

**UNLOCKING CBNRM POTENTIALS IN TANZANIA:
APPRAISAL FOR MARKETING – ORIENTED
FISHERIES CO-MANAGEMENT**

**A CASE OF NILE PERCH FISHERIES
IN LAKE
VICTORIA, TANZANIA**

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INTRODUCTION

- L. Victoria Tanzania employed about 103,540 fishers
- Three major commercial species Nile perch, Dagaa and Tilapia
- The total catch for Nile perch about 10,623 mt , Dagaa 31,524.6 mt and Tilapia 825 mt in March 2014
- The Nile perch dominates both in terms of landed value, export and government tax revenues

INTRODUCTION

- The globalization of Nile perch fishery attracted number of actors to join the industry
- Lack of power, representation and limited freedom of artisanal fishers in marketing their fish contributed to persistence poverty and poor performance of co-management

CO-MANAGEMENT

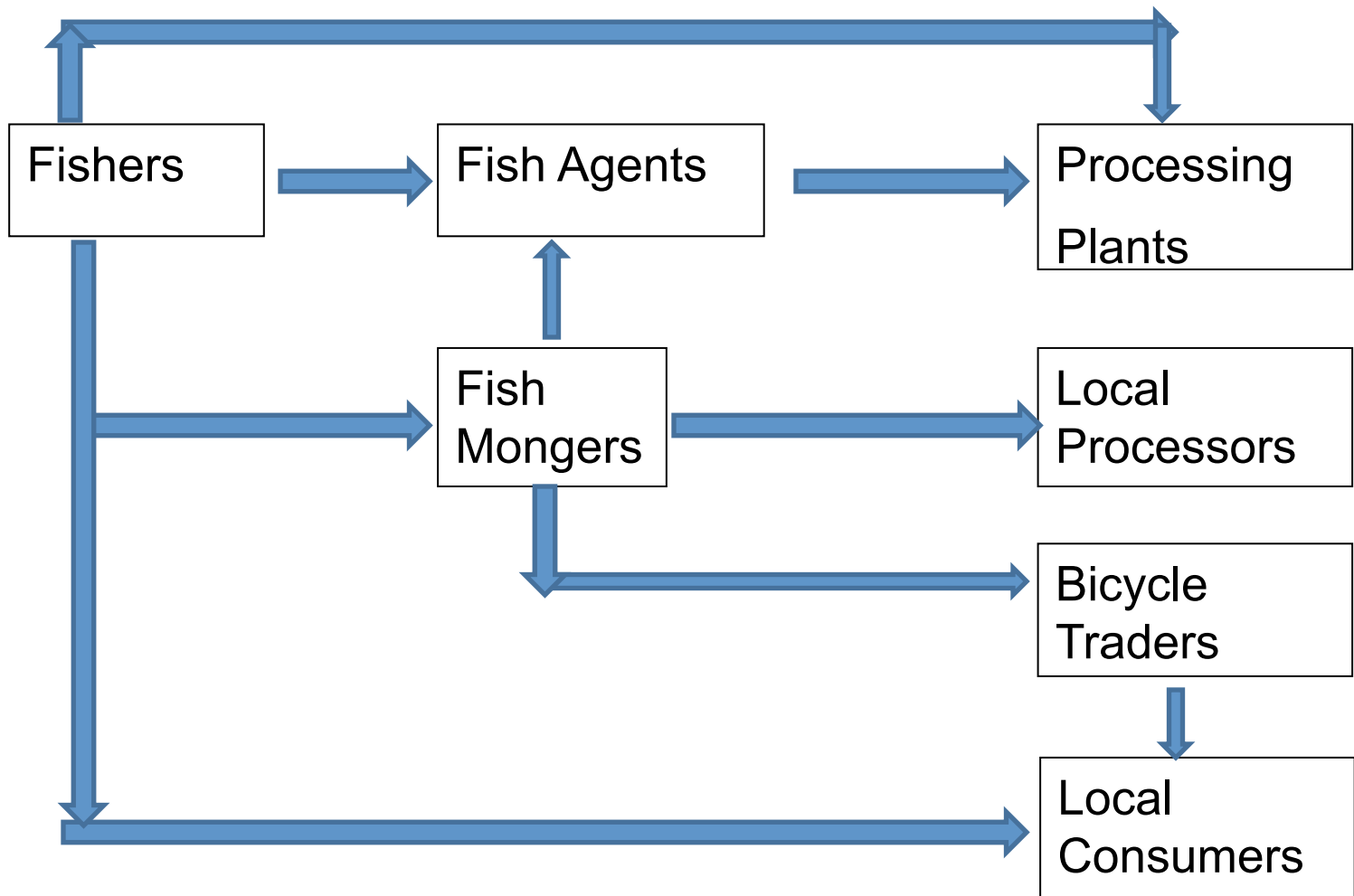
- Co-management was initiated in 1997 through the formation of Local Enforcement Units (LEU) and later changed to BMUs
- 598 BMUs are present around the L.Victoria Tanzania to about 620 landing sites
- BMUs technically are responsible for ensuring no illegal fishing in their areas of jurisdiction

CO-MANAGEMENT Cont.....

- Capacity building through mentoring, training and networking to BMUs in 2005 to 2008
- Fishers priority is to solve their day-to-day problems like poverty, livelihood and hearth related issues
- State of fishery keep deteriorating, fishers sees co-management as fora for solving their local problems and conflicts rather than management of fishery resource

THE DISTRIBUTION CHAIN OF NILE PERCH IN FIRST-HAND SALES

- First-hand sales involves trade of raw-fish from fishers to others dealers
- Fish trade undertaken in landing sites with inadequate infrastructure and services
- The situation forces all fishers to depend on the processing plants and agents in handling and marketing facilities



Source: Salehe 2008

PROBLEMS AND ISSUES EXISTING IN THE CURRENT SALES SYSTEM

- Price discrimination
 - The processing plants are single players that determine the fish prices
 - The competition for fish supply is high
- Use of faulty weighing scale in measuring fish during purchase of fish
- Lack of formal agreements between processing plants ,agents and fishers

PROPOSED FIRST-HAND SALES SYSTEM

- Studies indicate illegal fishing and increased fishing efforts are demand and poverty driven
- The current sales system favour few processing factories and agents and leave majority fishers poor
- Deliberate ignoring to empower BMUs in marketing aspects made fishers community less motivated in the resource management activities.

PROPOSED FIRST-HAND SALES SYSTEM

- Appraisal of marketing –oriented fisheries co-management through BMUs are paramount important

- Additional activities for the BMUs should include
 - Coordinate fish price negotiations
 - Disseminate market information
 - Establish first-hand sales by-laws
 - Offer credits to fishers

CONDITIONS NECESSARY FOR PROPOSED FIRST-HAND SALES SYSTEM

- Existence of legal backing
BMUs should be granted the legal rights in managing the raw-fish markets
- Financial capabilities:
Fee on first-hand sales be introduced to cover both marketing and resource management costs

CONDITIONS CONT.....

- *professionalizing the organization at the policy level:*
 - Training to impart skills in order to achieve the organization's objectives
 - Networking with decision-makers, relevant institutions for strong strategic position

- *professionalize the marketing level :*
 - Link with consumers (local, regional and global)

CONCLUSION AND RECOMMENDATION

- Poverty in fishing community is a big challenge
- legally BMUs marketing-oriented need to be in place
- The approach will help the BMUs to have self financing mechanism for effective participation in resource management