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Egyptian Journal of Aquatic Biology & Fisheries
Zoology Department, Faculty of Science,
Ain Shams University, Cairo, Egypt.
ISSN 1110 – 6131
Vol. 25(2): 561 – 572 (2021)
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Marketing Efficiency of the Climbing Perch (*Anabas testudineus*) Cultured with Bioflock System

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ARTICLE INFO

Article History:

Received: April 16, 2020
Accepted: March 30, 2021
Online: April 22, 2021

Keywords:

Bioflock system,
Anabas testudineus,
Climbing perch,
farmer's share,
marketing channel,
marketing margin

ABSTRACT

The present study aimed to investigate the marketing channels, marketing margin, and farmer's share of the climbing perch (*Anabas testudineus*) cultured with bioflock system. The fish were daily marketed in South and Central Kalimantan of Indonesia through two marketing channels i.e. the first channel: fish farmers→wholesalers→retailers→end consumers; and the second channel: fish farmers→institutional market→end consumers. The fish prices at fish farmers, wholesalers, and retailers were IDR 60,000, IDR 70,000, and IDR 77,667 per kg, respectively. In the first channel, the highest net profit was received by fish farmers (45%), followed by wholesalers (33%) and retailers (22%). While in the second channel, the restaurant earns profit (74%) almost 3 times higher than fish farmers (26%). The marketing margins of wholesalers, retailers, and restaurants were 14%, 23%, and 50%, respectively. The current marketing system was considered efficient (farmer's share = 77.25%). Fish farming and culinary could be a promising business opportunity due to the high demand for this species.

Acknowledgement of Submission (Manuscript #EJABF-2004-1621)

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Authors: AHMADI, Emmy Lilimantiki, Emmy Sri Mahreda

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Fri, Nov 27, 2020, 6:23AM

Manuscript ID: EJABF-2004-1621

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Authors: AHMADI - , Emmy Liliantika, Emmy Sri Mahreda

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Authors: AHMADI -, Emmy Lilimantik, Emmy Sri Mahreda

Date: 2020-04-16

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1	EJABF-2004-1621 (R1)	Original Article	Marketing Efficiency of Climbing perch (<i>Anabas testudineus</i>) Cultured with Bioflock System	2020-04-16	Accepted (Scientific)	2021-03-10	✉	📄

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