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VALUE ADDITION OF FISH AND SHELLFISH

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Introduction

Fishery is a very perishable food commodity that requires proper handling and preservation to increase its shelf and retain its quality and nutritional attributes. Processing fish involves primarily the application of preservation techniques in order to retain quality and increase shelf life. It may also deal with value-adding to produce a wide variety of products. A number of methods are used to preserve fish. Some employ techniques based on temperature control, using ice, refrigeration or freezing; others on the control of water activity and include drying, salting, smoking and freeze-drying. Techniques may rely on the physical control of microbial fish loads, such as through microwave heating or ionizing irradiation or on chemical control of microbial activity and loads by adding acids, for example, to fish products. Techniques are also used that are based on oxygen-reduction, such as vacuum packaging. Most often a combination of different techniques is used to preserve fish.

Value addition is the most widely spoken word in

alimentary processing industries, especially in the fish processing export-oriented sector, because valuable foreign exchange is increased. In accordance with the different market demands, the value of fish and fishery products can be added. These products vary from live fish, crustaceans and convenience products ready to be served. In general, added value means any additional activity which changes the nature of the product, in one way or another, and thus adds value when it is sold. Value added is one possible approach to increase profitability as the fish-processing industry is becoming increasingly competitive and costly. Seafood products are very in demand and ready to eat comfortably. Several products of this kind have already invaded Western markets. An increasing number of women are educated and taking on employment is a factor responsible for this situation. Some of the other reasons for this are reasonably strong expendable income, education, awareness and awareness about hygiene and health and increased focus on leisure activities. The value-added marketing of products is totally different from the traditional trade in maritime products. It is dynamic, delicate, complex and highly costly. Market investigations, packaging and advertising are some of the important sectors in which a new product finally moves successfully. The majority of the current market channels are not suitable for commercial products with added value. The supermarket chain, which would like to procure directly from supply sources, is a new appropriate channel. All of the important factors that contribute to effective marketing of any new added value product are appearance,