

ELECTRONIC FISH MARKETING SYSTEM (EFMIS)

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World Oceans Day2020 – The Role of Science and
Innovation in Sustainable Blue Growth - 8th June 2020

Introduction

- Electronic Fish Market Information System (EFMIS) is being revamped to support Blue Growth
- Sources of market info. include **radio, newspaper, television, phone, internet, mail & face to face verbal communication**
- Most sources cannot keep pace with fast market transactions
- **Mobile Phones attract interest as a means of dissemination**
- Access to fish market info. empowers players in the fish value chain
- **EFMIS involves dissemination of fish market information via mobile phone short code & quarterly bulletins**

Objective

To enhance fish trade and incomes through easy, cheap and faster access to market information

Significance of EFMIS

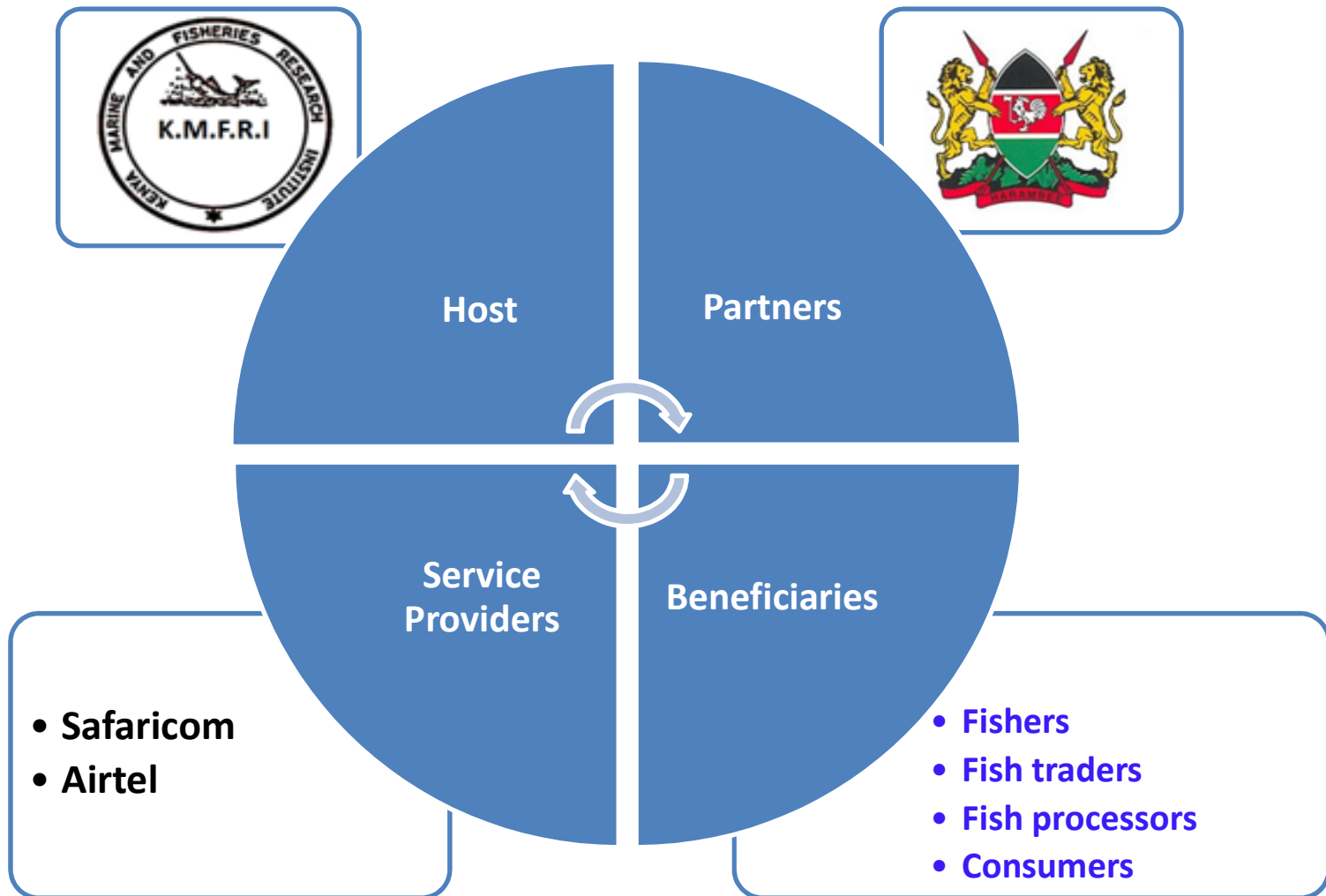
It will result in:

- Transparency in pricing
- Reduction in post harvest losses
- Creation of awareness of market trends
- Reduction of market costs.

Type of Information Disseminated

- Type of fish by landing site, market & fish farm
- Quantity of fish by type, landing site & market
- Prices by type of fish
- Weather conditions
- Time of reporting
- Number of traders at a particular site.

Institutional Arrangement



Conclusion

- Fish market information is critical for transformation and blue growth