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Iran seafood marketing challenges

Alizadeh Babataher

Iran Fisheries Export Development Fund, Iran

One of the biggest problems of our seafood market is that it has its own traditional form and nowadays this form is not acceptable by majority of the seafood consumers concerning different sanitary points. This form of market cannot afford the increasing needs of society for seafood consumption. Another problem is in keeping and storing seafood for a long term. Marketing mechanism in this market is low and it cannot follow speed and huge completion. The effects of this form have a negative result on prices; increasing the prices of seafood. Such form of market results in developing unhygienic form of seafood retailers around the society. The solution to this is respecting organization for systematic controlling of seafood quality and for this the Iran government developed new policies as:

- Studying advanced seafood market in USA, Europe such as Spain seafood market like Mercamadrid and Mercabarna and Japan.
- Exploiting other advanced seafood markets in the world.
- Organizing whole seafood markets in Iran for seafood market modernizing.
- Building several advanced seafood markets in Iran and developing and renewing other traditional seafood markets.

Biography

Alizadeh Babataher is President for Iran Fisheries Export Development Fund and Iran Fisheries Export Development Fund, Iran.

babataher_a@yahoo.com

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