

Industry Profiles

Catalog of Investment Information and Opportunities

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Office of Development Finance and Private Enterprise
Agency for International Development
Washington, DC 20523

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66098 Wood Pulp for Wallboard
67373 Wood Stake Truck Bodies
66099 Wood Tables and Chairs
67289 Wooden Handles
66042 Wooden Ice Cream Spoons and Sticks
66053 Wooden Shoe Lasts
67262 Wooden Wardrobes
66100 Wool Scouring
66034 Woolen Yarn
66024 Work Gloves
66035 Worsted Yarn
67372 Zinc Die Castings

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V.I.

INDUSTRY PROFILES

FISH OIL AND FISH MEAL

I. P. NO. 66007

This Industry Profile is one of a series. Each Profile gives basic information on a small or medium-sized plant in a specific industry. It discusses succinctly the features of the industry and its marketing problems, shows the approximate amount of capital needed to establish a plant of specified capacity, and gives an estimate of the annual costs, by categories, of running the plant at full capacity. It also provides a plant lay-out and supplementary reference information on technical journals, articles, books, patents and the like.

Potential investors can, by examining the Profiles for the industries in which they are interested, take the initial step in the process of deciding whether to embark on particular projects. In some cases the next steps may be simple, in others they may be complicated, requiring full-scale feasibility studies by experts. But whatever the situation, it should be remembered that the Profiles are not a substitute for the specific studies, whether simple or elaborate, that should precede the actual establishment of new plants. The Profiles indicate the major factors to be considered in making such studies and provide a systematic guide for making cost estimates applicable to local conditions. Conditions in different areas vary and may affect the optimum plant size, the type of plant and equipment, the kinds of materials used, utilization of power, organization of transport, etc. Local costs may also vary for raw materials, labor, plant and equipment. Thus, specific studies may provide somewhat different estimates from those shown in the relevant Industry Profile. But the Industry Profiles provide an order of magnitude of costs, point the way to making proper assessments of actual situations, and help to precipitate investment decisions.

SAMPLE

A. PRODUCT DESCRIPTION

Fish oil and fish meal, made from fish and fish wastes.

B. GENERAL EVALUATION

This industry would be established only where there are ample nearby supplies of the raw materials. The operation requires a moderately large capital but little technical skill. The products have multiple uses but have to compete with oils, animal feeds and fertilizers from a variety of sources. Prospects depend on the possibility of finding sufficient market outlets where the products can be profitably sold at competitive prices. Since the products are jointly produced it should be ascertained that there is a sufficient market for both of them.

C. MARKET ASPECTS

1. USERS. Manufacturers of margarine, lower-grade cooking fats, shortening, soap, lubricating oils, paints, fungicide sprays, animal feed, fertilizers.
2. SALES CHANNELS AND METHODS. Sales to wholesalers and industrial users.
3. GEOGRAPHICAL EXTENT OF MARKET. a. Domestic. Though product is fairly easy to transport, freight cost is an important factor in limiting the market area.
b. Export. Market is international.
4. COMPETITION. a. Domestic Market. There is usually competition from similar products derived from other sources, and delivered price is the controlling factor.
b. Export Market. As in the domestic market, delivered price is the decisive factor.
5. MARKET NEEDED FOR PLANT DESCRIBED. It is not feasible to estimate the size of the market needed in terms of population or other quantitative measure. The essential requirement is accessibility to areas where user industries are located.

D. PRODUCTION REQUIREMENTS

ANNUAL CAPACITY: 2,300 Tons of Meal, 2,000 Tons of Oil.

1. CAPITAL REQUIREMENTS

a. FIXED CAPITAL		Cost
Land, 1 acre.		\$ --
Building, 50'x100'x25' production, 50'x100'x14' storage, 25'x25' boiler.	65,000	
Equipment, Furniture & Fixtures, Prodn. tools & equipmt.	\$200,000	
Other tools & equipmt.	18,000	
Furniture & fixtures	1,000	
Transportation equipmt.	6,000	225,000
Total (excl. Land)		\$290,000
Principal Items. Boiler 200 hp., fish pump, dewatering screen, measuring machine, pre- breaker, cooker, multi-stage press, cake press, dryers (direct & indirect), refrac- toryless furnace, fan, disintegrator, grinder, 2 centrifugal oil separators, 3 elevators, 3 conveyors.		

b. WORKING CAPITAL

	<u>No. of Days</u>	
Direct Materials, Direct Labor, Mfg. Overhead(a)	60	\$ 50,000
Admin. Costs(b), Contingencies, Sales Costs(c)	30	3,200
Training Costs		1,000
Total		\$ 54,200

c. TOTAL CAPITAL (EXCL. LAND) **\$344,200**

2. MATERIALS AND SUPPLIES

	<u>Annual</u>	<u>Annual</u>
a. Direct Materials	Requirements	Cost
Raw fish	10,000 tons	\$160,000
Antibiotics & other chemicals		2,000
Bags	46,000 bags	9,200
Oil drums (55 gals.)	10,300 drums	67,000
Total		\$238,200

b. Supplies

Lubricants & hand tools	\$ 500
Maintenance & spare parts	6,000
Office supplies	300
Total	\$ 6,800

3. POWER, FUEL AND WATER

	Annual Cost
a. Electric Power. 200 hp. con- nected load.	\$ 5,000
b. Fuel. 50,000 gals. of oil.	\$ 6,000
c. Water. Production, sanitation, and fire protection.	\$ 200

4. TRANSPORTATION

	Annual Operating Cost
a. Own Transport Equipment. 5-ton truck.	\$ 1,800
b. External Transport Facilities. In and out shipments 50 tons a day. Plant should be located on a railroad siding and good high- ways.	

5. MANPOWER

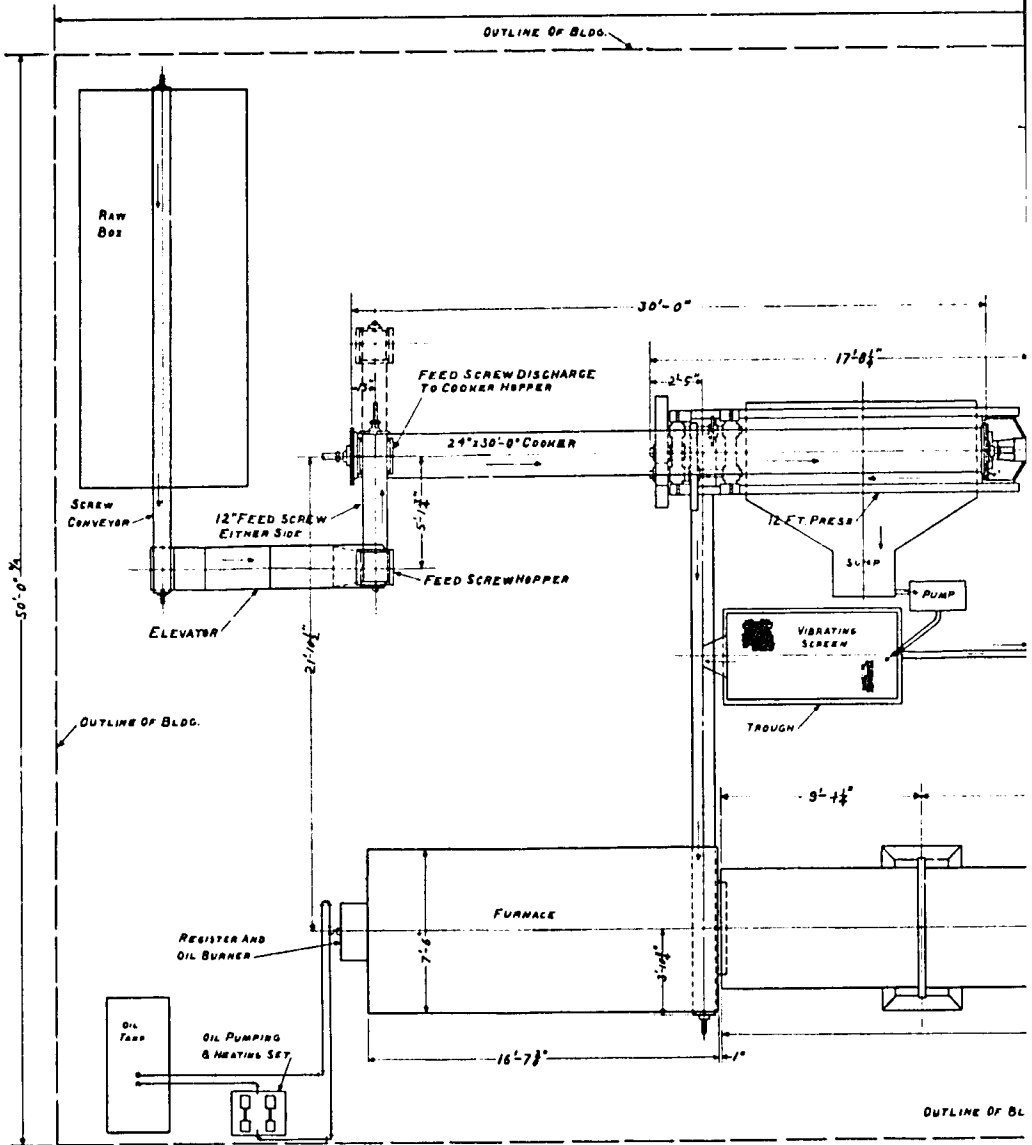
	<u>Number</u>	<u>Annual Cost</u>
a. Direct Labor		
Skilled	2	\$ 10,000
Semi-skilled	2	8,000
Unskilled	3	9,000
Total	7	\$ 27,000
b. Indirect Labor		
Manager	1	\$ 10,000
Office	1	5,000
Total	2	\$ 15,000

c. Training Needs. Manager should be fully experienced. With 1 skilled worker he should be able to train employees and reach full production in 1 month.

6. TOTAL ANNUAL COSTS AND SALES REVENUE

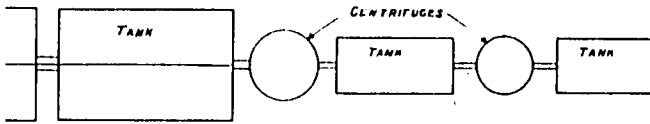
a. Annual Costs		
Direct Materials		\$238,200
Direct Labor		27,000
Manufacturing Overhead(a)		34,800
Admin. Costs(b), Contingencies		24,000
Sales Costs(c), Bad Debts		14,000
Depreciation on Fixed Capital		26,600
Total Annual Costs		\$364,600
b. Annual Sales Revenue		\$518,400

NOTES. (a) Includes Supplies, Power, Fuel, Water, Transportation, Indirect Labor. (b) Includes Interest, Insurance, Legal and Audit Charges. (c) Includes Sales Commissions, Freight Out, Travel.

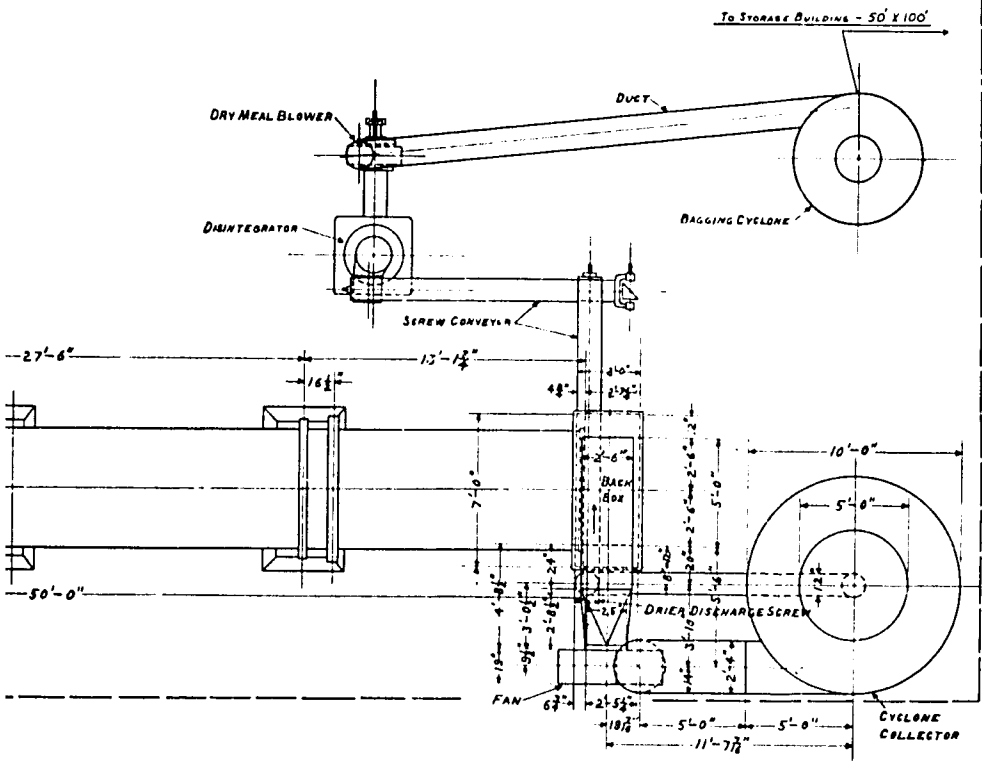


MEAL: S.I.C. 2095

WORKFLOW



TANKS
GES.



FISH OIL AND FISH MEAL: S. I. C. 2095

SELECTED REFERENCES

I. TEXTBOOKS

- A. Marine Products of Commerce. 2nd Edition. D. K. Tressler. 1951. 800 p.
\$20.00.
Reinhold Publishing Corporation
430 Park Avenue
New York 22, New York
Comprehensive text covering all commercial products derived from the sea.
Includes a section on fish meal and oil.

II. PERIODICALS

- A. The Fishing Gazette. Monthly. \$10.00/year.
Fishing Gazette Publishing Corporation
461 Eighth Avenue
New York 1, New York
Contains facts and figures of the fishing trade.
- B. National Fisherman. Monthly. \$4.00/year.
National Fisherman
Goffstown, New Hampshire
Contains information on new ideas and developments in the trade.

III. GOVERNMENT PUBLICATIONS, U. S.

- A. Fish Meal and Oil. IR-23856. Gratis.
Office of Technical Cooperation and Research
Agency for International Development
Washington, D. C. 20523
Preliminary technical data on the production of fish meal.

IV. TECHNICAL PAPERS

- A. Fish Reduction Processes. Fishery Leaflet 126. 1956. Gratis.
Fish and Wildlife Service
U. S. Department of the Interior
Washington, D. C. 20242
Describes the various processes for fish reduction, types of equipment used,
products resulting from the processes, and packaging necessary for each
product and by-product.

SELECTED REFERENCES (Continued)

V. U. S. PATENTS

Available U. S. Patent Office
Washington, D. C. 20231 \$.25 each.

- A. Patent No. 2,972,542. 1961. 2 p.
Preparing deodorized fish meal and oil.
- B. Patent No. 2,877,122. 1959. 7 p.
Method of dehydrating fish for manufacture of meal, oil, and other products.
- C. Patent No. 2,844,476. 1958. 3 p.
Process of comminuting and dehydrating fish into meal and related products, including oil.
- D. Patent No. 2,686,126. 1954. 3 p.
Treatment of fish to produce meal and oil.

VI. TRADE ASSOCIATIONS

- A. National Fisheries Institute, Inc.
1614 - 20th Street, N. W.
Washington, D. C. 20009

VII. ENGINEERING COMPANIES

- A. Edward Renneburg and Sons Company
2637 Boston Street
Baltimore, Maryland
Producers of machinery for fish meal and fish oil production.
- B. The Cog Corporation
4926 West Grand
Chicago, Illinois
Designers and producers of fish reduction machinery.

VIII. DIRECTORIES

- A. List of Fishery Associations in the United States and Alaska. Annually.
Gratis.
Fish and Wildlife Service
U. S. Department of the Interior
Washington, D. C. 20242
Contains national and regional associations of fisheries and the fishing industry.

PRE-INVESTMENT FEASIBILITY SURVEY NEEDS

Before an investment is made in a plant, a feasibility study should be conducted. This may require skilled economic and engineering experience. The following illustrates the range of questions to which answers must be obtained: What is the extent of the present demand for the product, and how is it now being satisfied? Will the market absorb the production of the new plant? Will the estimated sales price and quality of the product make it competitive? What is the marketing and distribution plan and to whom will the product be sold? What is the nature of the plan to finance the plant? Has a realistic time schedule for construction, delivery of equipment, obtaining of materials and supplies, training of personnel and the start-up time for the plant been developed? Have arrangements been made to obtain needed materials and supplies? Are trained personnel available? Do adequate transportation, storage, power, communications, fuel, water, and other facilities exist? Has a sound plan for equipment, design, construction, and operations been developed? Have proper management controls for design, production, quality-control and other factors been developed? Will the industry fit into the development plans for the area?

Fully documented information to these and a host of additional technical questions should be available to the investor before he proceeds with implementation of an industrial project.

ORDERING INSTRUCTIONS

Copies of individual *Industry Profiles* are sold by the Clearinghouse for Federal Scientific and Technical Information at \$1.00 each. A subscription service through which all *Industry Profiles* may be received as they are produced (about 250 in 1966) is available at a cost of \$200.00.

Address orders to:

U. S. Department of Commerce
Clearinghouse for Federal Scientific
and Technical Information, 410.14
Springfield, Virginia 22151

Prepayment is required. Make check or money order payable to National Bureau of Standards—CFSTI. Clearinghouse deposit account holders may charge purchases to their accounts.

GENERAL INFORMATION

Available Profiles are listed in the *Index to the Catalog of Investment Information and Opportunities*, available on request from the Agency for International Development, DFPE, Washington, D. C. 20523

Industry Profiles are prepared for the Agency for International Development by Surveys & Research Corporation, 1030 15th Street, N. W., Washington, D. C. 20005