

Dry Fish Diversity of Veraval Fish Market, Gir Somnath, Gujarat

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Abstract: *The present investigation was conducted to find the diversity and price of dry fish from the Veraval fish market. The market operates actively during the fishing season. The data collection was done by preparing a data collection sheet. Several species of coastal and marine dried fish like bangara, бага, mendali, khoti-kati, dhoma, bumla, and lal machala were commonly available. The market channel involves fish processors, merchants, wholesalers, retailers etc. The price of marine fish varies with the fish species' size, availability, and quality. The price of dry fish was noted during the intensive survey. Transport, labour and availability of fresh fish played a significant role in determining the selling price. The marketing system is associated with a good employment generation involving men and women. The main barrier to the market's sustainable development is lack of infrastructure facilities and poor market conditions*

Keywords: Fish processors, merchants, wholesalers, retailers