



Cobia Value Added Products

COBIA VALUE ADDED PRODUCTS

- § Canned Cobia
- § Cook chilled cobia Fish curry
- § Retort Pouch cobia fish curry
- § Fresh /Tray packaging
- § Vacuum and modified atmospheric packaged Products
- § Cobia Pickle
- § Cobia Macroni/Noodles
- § Collagen
- § Leather

Name of institute:
 Fisheries College and Research Institute,
 Thoothukudi-628008
 Stage of development:
 Ready for Commercialization
 Patent status: No

Scientific Experts:
 Dr.R.Jeya shakila
 Dr.K.Rathnakumar
 Dr.N.Felix



Background

30.03.2009 Cobia Launch workshop
 26.03.2010 Value addition of cobia fish into convenience products
 30.03.2010 Advanced packaging technologies for cobia fish products
 11.01.2011-12.01.2011&
 11.04.2011 Two Workshops on cobia and other marine finfish

Benefits / Utility

A new alternative livelihood option for self help group(SHG) Women. More job opportunities to coastal fisherfolk, inculcating rural entrepreneurship and thereby enhancing the standard of living of

Country Context

The novel packaged products attract consumers. The cobia products developed under this project also fall in the same line. Since the farming of cobia is picking up after the implementation of this project, the commercialisation of value added cobia products need

Scalability

Monthly profit between Rs.3000 and 20000/- could be achieved by Self Help Group(SHG) Women by starting the production of value added products in their household itself.

Business and Commercial Potential

§ Domestic and export demand for cobia and value added products § Good meat quality - White flesh § High fillet quality § High Omega 3

Potential investors to this technical innovation

§ Self help group women § Fishermen § Entrepreneurs § Sea food



Dr.R.Jeya Shakila,
 Dr.K.Rathnakumar
 Dr.N.Felix
 nathanfelix@yahoo.com
 09443688174

Financials

Economic viability of hot filled chilled cobia curry for SHGs

Machineries required
 Chill cabinet (2 – 30C) - Rs. 50,000/-
 Sealer Hot bar - Rs. 10,000/-
 Cooking utensils - Rs. 15,000/-

Recurring cost : (1kg Cobia)
 Cobia fish,masala,oil,pack,fuel - Rs. 300.00

No. of packs - 10 Nos.
 Net wt.of curry pack - 200 g
 Cost per pack - Rs. 30/-
 Selling price - Rs. 40/-
 Net profit - Rs. 10/-

Impact on income and employment generation

No. of person - One
 Production per day (1kg fish) - 10 curry packs
 Man hour required per day - 1 hr.
 Production per month - 30 x 10 curry packs
 Expected profit - Rs. 3000/- per month

Target Market / Customer

§ Domestic fish consumers § Sea food Exporters § Star Hotels § Restaurant markets § Retail shops

Limiting factors for large scale commercialization

§ Raw material availability § Consumers need to be diverted to packed products § Since cobia is a new candidate species for aquaculture in India, farmers are reluctant to take up farming. § Shrimp aquaculture is short term crop while cobia is long term crop(almost twofold increase in culture period) § Channelized cobia export market need to be

Social impact of the technology

§ Fishermen could earn income during fishing holidays and non fishing seasons § Self employment for rural poor and fisherfolk. § Jobs could be created for unemployed rural youth so that rural entrepreneurship will be developed. § Standard of living of fisherfolk and SHG Women could be improved.

Any other relevant information

§ The cobia seed production and availability should be ensured since the seeds are important input for farming of cobia and bulk production. § Since the cobia aquaculture is new to Indian context, the farmers should be encouraged to involve in this farming by