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## Fish Marketing in Cameroon: Case Study of Yaoundé Markets

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### Abstract

Fish like most seafood is a very rich source of protein. Generally fish is consumed in all corners and parts of Cameroon. However, the present local fish production is not sufficient; resulting to Cameroon highly dependent on import from other countries. What this entails is that excess production from other parts of the world is traded in Cameroon. To help balance the terms of trade, most developing countries like Cameroon are restructuring their internal markets. Therefore, market studies for aquaculture and fish products in Cameroon are one of most importance because marketing is a vital function of any business as it is disastrous to produce any commodity which could not be sold.

This study was carried out in the domain of IITA/Worldfish programme and the data collected centred around Yaoundé markets and communities. The study highlights fish marketing situation in Cameroon, sources and prices of fish sold, the marketing channels and stakeholders working to promote fishing activities in the country.

Interviews, discussions, observation and questionnaire were administered to both fresh and smoked/dried fish dealers in the markets that constitute Yaoundé city. But more emphasis was laid on fresh fish, which concentrated around Mvog-mbi and Mvog-ada markets. The results obtained from the study were as followed:

Fresh fish are of two categories: fresh life and fresh death fish. The fresh life fish constitute mostly of life Catfish (*Silureiform*) and fresh death fish, which are “Kanga” (*Heterotis niloticus*), Tilapia (*Oreochromis niloticus*) and Capitain (*Lates niloticus*). These fish comes from the River Nyong in Akonolinga, Ayos and Mbalmayo. While the smoked/dried fish comes from river Lagdo and Noun (Mappé) in the North and Western region of Cameroon.

The fish were classified into three sizes: large, average and small. An average cost of a kilogram of fresh life Catfish was 1510 fcfa (2,40 euro) and the selling price of the retailers was 1855 fcfa (3 euro).

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