

Analysing Market Performance: A Case of Omena Fish in Kenya

Boniface Joel K. Maina, B . K. Mutai, Bernard Njehia

Abstract

The role and contribution of the fisheries sub-sector in Kenya cannot be underestimated. In particular, the contribution of *Rastrienebola Argentea*, commonly referred to as Dagaa or Omena, is increasingly being recognized and appreciated by relevant Government institutions and development organizations. Different interventions by the government and the Non-Governmental organizations have resulted to increased production of Dagaa/Omena fish. However, increased production alone is not enough to effectively develop this industry. Information on the marketing functions and the efficiency with which these functions are carried out is lacking. In addition, distribution of costs and benefits along the Dagaa/Omena trading chain is not known while fluctuations in supply and prices increase unpredictability of revenues and thus gross margins for the various operators along the Dagaa/Omena value chain. The main objective of this study was thus to evaluate the performance of the Dagaa/Omena marketing in selected outlets in Kenya.

Key words: Herd structure, dairy breeds, milk production, lactation period, calving interval, age at first calving.