

**FACTORS AFFECTING FISH MARKETING ON
MADUWA LANDING SITE IN MAJANJI- LUMINO
TOWN COUNCIL, BUSIA DISTRICT.**

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A RESEARCH REPORT SUBMITTED TO THE DEPARTMENT OF AGRICULTURE IN
PARTIAL FULFILMENT OF THE REQUIREMENT OF THE AWARD OF THE
BACHELOR'S DEGREE OF SCIENCE AND EDUCATION OF BUSITEMA UNIVERSITY.

DECLARATION

I **BWIRE COSMAS KWOME** do declare that this is my original research report prepared as part of my academic requirement for the award of a bachelors' degree of science education of Busitema university and it has never been presented before to any institute of higher learning for any academic award.

Signature.....

Date:.....

APPROVAL

This research report titled “**Factors affecting fish marketing at maduwa landing site in Majanji-Lumino town council**” was compiled by **Bwire Cosmas Kwome** and has been submitted for examination with our approval as the university Supervisor.

Signature.....

Date:

Name.....

DEDICATION

I dedicate this research to my father Mr. Ondo Ojiambo Benjamin, my mother Mrs. Anyango Jennifer Ondo, my cousin Onyango villa Bwire, Oundo Edrine Odwori for their endless support and always being there for me in terms of financial, moral and spiritual support, not forgetting my supervisor Mr. Oguzu Evans, Mr. Dramadri Afayo Gerald, Mr. Ongua faunal, Mr. Ochan martin Luther and professor Ochwo akangah victor for their academic support they provided towards the success of this course

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ACRONOMY

GDP

Gross Domestic Product

FAO

Food and Agriculture Organization

WHO

World Health Organization

NGO

Non-Government Organization

ABSTRACT

The study was conducted on the factors affecting fish marketing at maduwa landing site in Majanji-Lumino town council. The study design was guided by a cross sectional research design and a sample size of 80 respondents was adopted using purposive sampling technique. Data was collected using questionnaire that was designed for both fish traders, fishers, tax collectors and stakeholders and presented in form of frequency tables and charts both pie charts and graphs

The findings revealed that there are clear factors affecting marketing of fish on this landing site. However, fishers were familiar to the fish because it's a source of food, employment opportunities, food security etc. However, factors that were affecting fish marketing included high fish prices, low extension services, distances to markets and low fish production due to poor fishing methods.

It was concluded that the sub-sector seems not to perform efficiently and hence there is poor economic performance due to high fish prices, low extension services, distances to the markets and extreme low fish production due to poor fishing methods and this could not allow fish marketing be established.

It was recommended for that fishers, fish marketers should engage in fish marketing and by calling upon the government and NGOs support them by giving trainings on fish production, fish marketing, promote fish production for income generation, form marketing groups, and encourage more men and women gainfully participate in the fish production and marketing.