



The importance of the cold chain logistics in the marketing process of aquatic products: A review Study

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Abstract

The aquatic products are the term of the aquatic animal and plant products and their processed products produced by marine and freshwater fisheries in general. The marketability of aquatic products is an important issue in the development of aquaculture. In addition to, processing and marketing facilities provide the great opportunities for employment with in the aquaculture industry. Aquatic products are incline to oxidation and bacterial contamination in logistics transportation, which will not only destroy the taste of aquatic products, but also pose a very serious threat to food safety. Cold chain logistics of aquatic products is an essential classification of cold chain logistics. Cold chain logistics of aquatic products refers to the system engineering that the cold or frozen aquatic products are in the specified low temperature environment before production, storage, transportation, sales and consumption, to ensure quality and reduce damage. Cold chain logistics is the key to reducing deterioration of aquatic products in the circulation, transport and marketing process.

Keywords: Aquatic products, Logistic, Marketing, Cold chain, Cold chain logistic.