



IMPACT OF CLIMATE CHANGE ON HYDROLOGICAL CYCLE, ECOSYSTEM, FISHERIES AND FOOD SECURITY

B. Madhusoodana Kurup
M.R. Boopendranath
M. Harikrishnan
A.V. Shibu



Impact of Climate Change on Hydrological Cycle, Ecosystem, Fisheries and Food Security.
Edited by: *B. Madhusoodana Kurup, M.R. Boopendranath, M. Harikrishnan and A.V. Shibu*
Papers presented at ClimFishCon2020: International Conference on Impact of Climate Change on
Hydrological Cycle, Ecosystem, Fisheries and Food Security, 11-14 February 2020, Cochin, India.

Copyright © 2021, Narendra Publishing House, Delhi (India)

Citation: Swadhin Behera, 2021. The Climate Variability in the Indo-Pacific Sector. In: Impact of Climate Change on Hydrological Cycle, Ecosystem, Fisheries and Food Security (Madhusoodana Kurup, B., Boopendranath, M.R., Harikrishnan, M. and Shibu, A.V., Eds.), pp. 3-12, Narendra Publishing House, Delhi, India.

All rights reserved. Neither this book nor any part may be reproduced or used in any form or by any means, electronic or mechanical, including photocopying, microfilming, recording, or information storage and retrieval system, without the written permission of the publisher and author.

The information contained in this book has been obtained from authentic and reliable resources, but the authors/publisher cannot assume responsibility for the validity of all materials or the consequences of their use. The editors/publisher have attempted to trace and acknowledge the materials reproduced in this publication and apologize if permission and acknowledgements to publish in this form have not been given. If any material has not been acknowledged please write and let us know so that we may rectify it.

First Published in 2021

ISBN: 978-93-90309-11-5

Published by :

NARENDRA PUBLISHING HOUSE

Publisher and Distributor

C-21, Varun Apartment, Sector -9, Rohini

NEW DELHI - 110085

Phones: 91-011-45025794, +919717874875

E-mail: info@nphindia.com, nphindia@gmail.com

Website: www.nphindia.com

Printed in India

Laser Typeset by Amrit Graphics, Shahdara, Delhi-110032

30.	Widespread Invasion of an Alien Mussel in Ashtamudi Lake, a Ramsar Site in Kerala, India <i>P.R. Daya, T.T. Ajith Kumar, Kuldeep Kumar Lal</i>	359
31.	Assessing the Drivers of Forest Degradation in Peechi-Vazhani Wildlife Sanctuary, Western Ghats <i>Shalu George, Manjusha, K., Mukesh Lal Das, Nadirsha PS Nawab, S. Ambazhagi and Muthukumar Muthuchamy</i>	365
32.	Structural Analysis of Major Mangrove Forests of India <i>S. Sreelekshmi, S. Bijoy Nandan and M. Hanikrishnan</i>	379
VI:	FOOD AND NUTRITIONAL INSECURITY	391-508
33.	Food and Nutritional Insecurity in the Perspective of Climate Change <i>K. Gopakumar</i>	393
34.	Export Oriented Aquaculture for Seafood Exports from India <i>K.S. Srinivas</i>	399
35.	A Meta-Analysis Study on Types of Seafood Mislabelling in Canada <i>Lovena Mathew</i>	407
36.	State of Biocultural Diversity, Climate Change and Ethnic Meat and Fish Products of Northeast India: A Review <i>Ranendra Kumar Majumdar</i>	425
37.	Utilization of Secondary Raw Materials from Fish for Developing High Value Novel Foods and Dietary Supplements <i>Suseela Mathew and C.N. Ravishankar</i>	439
38.	Characterization of Collagen from the Skins of Three Different Commercially Important Fishery Resources <i>Moe Theingi Hlaing, K. Elavarasan, U. Parvathy, C.G. Joshy and George Ninan</i>	459
39.	Consumer Preference for Value added Fish Products in Kochi (Kerala) <i>Mary Saniya Stephen and Dhanya Pulikkottil Rajan</i>	469
40.	Chemical and Biophysical Properties of Gelatin Composites from Cephalopods for the Improvement of Textural Quality in Sausages <i>Roopa Rajan, L. Aranganathan and S.R. Radhika Rajasree</i>	477

CHAPTER - 39

**Consumer Preference for Value added
Fish Products in Kochi (Kerala)**

Mary Saniya Stephen^{1*} and Dhanya Pulikkottil Rajan²

*¹School of Industrial Fisheries, Cochin University of Science and Technology Lake-side campus,
Fine arts Avenue, Cochin-682016, Kerala, India*

*²Department of Aquaculture, M.E.S. Asmabi College Padinjare Vemballur, Thrissur-680671
Kerala, India*

**E-mail: saniyastephen94@gmail.com>*

Fisheries sector has witnessed an impressive growth from a subsistence traditional activity to a well-developed commercial and diversified enterprise. It has been playing a pivotal role in the economic development by virtue of its potential contribution to employment generation, income augmentation, addressing food and nutritional security concerns and foreign exchange earnings. World fish production has increased immensely and the capture fishery has arrived at a state of over exploitation. An alarming increase in human population is resulting in widening the supply-demand gap, with the consequences of reduced availability, rising price and search for alternative resources to meet the gap (Clark, 1990).

Low priced fishes are either converted to fish meal or sold for curing. In general, deep-sea fishes may not be immediately acceptable to the consumers due to unfamiliarity in shape, size and colour of the new varieties. These low priced fishes are nutritionally and chemically in no way inferior to that of fishes of commercial importance. Therefore, collecting and processing meat of these fishes into diversified value-added products suiting to human consumption would result in effective utilization of the resource. Moreover, purchasing capacity of people is going to enhance in years to come and market prices are going to be high for fish (Salim, 2008).

Marketing of value-added fish products is completely different from traditional seafood trade. Market surveys, packaging and advertising are a few of the very important areas, which ultimately determine successful movement of new products. Most market channels currently used may not be suitable to trade value added fish products. A new appropriate