



MES AMANI COLLEGE  
OF VANDALUR

# NCIATRI 23 ABSTRACTS 20

Editors

**Ansar E. B., Dhanya P. R., Jisha K. C., Kesavan K.  
Lathif Penath, Mohammed Areej E. M. & Sheena P. A.**



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## Contents

Sl. No.	Title & Authors	Page No.
12	Isolation and Identification of <i>Vibrio</i> Species from Selected Beaches of Calicut District <i>Jumaira E. P.</i>	12
13	Breeding Standardization, Conservation & Biological Disease Control Of <i>Etroplus suratensis</i> <i>Muhammed Bin Farooq</i>	13
14	Fish Consumption Pattern in Thrissur District <i>Neely T. G., Sandra S Nair, Anusree M. P., Gopika K. S., Ruksana, Krishnan and T.D. &amp; Dhanya Pulikkottil Rajan</i>	14
15	Habitat Variation and Diversity of Zooplankton in Ponnani Waterbodies with Special Reference to Water Quality <i>Raseena Thasni C. M.* &amp; Rinshi Balu</i>	15
16	Nutritional Enhancement of Edible Oils Using Crustacean Shell Waste <i>Sayana K. A.* &amp; Sumayya K. S.</i>	16
17	Status of Needle Fish Landing and Length Size Range of <i>Tylosurus acus melanotous</i> From Androth Island Lakshadweep <i>Shahul Hameed P. V. P.* &amp; Ranjeet K.</i>	17
18	Study on Gut Content of Lunar Tailed Big Eye ( <i>Priacanthus hamrur</i> ) <i>Shameem Ayyappankandathil*, Amrutha Sivadas &amp; Kesavan K.</i>	18
19	Chemical & Physical Food Safety Hazards in Aquaculture Farms: A Study in Kodungallur Area in Thrissur District <i>Sreelakshmi T. P.</i>	19
20	Influence of Chilled Storage on the Biochemical, Sensory and Microbial Quality of Frigate Tuna ( <i>Auxis thazard</i> ) Meat. <i>Sugaina Sukaiman M. S.</i>	20
21	Assessment of Mosquito Vector Diversity Across Habitats in the Thiruragadi Municipal Area <i>Sumana P.*, &amp; Shameema Kodasseri</i>	21
22	Diversity of Coral Reef Fishes of Amini Island of Lakshadweep Archipelago <i>Thayyiba P.* &amp; Bijoy C</i>	22
23	Growth Performance Study of <i>Anabas Testudineus</i> by Utilization of Prawn Shell Waste as a Potential Fish Feed Ingredient <i>Ujjwala Navas</i>	23
24	Marketing Margin and Price Spread of Ornamental Fishes in Selected Districts in Kerala <i>Vaishna P. U.</i>	24
25	Freshwater Fish Diversity in Bharathapuzha River, Kerala <i>Veena V, Sasikala G. &amp; Selvaraju Raja</i>	25

## Marketing Margin and Price Spread of Ornamental Fishes in Selected Districts in Kerala

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The present study was under taken to know aquarium fish marketing system in the districts of Thrissur and Ernakulam. A total number of 9 ornamental fish shops were randomly selected. A lot of studies related to ornamental fish marketing have been conducted during past decades. By analyzing marketing cost and price spread, the current status of ornamental fish business in the market, and also the profit percentage earned by the breeder, rearer, wholesaler, and retailer at different marketing channel can be understood. . The ornamental fish shops were found to be the primary source of livelihood for these people and maximum units were retail outlets. In ornamental fish trade, price is determined as "rate per piece" and this caused a high difference among producer's price, wholesaler's margin and retailer's margin of same species. Inappropriate quarantine of the stock, lack of good colouration, lack of good strain and unsteady demand also affected the wholesalers. Fishes were imported mostly from Kolkata, Chennai and Mumbai whereas sometimes they bought fishes from foreign countries as well. Gold fish (*Carrassius auratus*) was the most preferred groups in market. Improper health management practice, seasonal fluctuation in price, high wholesale rate and lack of finance was considered as the most significant problem inhibiting the growth of retail industry. The analysis revealed that the intermediaries were grabbing a significant share of the consumer's rupee.

**KEYWORDS:** Price Spread, Marketing Costs, Wholesale Price, Retail Price.