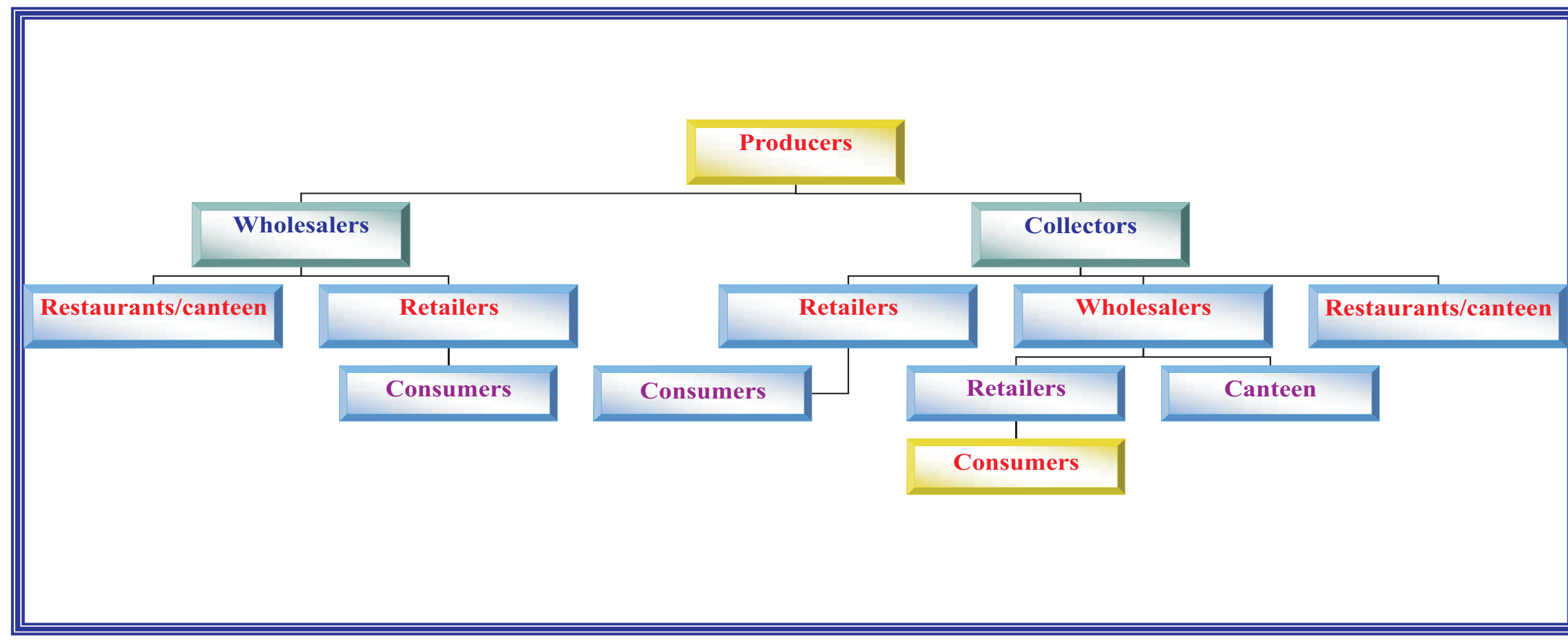
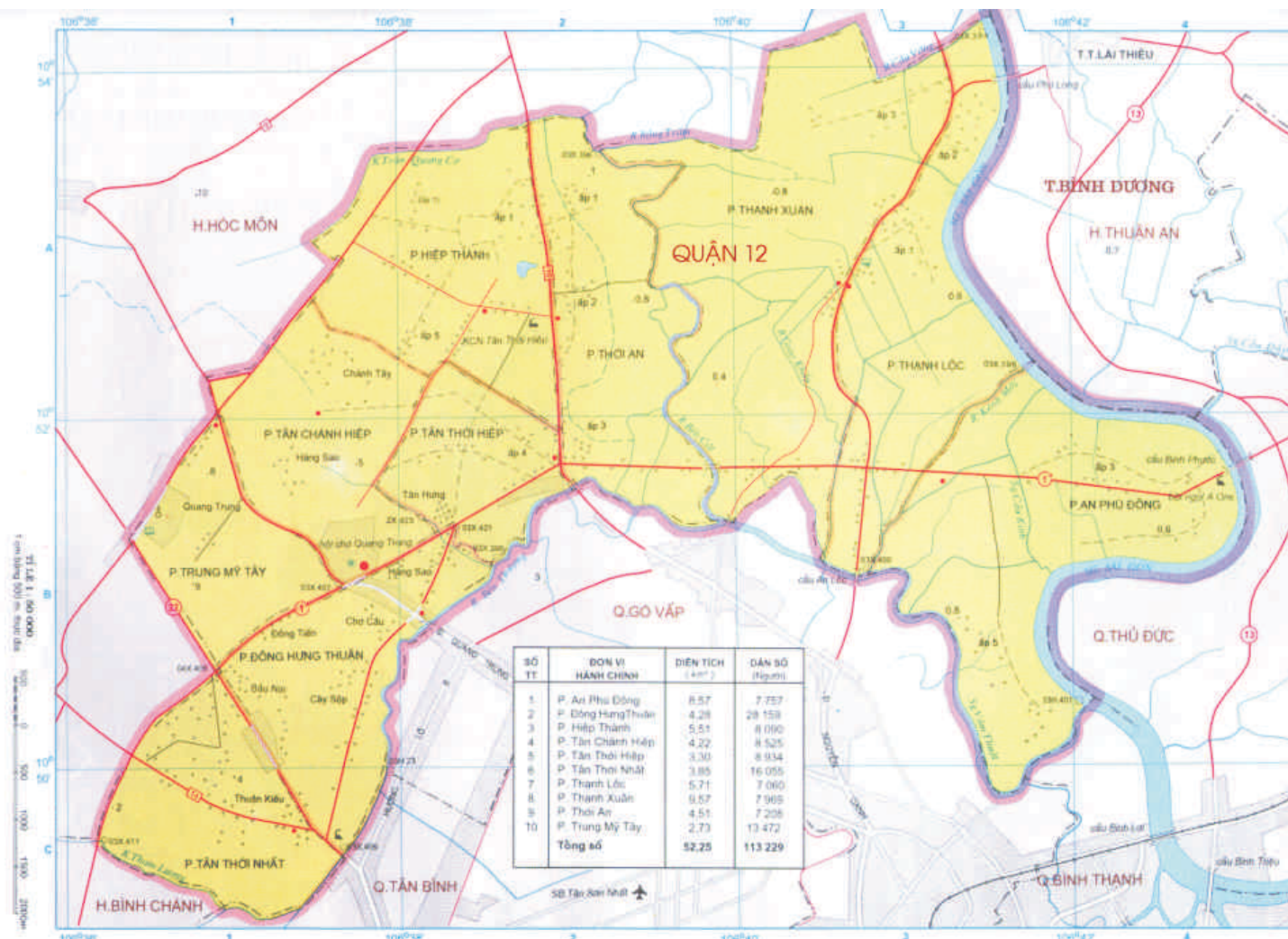


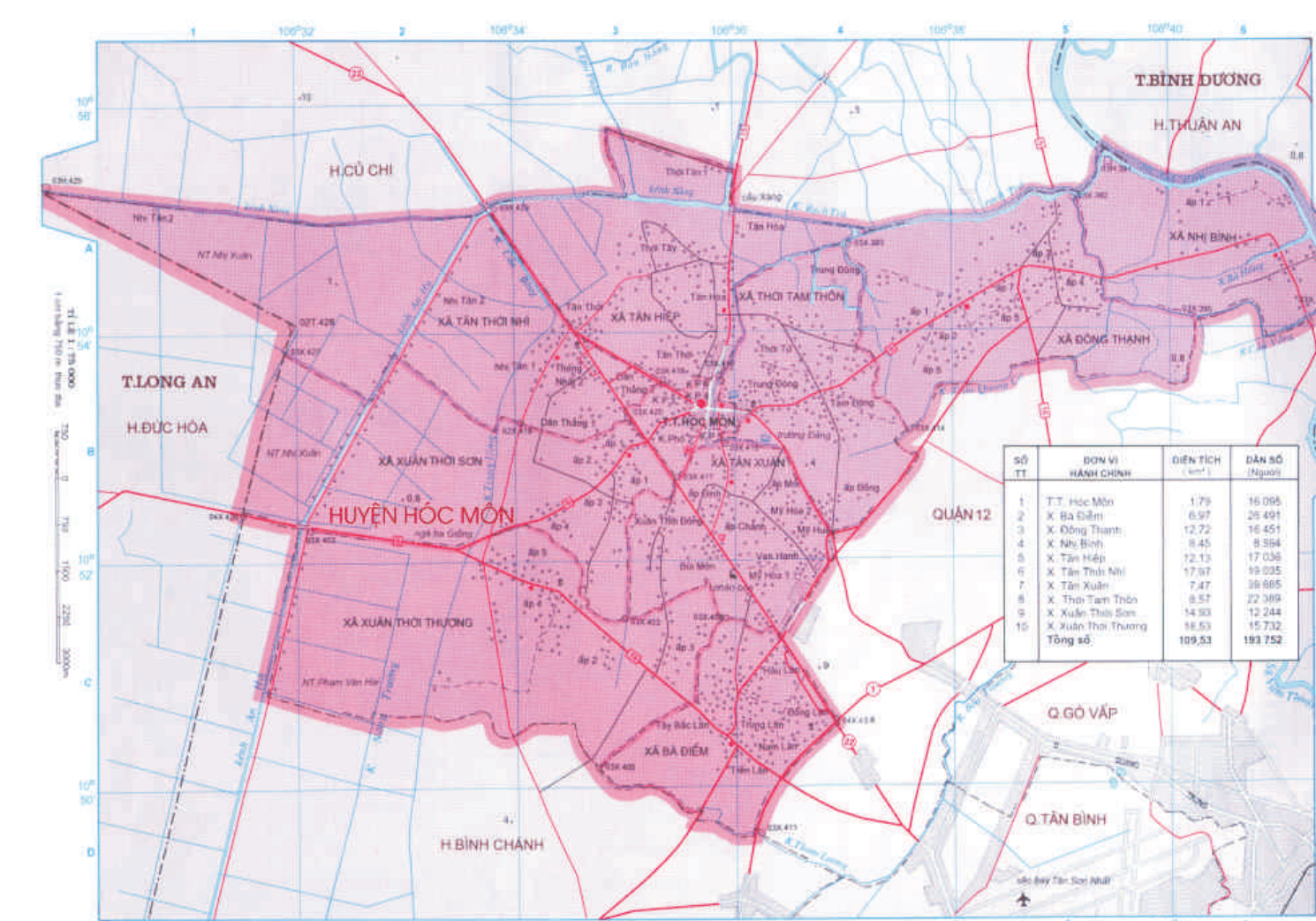
FISH AND AQUATIC PLANT DISTRIBUTION CHANNEL IN PERI-URBAN HCMC



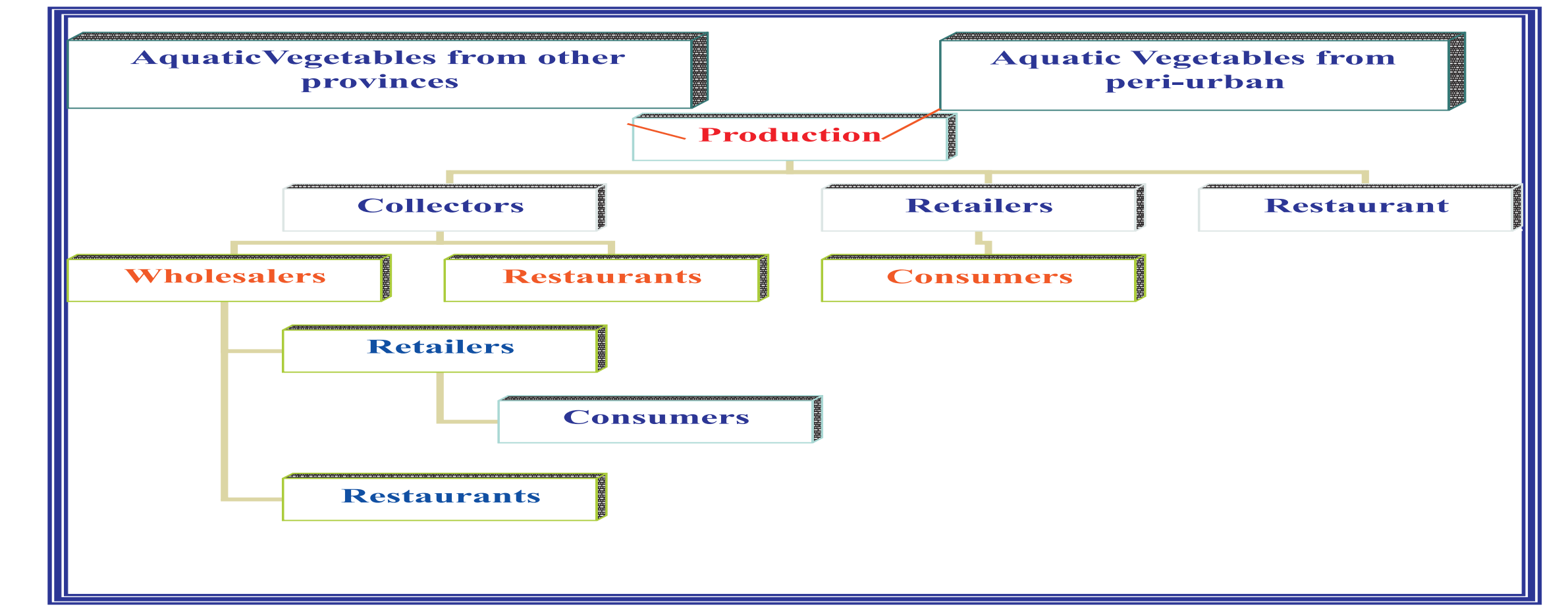
FLOWCHART OF FISH MARKETING CHANNEL



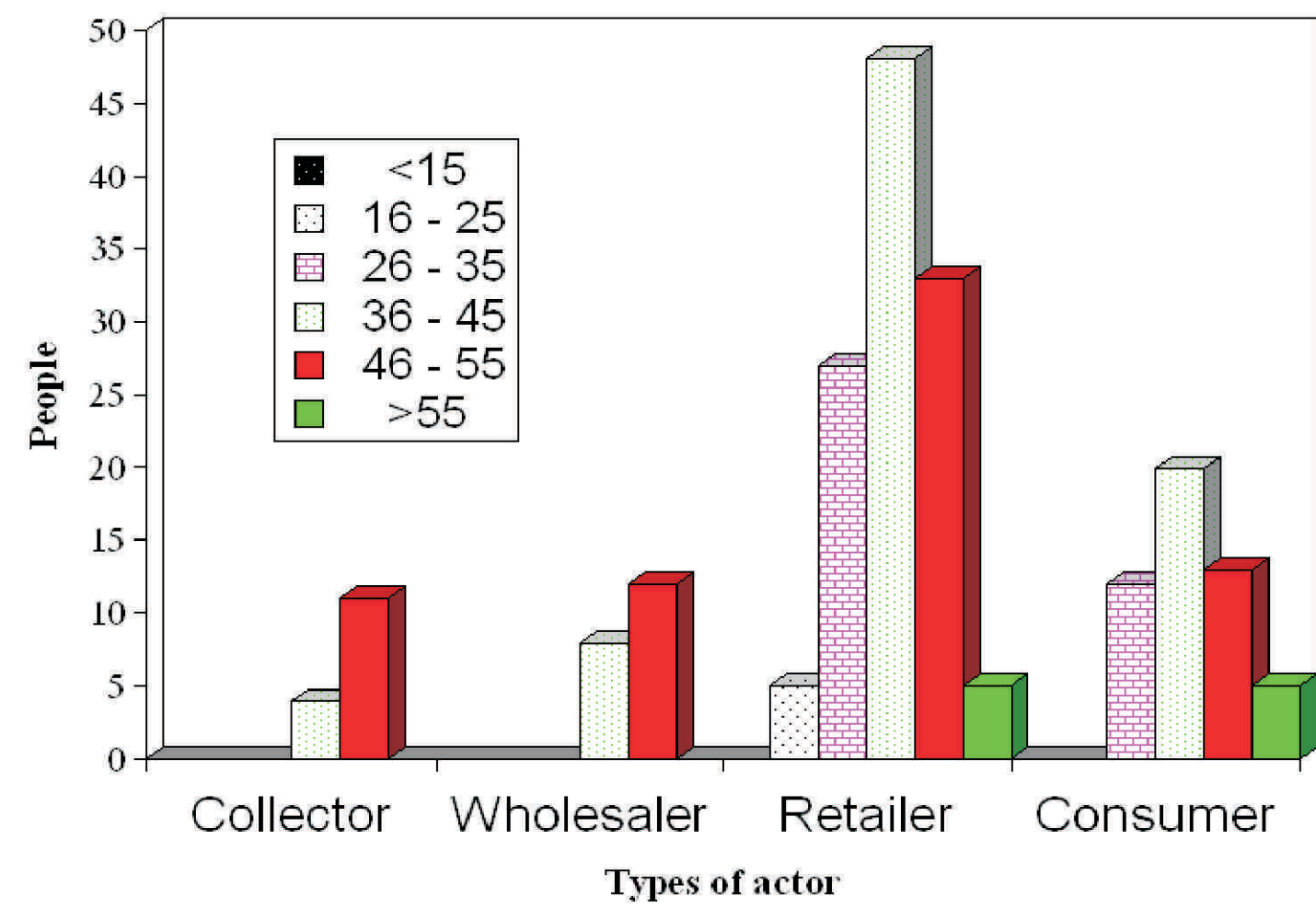
DISTRICT 12



HOC MON DISTRICT

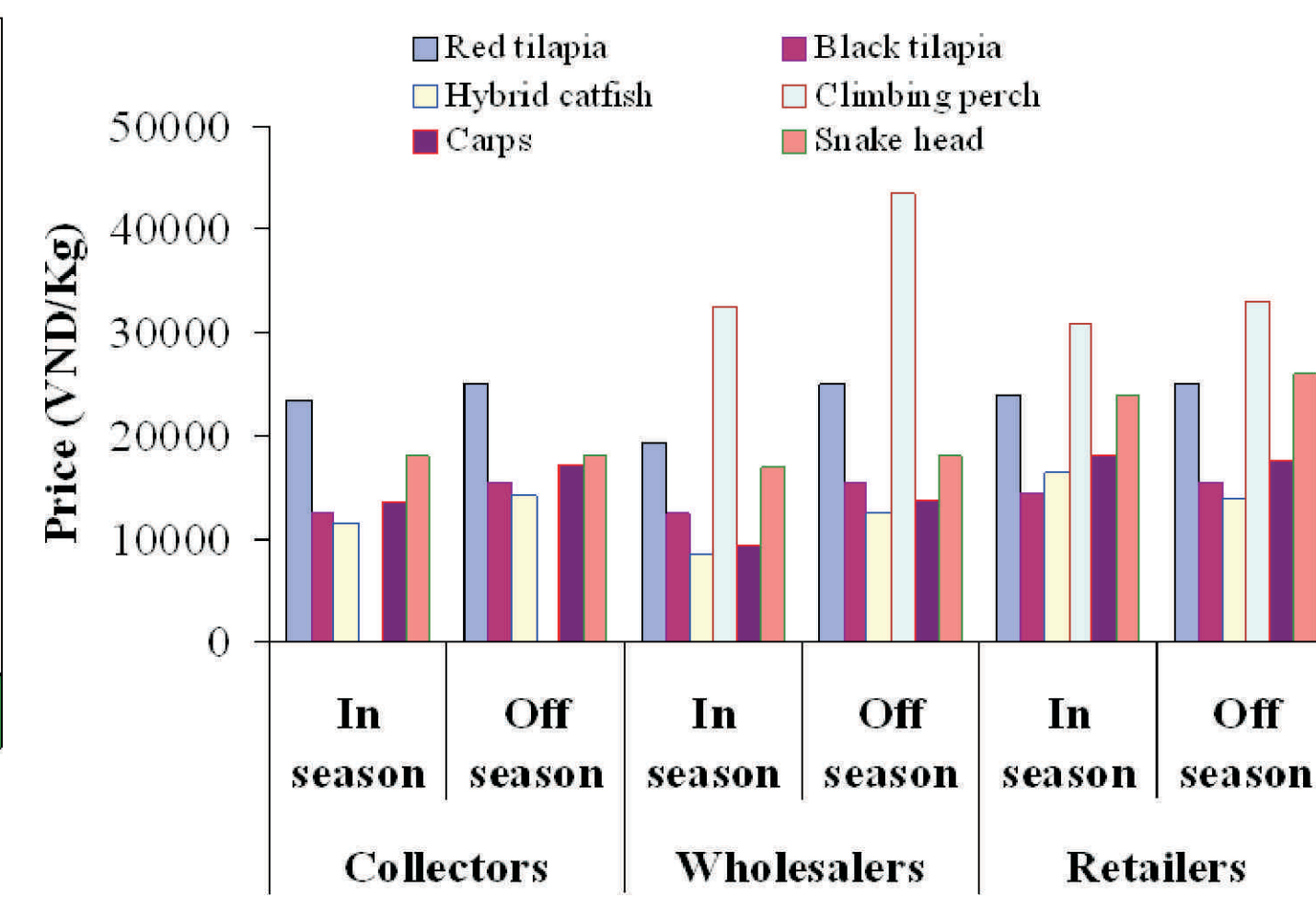


FLOWCHART OF AQUATIC PLANT MARKETING CHANNEL



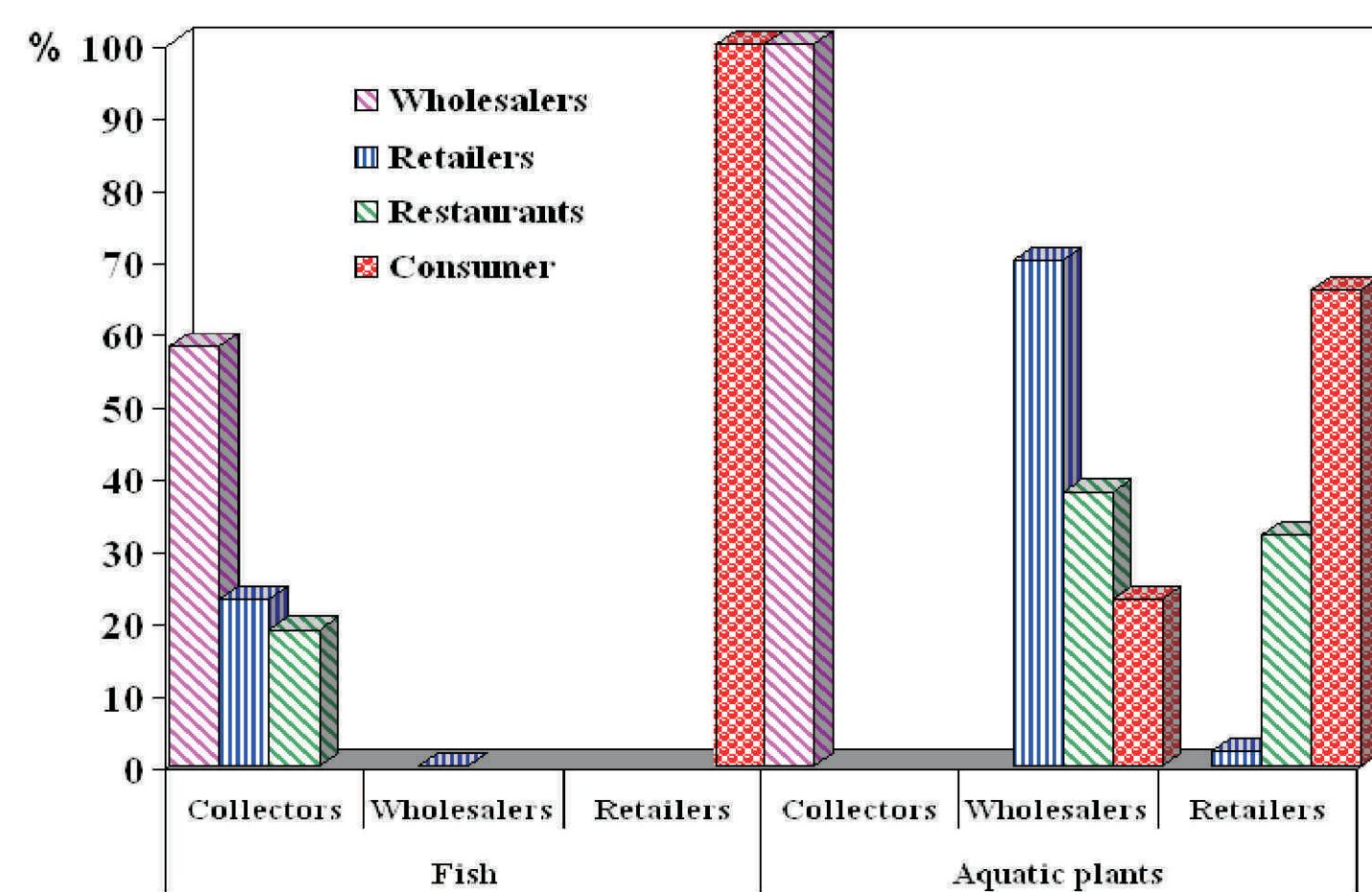
The age of laborers in fish marketing channel

Most of collectors and wholesalers are from 35 to 55 years old. Retailer is in a wide range of age, mainly from 36 to 45 years old.



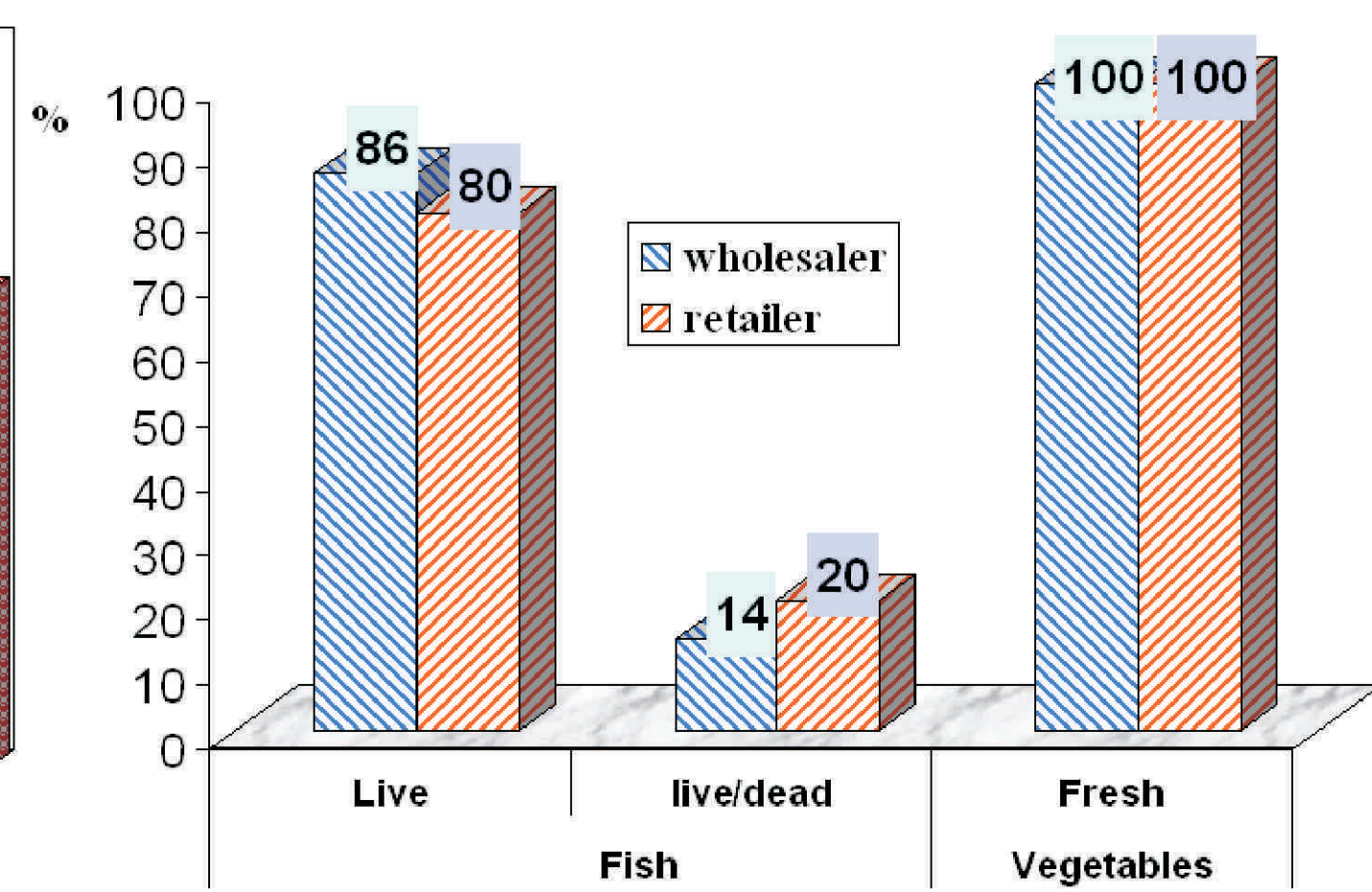
Seasonal price fluctuation of freshwater fish in peri-urban HCMC

Similar to aquatic vegetable, price of freshwater fish in peri-urban HCMC is also influenced by season, weather ...



Distribution of aquatic products in marketing channel

On the survey, fish and aquatic vegetable collectors sell mainly their products to wholesalers. After, aquatic vegetable wholesalers resell to retailers and last they sell directly to consumers.

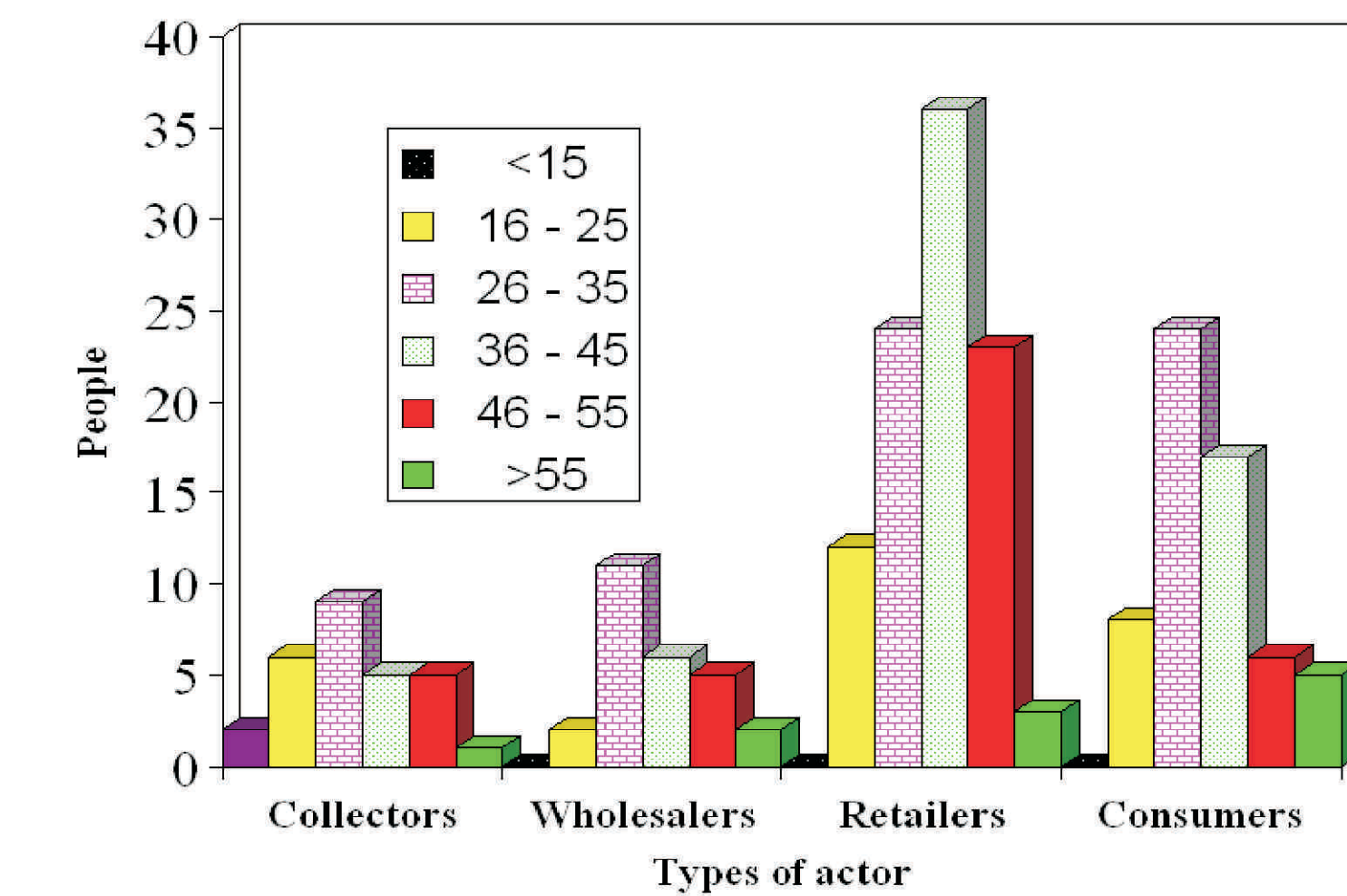


Kinds of consumed aquatic products

Freshwater fish and aquatic vegetable are sold live and fresh forms. For dead fish and withered aquatic vegetable, price is lower. Otherwise, these aquatic products are transported advantageously from peri-urban HCMC, so most of them are sold during the day but not preserve.

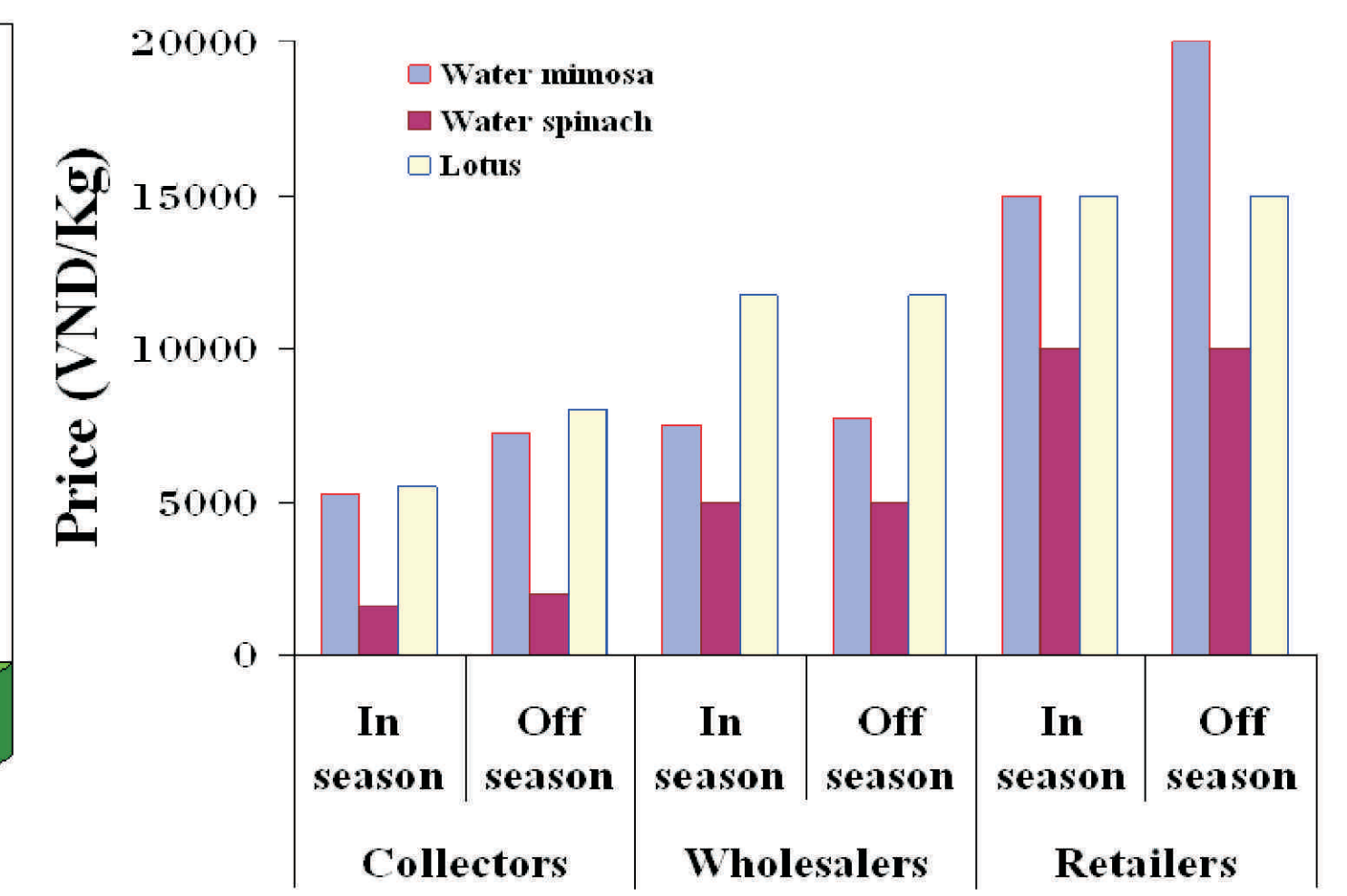


HO CHI MINH CITY



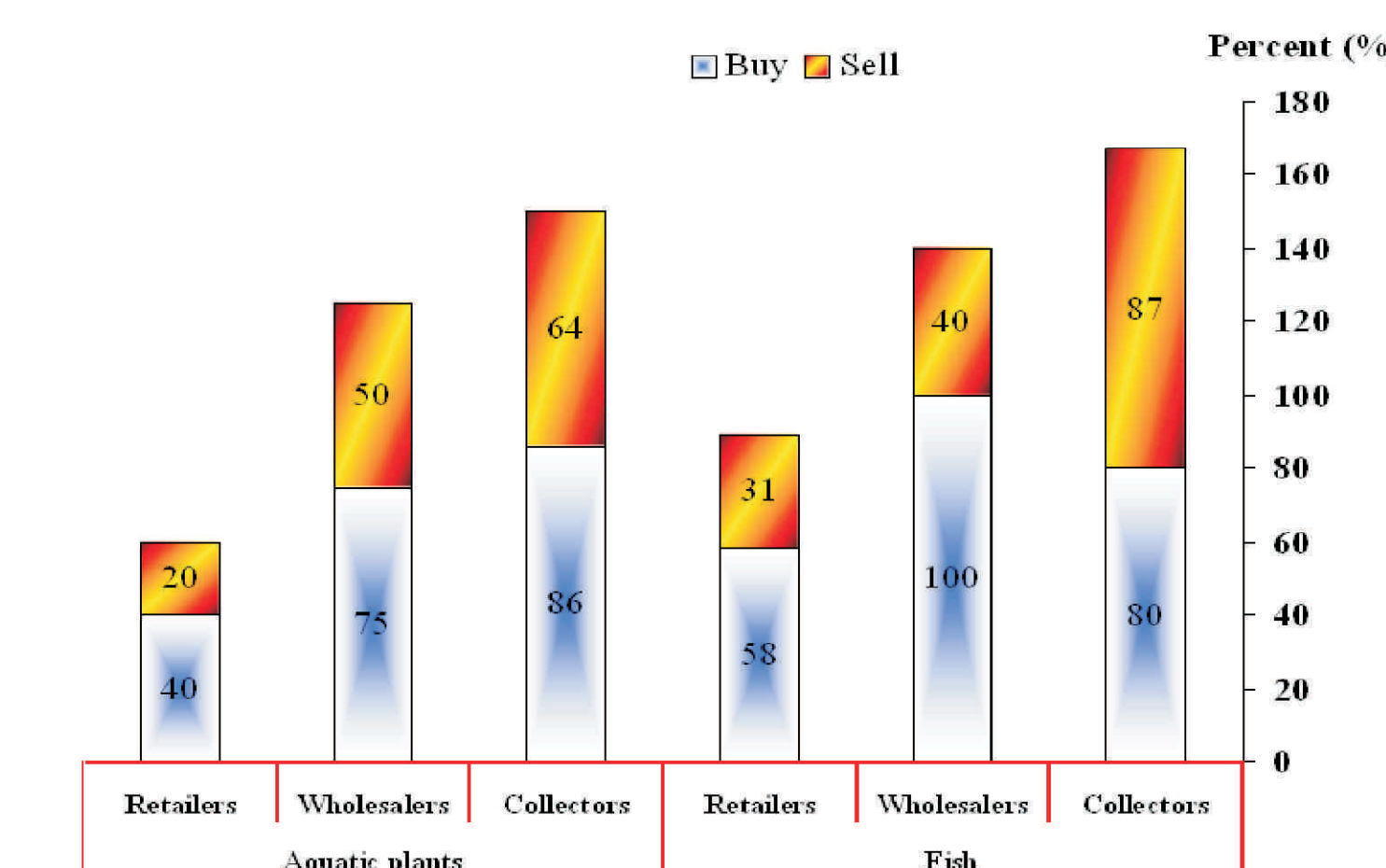
The age of labor in aquatic plants marketing channel

There is different age of labor between fish and aquatic vegetable in consumption channel. Collectors and wholesalers are in a wide range of age, mainly from 36 to 45 years old. Age of aquatic vegetable retailers are also in a wide range as fish retailers, mainly from 36 to 45 years old.



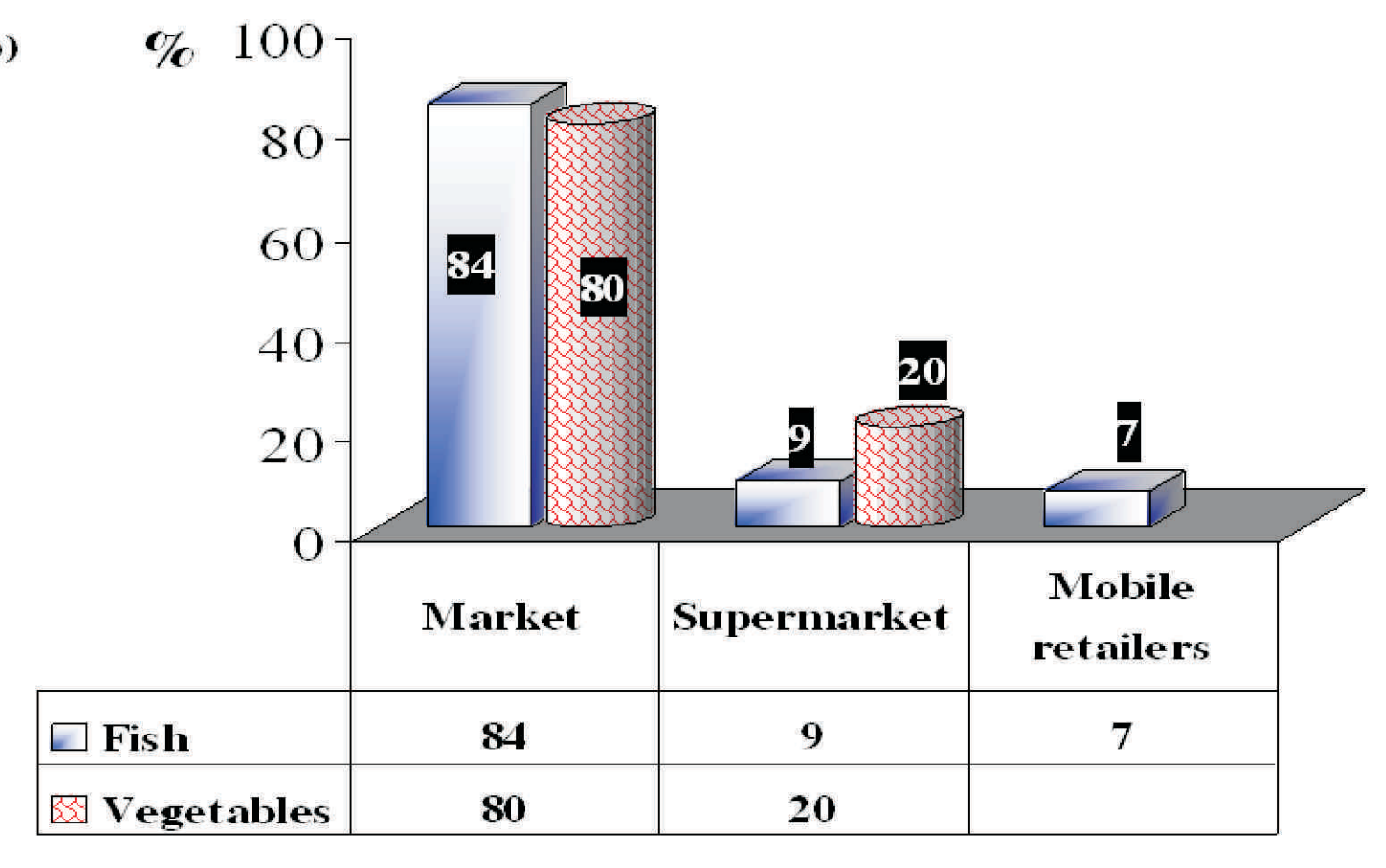
Seasonal price fluctuation of aquatic plants in peri-urban HCMC

According to the surveyed result, the aquatic vegetable prices vary significantly by seasons. The main crop is in rainy season from June to October, and off season period is from November to April (no water).



Contract between buyers and sellers in HCMC

The traders usually have long-term contract with their customers, by: (1) their prestige; (2) they specialize in doing business of some product and (3) support to their customers by buying on the nod. Besides, there is also verbal contract between sellers and buyers.



Types of market

Consumers choose the traditional market to buy fish and aquatic vegetable because of habit, price, near their house, ... However, during recent years, they make increasing buying of aquatic products in the supermarket by fail-safety of product, stable prices, ...



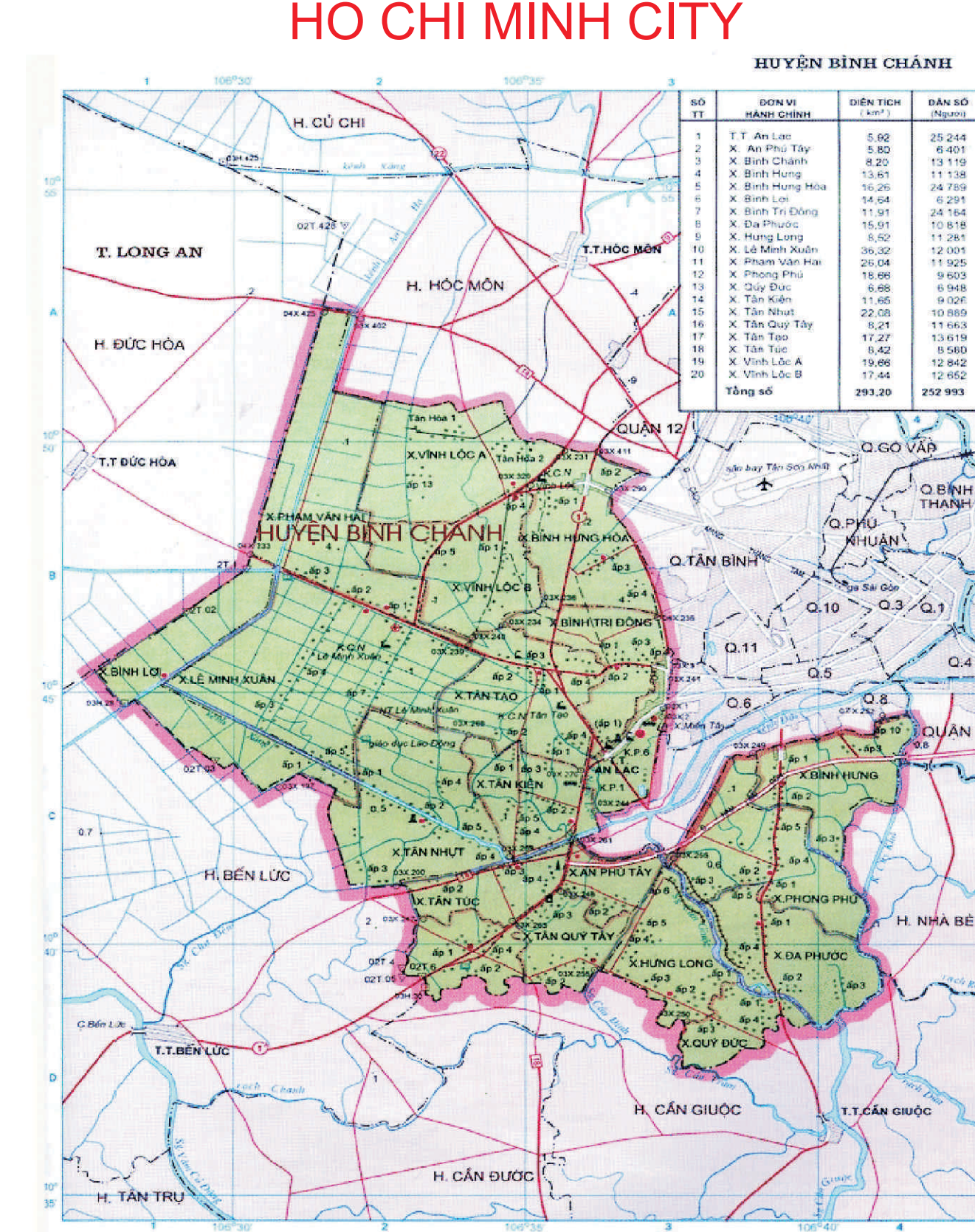
Means to transport fish to wholesale markets



Means to transport fish in wholesale markets



Fish wholesale market



BINH CHANH DISTRICT



Thu Duc Agri-product wholesale market



Morning glory collector



Aquatic vegetable wholesale market



Fish retail market



Fish wholesalers



Fish wholesaler



Morning glory retailers



Aquatic vegetable retailers



Vegetable collectors