SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**2014_BJEMT_10744**
Title of the Manuscript:	**ANALYSIS OF THE DETERMINANTS OF FRESH FISH MARKETING AND PROFITABILITY AMONG FISH TRADERS IN SOUTH -SOUTH NIGERIA: THE CASE OF AKWA IBOM STATE**
Type of the Article	**Original Research Article**

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.
To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

SDI Review Form 1.6

PART 1: Review Comments

	Reviewer's comment	**Author's comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Compulsory REVISION comments	**1 Update tables** **2 Incorporate the impact of aquaculture on fish trading and how that might evolve in the future**	The table has been updated accordingly. However, the study focussed attention on marketing of captured fishes and not acquaculture as you proposed. We'll add captured fish on our topic.
Minor REVISION comments	More focussed policy options	Noted
Optional/General comments	Generally a worthwhile paper The paper has generated primary data on fish traders in one region of Nigeria, providing original information. The topic is important given the need to meet food security targets and the role of fish as a source of micro-nutrients. I think the regression analysis is somewhat too sophisticated, and does not give as much useful information as a disaggregated summary of survey results. My suggested revisions are: 1 update tables. FAO has FishStatJ, which can be downloaded free of charge and covers fish production for Nigeria until 2012 and fish trade until 2011. 2 incorporate aquaculture if possible. In 2004 less than 10% of Nigeria's fish production came from aquaculture, by 2012 it was more than 25%. How will the growing proportion of farmed fish affect fish trading? If farms are located near urban centres will that reduce fish spoilage; will farms negotiate directly with retailers by-passing traders? How do consumers rank farm fish; do they prefer capture fish as in	

	Ghana; what is the price differential; do traders specialize or sell both farmed and capture fish; do some traders negotiate spot prices directly with farmers as in much of SSA? 3 if possible place fish traders in the whole value-chain. Margins may be high but are they higher than those obtained by large super-markets/fish-mongers or by farms? The authors suggest there could be opportunities for fish trading but what about fish farming which would actually increase fish supply. 4 Most fish traders are women (as in other countries of SSA but not Egypt). Are these women mostly in isolated rural areas selling a small quantity of fish daily given its perishability and the lack of refrigeration, or are they relatively wealthy selling a large quantity of capture and farmed fish in urban markets? Disaggregation by location/income would be useful. Is the role of women being reduced as men enter the sector, as in happening elsewhere in SSA? 5. The author(s) suggest improving roads that are indeed a problem: there is 100% spoilage of fish in Nigeria after an 8 hour road trip, but a more focussed (and cheaper) policy might be the construction of urban fish markets with refrigeration, as was done in Thailand. In general policy suggestions in the paper should be more focussed on the sector.	