



Information for Better Livelihoods



# Case Study: Fish Consumption in Somalia

# Presentation



## CAADP Workshop

February 25 – March 1, 2013

Technical Partner



Donors

## The presentation is organized in two parts:

1. Background: The KAP study on Fish Consumption in Somalia
2. Intervention: FAO in fish eating promotion to fight hunger (4 min Video)



## Background:

- Between 18<sup>th</sup> May to 25<sup>th</sup> June 2011, FSNAU conducted a KAP study on fish consumption in 25 locations in Somalia.
- In these sites, data was collected from the rural and urban communities residing in coastal, non-coastal and riverine areas.
- The main purpose of the study was to gain a full understanding on the common practices, attitudes, beliefs on fish consumption in Somalia, and the level of knowledge the community has on the nutritive and health benefits of fish consumption.
- This information formed the basis for developing relevant communication strategies promoting the consumption of fish in the country.

## Method

- Focus Group Discussions (FGDs) and Key Informant Interviews (KIs) were the main data collection techniques used in the study.
- Other qualitative methods of collecting data also applied in the context of triangulation were case studies, informal observations and proportion piling.
- A total of twelve teams, each team consisting of one supervisor (FSNAU field staff), one moderator and one enumerator conducted the data collection activities.
- The trainings on data collection techniques and methodologies for the teams were conducted in Hargeisa and Garowe towns.

## Findings

- Fish is generally consumed in the urban, coastal and riverine communities
- Fresh fish consumption is most popular among the coastal and riverine populations, where it's generally more readily accessible
- The pastoral population on the contrary do not consume fish often, they mainly consume red meat.
- The main types of marine products consumed among the coastal populations are tuna like species namely:- mackerel, emperor, grouper, saw shark, snapper, lobster, shrimps and sea turtle (*Qubo*).
- Among the riverine population, the main types of fish consumed are various species of catfish, tilapia and muilldaes.
- Fish is culturally acceptable and considered '*Halaal*', and is associated with various health benefits to the consumer.
- According to the respondents, the main benefits of fish consumption include:
  - good mental growth, improved growth of bones and teeth,
  - provides the consumer with vitamins and minerals,
  - helps in the formation of blood cells (both red and white),
  - improves the body's immunity to disease and infection,
  - improves sexual activity and treats various diseases and ailments.

## Findings Cont..

- The main factors affecting the consumption and type of fish consumed include availability, cost, taste and smell, the known health benefits, and the lack of appropriate storage, preservation and knowledge of preparation techniques.
- On average, households consume fish at least once to twice a week.
  - During the monsoon season consumption of fish is low because it is believed that consuming fish at this time will lead to diarrhoea and intestinal problems.
  - The consumption of fish is also associated with treating ailments such as malaria, bronchitis, sexual dysfunction (increases sexual ability in men), backaches, asthma, typhoid fever, eye problems, constipation, anaemia, night blindness, malnutrition, goitre, memory loss, common cold and whooping cough.
  - Fish is mainly prepared by frying and roasting, and is mainly consumed with *canjero*, rice, spaghetti and bread as an accompaniment and can be consumed as part of any meal of the day i.e. breakfast, lunch or dinner.
- The consumption of fish is religiously and culturally acceptable and is associated with certain health benefits.
- The main reasons for low consumption are:
  - Availability, cost and general lack of knowledge on storage and preparation of fish.
  - When compared to red meat which is consumed by majority of the population, respondents feel that fish is more expensive except in the coastal areas of Bossaso and Berbera where fish is cheaper.
  - There is also a concern of swallowing bones especially for younger children when consuming fish, therefore households with young ones sometimes opt to purchase the canned tuna fish with no bones.

## Conclusions & Recommendations

- It is important for the community to be made more aware of the benefits of fish consumption, in addition they should be taught fishing techniques and preservation and preparation methods.
- It is important to train health workers as part of the advocacy strategy through campaigns or health clinics and to also sensitize the community on fishing techniques, to improve the supply of fish.
- The provision of cold storage facilities will also improve the preservation of fish and ensure that even those away from the fish sources (sea or river) are able to consume fresh fish.
- Promoting fish consumption is crucial, as it is readily available and is a good source of proteins, vitamin A, B, C and E and minerals all that promote the good health and nutritional status of individuals.

## Introduction

- The UN's Food and Agriculture Organization recently launched a campaign to raise public awareness about the nutritional benefits of fish across Somalia, the country with the longest coastline in Africa, but also one of the world's lowest fish consumption per capita.
- The country's 3,330 km of coastline, the longest in Africa remains one of the country's most untapped resource.
- Despite the enormous marine resource, Somalia's fishing industry is largely under-developed and unexploited, partly due to decades of conflict and piracy on the high sea. The country's per capita fish consumption is 2.4 kg/year (FAO 2005).
- Analysis by FAO's Food Security and Nutrition Analysis Unit and FEWSNET confirmed that famine conditions, that killed tens of thousands of Somalis in early 2011, no longer existed in parts of Southern Somalia, yet nearly a third of the Somali population remains in crisis, unable to fully meet essential food and non-food needs.

## Messaging

- The key messaging behind the campaign targets women, household heads as well as the youth with an objective of diversifying the Somali eating habits, currently biased against any seafood. The "Fish is Good for You," campaign is funded by the World Bank and Spanish government. It was first launched in the coastal town of Bossaso, Puntland, which hosts tens of thousands of displaced Somalis.
- All communication material were pretested and integrated into a multimedia marketing communications strategy including television and radio spot messages, roadshows, leaflets, and drama shows.
- In Bossaso, the campaign took the town's bustling streets, markets, Internally Displacement camps, schools, restaurants and soccer-playing teenagers on the white sandy beaches.

# FISH CONSUMPTION PROMOTION

---

**Video watch**

## Other fisheries programmes contributing to improved livelihoods and FNS

Project	Objectives	Outputs
<p><b>“Improve livelihoods of the fishing, pastoral and agro pastoral communities, women groups and association members in Iskushuban district, Bari region of Puntland”</b></p>	<ul style="list-style-type: none"> <li>• The purpose is to strengthen the capacity of fisheries, pastoral and agro-pastoral communities to enable them cope with shocks affecting their livelihoods.</li> <li>• To contribute to the establishment of sustainable and equitable livelihoods in the coastal communities through improved fish handling, marketing and processing.</li> </ul>	<ul style="list-style-type: none"> <li>• The focus being 3,000 households in the fishing communities in Bargal and Hafun coastal areas of Iskushuban District</li> <li>• Providing assistance to fishing communities, providing inputs, training and capacity building to local authorities and communities.</li> </ul>
<p><b>Sustainable Employment and Economic Development Programme</b></p>	<ul style="list-style-type: none"> <li>• The overall objective of the SEED programme is to improve economic and employment prospects for sustainable economic growth focusing on women and young people in conflict affected communities of Somaliland, Puntland and south central Somalia</li> </ul>	<ul style="list-style-type: none"> <li>• Construction/rehabilitation of a new fish market in Bossaso depending on the expansion plans of the Bossaso Port.</li> <li>• Provision of training on improved fish handling, marketing and processing to stakeholders of the new fish market.</li> </ul>
<p><b>Increasing food security and employment opportunities for vulnerable youth in Puntland and Mudug</b></p>	<ul style="list-style-type: none"> <li>• To provide an opportunity for youth to engage in activities that will help them develop livelihood options beyond the conflict that they have so far witnessed.</li> <li>• To promote youth engagement in the fisheries sector as a viable alternative to achieve sustainable livelihoods and strategic approach towards sustainable economic development and stability</li> </ul>	<ul style="list-style-type: none"> <li>• Community organizations organized to increase employment opportunities for youth and fish production in piracy prone areas of Puntland/Mudug</li> <li>• Fisheries related infrastructure rehabilitated through “cash-for-work”</li> <li>• Strategic plan for fisheries vocational training for North Eastern Somalia agreed</li> <li>• Enhanced internal and external fish marketing and trade</li> </ul>

## Other fisheries programmes contributing to improved livelihoods and FNS

Project	Objectives	Outputs
<b>Tsunami Livelihoods Recovery project</b>	<ul style="list-style-type: none"> <li>The objective of the project grant is to support the implementation of the Tsunami Livelihoods Recovery project (Project).</li> <li>The objective of the Project is to recover and strengthen the fishing based livelihoods of approximately 1000 families, who were affected by the 2004 Tsunami in three communities ( Tohin, Hurdiya and Eyl) Puntland, Somalia.</li> </ul>	<ul style="list-style-type: none"> <li>Capacity Building for Fishermen Associations and the Ministry of Fisheries Strengthen local capacities for small-scale fisheries planning, coordination and implementation of livelihoods rehabilitation activities</li> <li>Improved fish receiving and marketing facilities</li> </ul>
<b>Emergency Response Programme to the Humanitarian Crisis in Somalia</b>	<ul style="list-style-type: none"> <li>The short term objective is to increase food availability and food access for drought affected communities in selected locations of Southern Somalia.</li> <li>In the medium and in the long-term, the project aims at strengthening resilience to drought and improve livelihoods sustainability of agro-pastoral and riverine communities targeted by the project</li> </ul>	<ul style="list-style-type: none"> <li>Improve fishing capacity of coastal communities through distribution of fishing equipment and post-harvest processing sets</li> </ul>