

APPENDIX D

Dried Fishes 1 & 2

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| Name: | XXX | XXX |
| Add: | XXX Eastern Street, Sheung Wan, Hong Kong | XXX Eastern Street, Sheung Wan, Hong Kong |
| Interviewee: | XXX (Boss) | Boss's family |
| | Products and Supply Issues | Products and Supply Issues |
| a. | <u>Dried fishes:</u> >99% Others: < 1% , shrimp cake | <u>Dried fishes:</u> >99% Others: < 1% , shrimp cake, cuttlefish |
| b. | Steamed with rice, fried rice | |
| c. | -Seawater fish species only -many species, such as, croaker, white herrings, snapper, Polynemidae, <i>Nemipterus</i> spp., Mackerel. Best: Croaker, Polynemidae, and white herrings -also depends on treatment. (freshly processed are better than using the frozen fish) | -Seawater fish species only (they said fresh water fishes cannot be processed to dried fishes as their meat is not suitable) -many species, such as, croaker, white herrings, snapper, Polynemidae, <i>Nemipterus</i> spp., Mackerel, jacks. Best: Croaker, Polynemidae, and white herrings -also depends on treatment. (freshly processed are better than using the frozen fish) |
| d. | -not importer -buy products from importer through auction -they have both wholesale and retail | -not importer -buy products from importer through auction -they have both wholesale and retail -also buy fresh fishes from H.K. fishermen to process dried fishes by themselves(e.g. <i>Nemipterus</i> spp.) |
| e. | Bangladesh, Thailand, Malaysia and Singapore | Vietnam, Bangladesh, and a few from China and local fishermen. |
| f. | -no particular countries produce high quality dried fishes. -all countries produce both high and low quality dried fishes, mainly depend on the species | High quality: Bangladesh, Vietnam Low quality: China -But, in general, every country produces both low and high quality fishes. It's because the quality is related to the species the processing and the weather. |
| g. | Yes | Yes |
| h. | Fishermen →collecting agencies →H. K. Importers →wholesalers (usually have retail as well)--themselves | <u>Case 1:</u> Fishermen →collecting agencies |

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| | →retailers/ restaurants/ customers | <p>→H. K. Importers →wholesalers (usually have retail as well)--themselves →retailers/ restaurants/ customers</p> <p><u>Case: 2</u> -very common in the past but less common nowadays. -but can decrease running cost -they buy fresh fishes from local fishermen, and process the fish in the shop and dry the fish on the roof. -e.g. <i>Nemipterus</i> spp.</p> <p>Fishermen (local Hong Kong fishermen) →wholesalers and processor—themselves →retailers/restaurants/customers</p> |
| i. | 100% by sea | 100% by sea |
| j. | Quantity: decreasing/ less fish supply Quality: quite similar | Quantity: decreasing due to over-fishing Quality: quite similar |
| k. | Surplus due to seasonal drop in demand—store products in refrigerator | Shortfall in the recent year. -but they said it does not matter too much as fewer people are now eating dried fishes. -also, they process dried fishes by themselves. |
| l. | They don't know | They don't know |
| m. | -- | -- |
| n. | <p>Captured: -Large scale, by large fishing boat , off shore. -By large nets</p> <p>Processed: -salting→ washing→ sun drying -packing was done by the wholesaler (not by supply nor importer)</p> | <p>Captured: -Large scale, by large fishing boat , off shore. -By large nets</p> <p>Processed: -gutting→ salting→ washing→ sun drying -packing was done by the wholesaler (not by supply nor importer)</p> |

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| | <p>**</p> <p>-the fish selling at their shop is about 10-20 days after they were processed.</p> <p>-the selling dried fishes at their shop can be displayed 1-2 months after the catch and treatment. After that, the fish need to be stored in refrigerator.</p> | |
| o. | -gutting, salting, washing and drying | -gutting, salting, washing and drying(by electricity/sun-drying) |
| p. | They don't know | They don't know. |
| q. | <p>-affect very much.</p> <p>-if the fishes are not well processed, the prices would drop about 10 times.</p> <p>-or, if the dried fishes get wet, they cannot be sold (need to be thrown way).</p> | <p>-affect very much.</p> <p>-if the fishes are not well processed, the prices would drop about 100 times.(several hundreds dollars/catty to a few dollars/catty, or no one will buy)</p> <p>-badly processed usually due to the bad/wet weather.</p> |
| r. | \$10-\$100/catty (wholesale prices) | <p>\$10-\$2/300 / catty (retail prices)</p> <p>\$20/ catty (self-made <i>Nemipterus</i> spp.)</p> |
| s. | Both buying and selling prices are stable. | <p>Both buying and selling prices are rising.</p> <p>-less supply leading to higher cost.</p> |
| t. | Decreasing | <p>Decreasing</p> <p>-dropped about 80%</p> |
| u. | <p>Popular:</p> <p>Croaker (0.5 catty in weight) is always the most popular one costing about \$70/catty in wholesale price.</p> <p>Less popular:</p> <p>People don't like the large fish. They are more popular with the restaurant's buyers.</p> | <p>Popular:</p> <p>-Croaker (0.5 catty in weight) is always popular.</p> <p>-Polynemidae is also very popular</p> <p>-the freshly processed fish are more popular.</p> <p>The other products are quite similar.</p> |
| | Sales and Business Issues | Sales and Business Issues |
| a. | - in general people believe that eating salted fish is not good for health. | <p>-general trend</p> <p>-seasonal decline in demand</p> |
| b. | <p>-quality (species and process)</p> <p>-prices</p> | <p>-quality</p> <p>-business relationship</p> |
| c. | <p>Hong Kong: >90%</p> <p>China: <10% (But they don't do any business directly with</p> | Hong Kong: 100% |

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| | China. The customers just come to H.K. to buy their fish). | |
| d. | -seems that they haven't thought about it. -they are used to dealing with dried fishes only, and they are not willing to change. | Diversity -they believe diversity is better. -but, they don't have experience in selling other products. So, they've never thought about selling many different kinds of products. |
| e. | -they just do what they've the knowledge and experience on. | -they only have knowledge in selling dried fishes |
| f. | No | no |
| g. | -- | -- |
| h. | Largest dealer: -commonly H.K. local retailer/markets and restaurants. Key competitors: -similar wholesaler around | Largest dealer: -do not buy from regular importers (depends on quality and prices mostly) -have regular customers such as shops in markets, restaurants and retailers in New Territories Key competitors: -similar wholesaler around |
| i. | They've never thought about it. | Not very concerned about it. |
| j. | Not very concerned about it. | Not very concerned about it. |
| k. | Not very concerned about it. | They don't know. It's too far away. |
| l. | They are not sure, but they believe most of them should pass through H.K. | Should be many, probably >90% It's because the consumers of dried fishes are mainly Hong Kong people and people in southern China. |
| m. | -- | -- |
| n. | -lack of demand -general trend (changing of eating habits of H.K. people) | -lack of demand due to general trend |
| o. | Hong Kong: No Overseas: Yes | Hong Kong: No Overseas: they don't know |
| p. | Past: hygiene regulation from H.K. Government Currently: No Future: No | Currently: No Future: they don't know |
| q. | -do nothing | -do nothing -focus on another product that is not regulated -or try to change regulation through organization |

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| | Social-Economic Issues | Social-Economic Issues |
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| a. | When: 60-70 years age How: family business (2 nd generation) | When: several decades How: family business |
| b. | Satisfied -seems that they've already accepted the shrinking of the (dried fishes) business. | Not satisfied |
| c. | Not many. -Usually, just delayed re-payment by the retailer/restaurants | -people don't like to eat dried fishes nowadays -dealing with regular customers limits their business because of delayed payments. |
| d. | They don't want to. | No. They don't think their business will have future. |
| e. | Hong Kong Salt Fish Merchants Association (Chun Hing). Contact frequency: once/1-2 months or meeting when needed. | Hong Kong Salt Fish Merchants Association (Chun Hing). Contact frequency: not regular |
| f. | -as a representative in this business -news and intelligence -social But they said that the organization can't help them very much in their business. | -as a representative in this business -news and intelligence -social |
| g. | Competitors: not regular Suppliers: not regular/ sometime 1 time/week | Competitors: not regular Suppliers: not regular |
| h. | Very little Only from TV. / newspaper / organization | TV. / newspaper / organization/ traders |
| i. | No. | No. |
| j. | They don't think their business will become more successful in the future. | No factors -as they think that this business has no future |
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