

Fish Branding & Marketing in Tanzania

How to make money with fish farming

Knowing how to grow fish is useless if you do not know how to sell fish.
To whom, where and how to sell your fish is something you should consider before even starting to grow your fish.
If you have no buyers for your fish when you are ready to harvest, your fish will be wasted and you will lose money!

Why Is Branding And Marketing Important?



Big traders in the Dar es Salaam area buy farmed fish for 5500 TSh/kg. However, fish farmers with a good reputation can sell their fish for a price between 7000 and 8000 TSh/kg. A big difference, which is true for the whole of Tanzania!



A good reputation with customers and targeting the right customers can increase in sales, word of mouth referrals and advocacy for any product. A good reputation is difficult to get but easy to lose!



Key to building a good reputation is a consistent supply of high-quality fish. It is very important to plan your production, so that you can always deliver fish to your customers when needed. Your best marketing tools are quality and stability!



If your farm is too small to ensure stable supply of fish to your customers, you can coordinate production together with other fish farmers from a region. The Aquaculture Association of Tanzania can help you in coordinating this.

Four Steps To Successfully Sell Your Fish In Tanzania

Planning is essential in farming fish. It takes 6-8 months to grow your fish to market size. Before starting to farm your fish, you should take the following steps:

Step 1:

Reflect on your product. What makes your product special and different from what people can already buy.

Step 2:

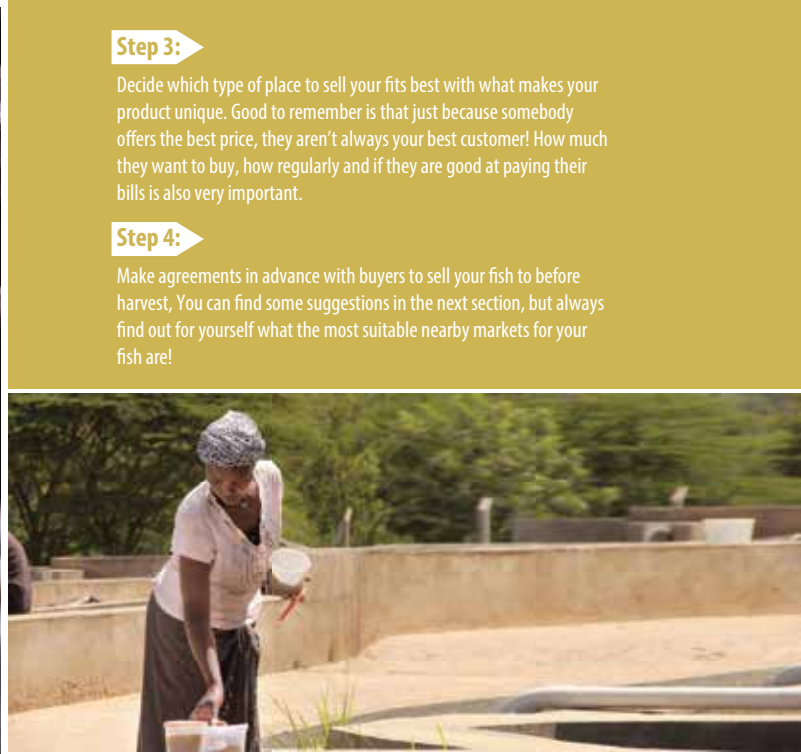
Investigate different places where you can sell your fish. Talk to owners of butcher shops, restaurants, supermarkets and local people to find out what type of fish they want and how much they want to pay. You can find some suggestions on the next section, but always find out yourself nearby what the market for your fish can be!

Step 3:

Decide which type of place to sell your fish best with what makes your product unique. Good to remember is that just because somebody offers the best price, they aren't always your best customer! How much they want to buy, how regularly and if they are good at paying their bills is also very important.

Step 4:

Make agreements in advance with buyers to sell your fish to before harvest. You can find some suggestions in the next section, but always find out for yourself what the most suitable nearby markets for your fish are!



Butcher shops

Tilapia in Dar es Salaam is mostly sold frozen through the butcher shops. They prefer fish in the size 300-350 grams. Supplying fresh, high quality fish to premium butcher shops can be a great opportunity!

Integrated Own Butcher shops

Setting up your own stores requires a high investment but is great to build a reputation!

Home Delivery

Interesting communities to target are the Indian and Chinese communities in Dar es Salaam. Your customers are likely to be living in the same area. Therefore, a door to door approach providing samples near existing customers can lead to more customers.

Where can you sell your fish in Tanzania

You can try to sell your fish in different places, each with their own advantages and disadvantages. You must decide yourself which place best fits your fish farm, but here are some places to think about:

Farm Gate

Farm gate sales enable transparency and direct contact with customers. You can reach these customers through social media or word-of-mouth. However, you need to make agreements and build relationships with loyal customers to guarantee sales and fish prices.

Food Service

High end restaurants and resorts have a need for quality and special products. Talk to the chef, not the procurement manager, and ask what type of product they want, for example in:

- Preferred size;
- Preferred processing form (fillets, scaled, gutted, whole).

Supermarkets

There are only a few supermarkets in Tanzania, with low turnover. They usually sell frozen fish.

Why Farmed Fish?

From the market research that was carried out, it has become clear that there is a demand for high quality fresh fish. People are willing to pay up to 1500 TSh/kg more for a fresh fish than a frozen fish! Here are some other additional valuable factors that are advised to uniquely position farmed fish in the market.



Tanzanian - A quality fish product produced by Tanzanians, for Tanzanians. A premium, clean and quality product from Tanzania will lead to a moment of proudness for the consumer.



Healthiness - There is a growing group of customers, especially in the cities, that is looking for healthy products. White meat is seen as a healthier protein. As well, there is a growing concern about additives and chemicals in food. Thus, farmers can emphasize that their fish is healthy.



Freshness - Fish from Mwanza or imported fish is not as fresh as farmed fish. Fish farmers can emphasize the date of catch, directly out of the water and onto the plate.



Traceability and transparency - Farming fish close to Dar es Salaam offers unique possibilities for traceability and transparency. People can visit the farm and see how the fish is produced.

“ Selling your fish is just as important as growing your fish. Producing high-quality, tasty fish will lead to loyal customers. There is a great opportunity for fish farmers in Tanzania to sell fresh fish and build their brand right now! If you convince a customer of the quality your product, they will go from being a casual customer to a loyal one. ”



For more information,

Please visit <https://www.agroberichtenbuitenland.nl/landeninformatie/tanzania> or www.foodtechafrica.com