



Research Article

Export performance of chilled pomfret from India

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SUMMARY : Chilled seafood is preferred by consumers over frozen products as they are being the closest in freshness and quality to landed catch. Chilled pomfret is an important export product of 'chilled items', one of the 12 major export item groups of marine products exported from India. The export performance of chilled pomfret was analysed by studying the graphical trend, percentage contribution, compound growth rate analysis, instability index, and direction of trade. Singapore was the major buyer in terms of export quantity taking more than half the average production (57%), followed by Malaysia (21%) and Kuwait (11%). The growth rate of chilled pomfret in export quantity to Singapore was negative (-7.40%) and was significant. The instability index of export quantity and real value was moderate to high among the major countries. Direction of trade analysis revealed that only Kuwait had a high probability of retention of previous market share (0.7234). There appeared to be diversion of raw material to newer products. Measures must be taken to increase chilled pomfret exports by regaining Singapore market and exploring new markets.

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