly after the October 2008 understanding on the issue.

"In 2008, 1,456 Indian fishermen were apprehended by the Sri Lankan Navy. In 2009, those apprehended came down to 127. In 2010, till end of July this year, 26 fishermen were apprehended. In 2008, the number of fishermen reported killed was 5 with 1 missing. In 2009, no fisherman was killed or missing... It is, therefore, evident that the October 2008 understanding has had a salutary effect on the situation," he said.

Mr. Krishna said: "It is important that we sensitise our fishermen to respect the International Maritime Boundary Line and not stray into the Sri Lankan waters for their own safety and security, especially in those areas designated as sensitive by the Government of Sri Lanka. We have also conveyed a similar request to the government of Sri Lanka vis-a-vis their fishermen who cross the International Maritime Boundary Line and enter our waters."

He informed that the ferry service between Rameswaram in Tamil Nadu and Talaimannar (Sri Lanka) would be resumed following an agreement between the two countries.

Earlier, cutting across party lines, MPs in the Rajya Sabha urged the Centre to protect the rights of Tamil fishermen who were allegedly being attacked and tortured by the Sri Lankan authorities. Members of the Congress, BJP, DMK, AIADMK and CPI asked the Centre to take up the matter with the Sri Lankan government strongly and take back Kachchativu island for benefit of Indian fishermen.

While Jayanthi Natarajan (Congress) asked the Centre to deal strictly with Sri Lankan government for humiliating and beating Indian fishermen, T. Siva (DMK) expressed concern at attacks on Indian fishermen.

Kanimozhi (DMK) said while firing on fishermen might have stopped after the agreement between the two countries, their torture and humiliation continued and it was not right even if it took place in the Sri Lankan waters.

D. Raja (CPI) asked the Centre to reopen the Kachchativu agreement and raise it at the SAARC forum. "The Centre has been complacent and failed to take up the issue proactively," he alleged.

V. Maitreyan (AIADMK) demanded that the Centre take steps to recover the Kachchativu island from Sri Lanka and demanded a guarantee to fishermen's life.

Quoting letters of Chief Minister M. Karunanidhi to the Central government, M. Venkaiah Naidu (BJP) alleged that despite repeated reminders by the State government, the Centre's approach had been casual and insensitive to the plight of Indian fishermen.

## Orissa plans bill to regulate fishing in Chilka lake

Bhubaneswar: In a bid to put curb on irregular fishery practice and check unsustainable method of fishing including shrimp culture inside famous Chilka Lake, Orissa govt. will introduce Chilka (regulation and fisheries) Bill-2010.

"The new act will regulate fishery practice inside the lake and help in eliminating illegal practice," Chief minister Naveen Patnaik told reporters after chairing the 10th governing body meeting of Chilka Development Authority (CDA). The CDA would be given penal power to punish violators, he said adding with its implementation, people earning their livelihood from the lake would be benefited.

This apart, considering the potential of the lake, the state government decided to set up a fishery resource management plan (FRMP) for holistic management of the fishery resources of the lake.

Official sources said the government decided to set up an Orissa Wetland Development Authority to preserve all the wetlands in the state. Chilka (Regulation and Fisheries) Act, 2010 is under scrutiny by the law department, the sources said.

Besides, the governing body meeting decided to strengthen primary fishermen cooperative societies and constitute Chilika Fishermen Central Cooperative Society Limited. While dealing with frequent violence over lease issue, the governing body suggested formation of a unified leasing system for proper demarcation on ground.

Reports said the fish netted in lake during 2009-10 was 11,955.37 metric tonnes. The market price of the fish during the period was Rs 82.54 crore. The meeting decided to distribute insulated ice-boxes to members of the 104 primary fishermen cooperation societies.

- The Hindu

- P T I

## High-value agriculture has to grow fast: Plan panel

The high-value agricultural segment, comprising livestock and fisheries, has to show higher growth for the farm sector to expand at a faster pace, the Planning Commission has said.

The 11th Five-Year Plan (2007-2012) had set an average agricultural growth target of 4 per cent. However, the mid-term appraisal of the plan acknowledges that the average growth in agriculture will fall by 2-3 per cent. Though one of the obvious reasons being cited for the shortfall is the drought that hit foodgrain production in 2009-10, the crop segment is still expected to grow by 2-3 per cent, close to the projected estimate of 2.7 per cent for the Plan period.

However, the livestock segment, which contributes 23.8 per cent to the entire agricultural growth rate, is expected to fall significantly short of the projected average growth rate of 6 per cent. Till 2009-10, the average growth for this segment has been 4.1 per cent. Fisheries, which had grown by 3.7 per cent in the 10th Plan period is also expected to fall short of the 11th Plan period average growth projection of 6 per cent.

"I think the real reason is that investment in logistics like storage and distribution has been quite limited. Though it has happened in some sectors, like milk, others, like meat, have lacked. What we need is better infrastructure at the retail marketing level," said Shashanka Bhide, senior fellow at the National Council of Applied Economic Research.

Moreover, Bhide adds these sectors have been considered "supplementary" and there are no incentives to turn to these sectors, which are less profitable than traditional farming of crops like wheat, rice and pulses.

The growth in the high-value segment has been declining even as the demand for these products has been on the rise. Analysts say in a high-

growth economy, the demand for high-value agricultural products sees a rise and this has been the case with India, too. The demand for livestock and allied products has increased at the rate of 7 per cent every year, while the growth in production has been slowing and is between 3 per cent and 5 per cent.

This has, in turn, led these high-value food items like milk, meat, eggs and fish to have one of the most consistent and rapid inflation rates. Contrary to popular perception that cereals, pulses and sugar have seen the sharpest increase in prices, it is animal husbandry where the Wholesale Price Index (WPI) inflation has been constantly pronounced.

"With growth in the overall economy, the demand for these (food items) has gone up much faster than the supply. I think we got trapped in a mindset that the demand would be slower," Planning Commission Principal Advisor Pronab Sen told in a recent interaction.

Given the preoccupation of addressing food security concerns through the traditional foodgrain segment, there is no policy framework till now to address the gradually decelerating growth in the livestock and fisheries segments.

The mid-term appraisal notes that currently "no Central assistance or schemes are available for the meat sector". Moreover, it also observes how value addition in the meat sector has been non-existent, especially in the domestic market. Similarly, the production of marine fish has reached stagnation and "there seems to be no further scope to increase the production", while India still has the potential to increase production in the indigenous fish segment through more active participation of the private sector.

- Business Standard

## 'Punjab suitable for ornamental fish farm'

Ludhiana: To disseminate the technology of culture and breeding of ornamental fishes among farmers and young entrepreneurs, department of aquaculture, College of Fisheries, GADVASU conducted a two-day training programme on 'Culture and seed production of ornamental fishes'. About 20 participants from different districts of Ludhiana, Faridkot, Ferozepur and Mohali 'attended the event.

Asha Dhawan, head, department of aquaculture, said, 'The environment in Punjab is very suitable for the culture and breeding of ornamental fish species. So this venture can be taken up and the traders can produce the seed of different species locally and earn handsome money.'

Kamaldeep Kaur, Dean, College of Fisheries, GADVASU, said it is an activity, which not only provides aesthetic pleasure to the fish keeper, but also shows additional means of financial gains.

The ornamental fish-keeping activity that started as a hobby has attained the stature of a very rewarding industry. In India, there is a huge demand for exotic ornamental fishes. The domestic market is worth around Rs 500 million and the demand is increasing at 20% annually. India contributes only about 0.008% to the global trade, thus showing great potential, he informed.

"The export from our country is mainly confined to freshwater varieties from the natural resources predominantly from the northeastern states. Ornamental fish breeding and culture is confined in and around the metro cities 'Mumbai, Kolkata and Chennai,' Dhawan added.

Director, Extension Education, GADVASU, K S Sandhu, suggested the participants adopt this venture on scientific lines. The training on ornamental fish culture and breeding would be a regular feature in the coming years, he added.

GADVASU is culturing and breeding gold fish, koi carp, guppy, molly and others.

- Times of India

## Lankan fishermen's association suggest creation of "No fishing zone"

**N**agapattinam (TN): Representatives of Sri Lankan fishermen's associations suggested creation of a 'no fishing zone' in Palk Straits and Gulf of Mannar, to help preserve marine wealth and avoid conflict between fishermen of the island nation and India. The 23 member team discussed with their Indian counterparts the damage caused to marine wealth due to use of trawlers and the need to evolve a strategy to protect the livelihood rights of fishermen of both countries. The members said they would submit a report on the outcome of their three-day tour all over Tamil Nadu to the Sri Lankan Government and forward copies to Indian authorities. The team, comprising members of associations from Jaffna, Mannar and Neerkozhumu and two officials of Lankan Fisheries department, also visited fishermen's hamlets at Nagore, Pattinacherri, Akkaraipetai and Keerchangkuppam and enquired about the problems faced by them. Family members of Chellappan, a fisherman killed during an attack at sea on July 7 allegedly by the Lankan Navy also met the team here. The members arrived in Tamil nadu on Aug 16 on a three-day tour to discuss issues related to fishing in the Palk Straits and Gulf of Mannar. The South Indian Fishermen Associations' Federation (SIFAF) and Yagappa Fishermen Association among others had arranged for the visit of the Lankan team.

.PTI

## Seafood exports to pick up on US, Europe demand

**K**ochi: Seafood exports from India are on a roll with demand picking up in the US and European market, officials of the Seafood Exporters Association of India (SEAI) said. Exports have been aided by higher catch in India, which has also contributed in lowering domestic prices. The only concern of the \$2-billion export target is the recent weakening of the dollar, which lowers export realisation, according to Mr. Anwar Hashim, national president of SEAI. "Better landing has helped in higher exports. Landings of cuttle fish, squid and black tiger prawns have been higher, which has also helped in lowering the domestic price and in turn making us competitive at the global level," he said.

Traditionally, exports are lean during the months of June-August on account of trawling ban in coastal states during the monsoon. Mr. Hashim feels that European buyers and US are back on track and consumption is slowly increasing. "Exports of shrimps to the US market are on a positive note despite the fact the anti-dumping duty has increased after the fourth review. The customs bond has been waived and exporters are returning to the US market," he added.

The effect of the anti-dumping duty and customs bond enforced from 2004 was dramatic on Indian seafood exports. Indian companies exporting shrimp to US fell to less than 75 from 228 at the time of imposition of punitive duties. Frozen shrimp exports constitute almost 50% of the value of

India's total seafood exports and US actions had a deleterious effect on the numerous aquaculture farms spread over coastal India.

The loss Indian seafood suffered in the US market was more than made up by higher trade with the West Asia and South Asian countries. Exports to west asian countries have increased by 27% during the last one year while Southeast Asian countries have imported 62% more during the last fiscal.



Seafood exports from India has witnessed a sharp increase of 22% in July. During the first four months of FY 2010-11, marine exports stood at \$638 million compared with \$517.40 million in the same period of last fiscal. Exports to Japan, which has very high quality standards has increased significantly during the period. Volume of exports during the first quarter was higher by 47%, while value has gone up by 30% for the period. Dollar realisation from Japanese trade has increased by 41% during the period. Japan mostly imports shrimps from India and this is reflected in the growth of exports that was going through a difficult phase after problems in EU and US markets.

# TRADE ENQUIRY

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