

RESPONSEABLE

Fish Value Chain



This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation (H2020-BG-2014-1) under grant agreement No. 652643.
This publication/multimedia product/presentation reflects the views of the author, and the European Union cannot be held responsible for any use which might be made of the information contained therein.

www.responseable.eu

RESPONSEABLE



***One
product***



This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation (H2020-BG-2014-1) under grant agreement No. 652643.
This publication/multimedia product/presentation reflects the views of the author, and the European Union cannot be held responsible for any use which might be made of the information contained therein.

www.responseable.eu

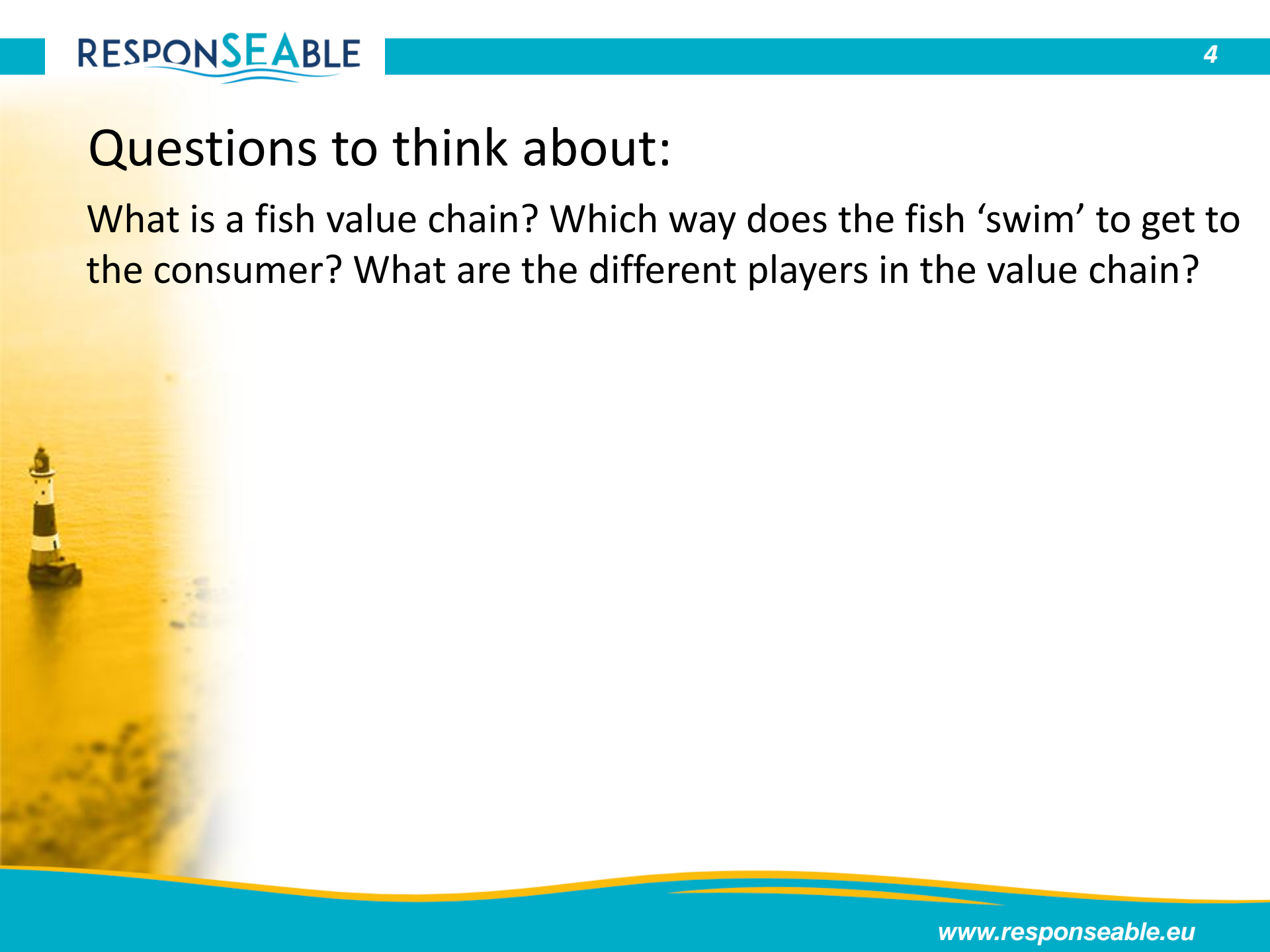
Different roles



Pictures: Nederlands Visbureau

Questions to think about:

What is a fish value chain? Which way does the fish 'swim' to get to the consumer? What are the different players in the value chain?

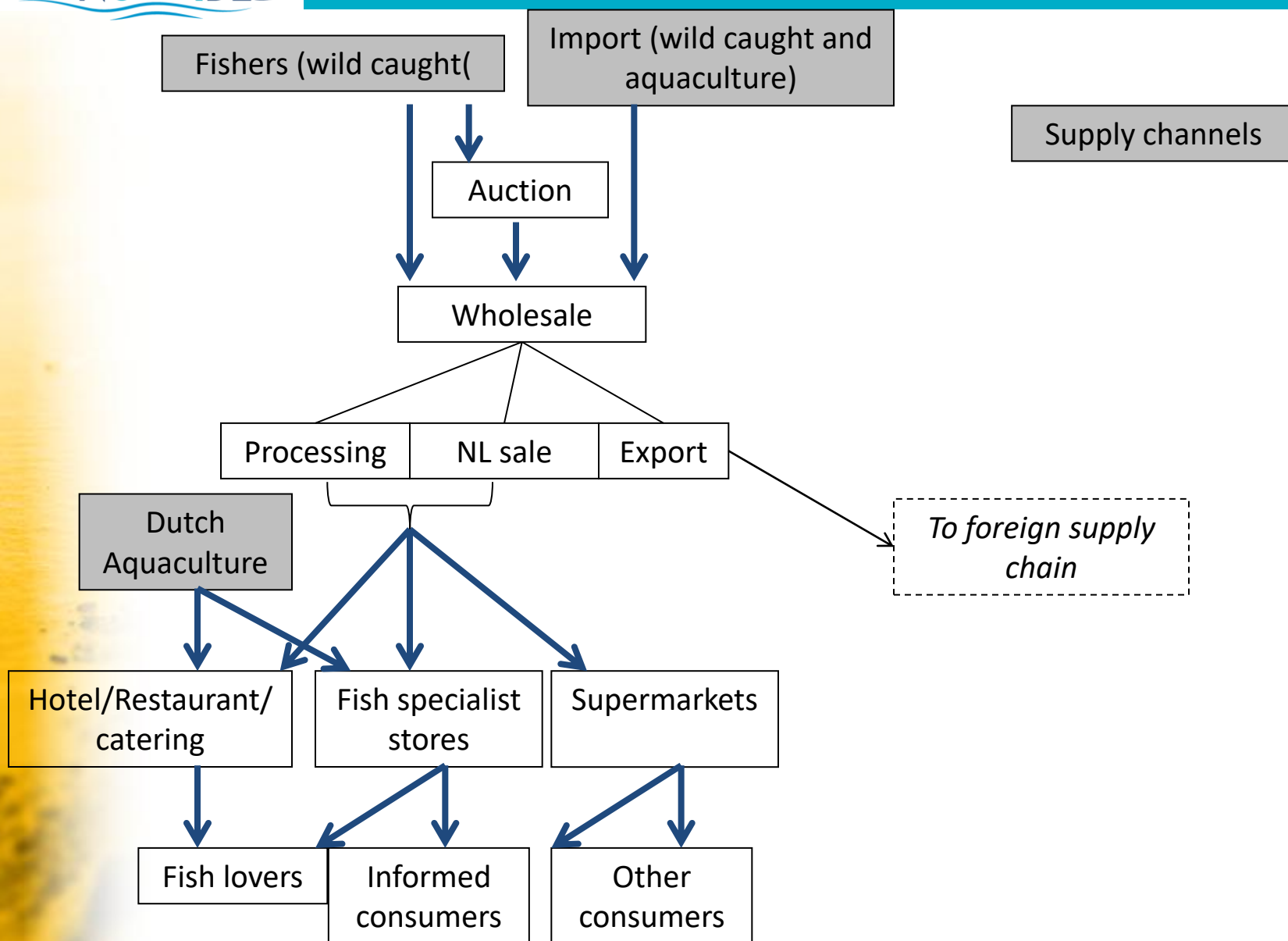


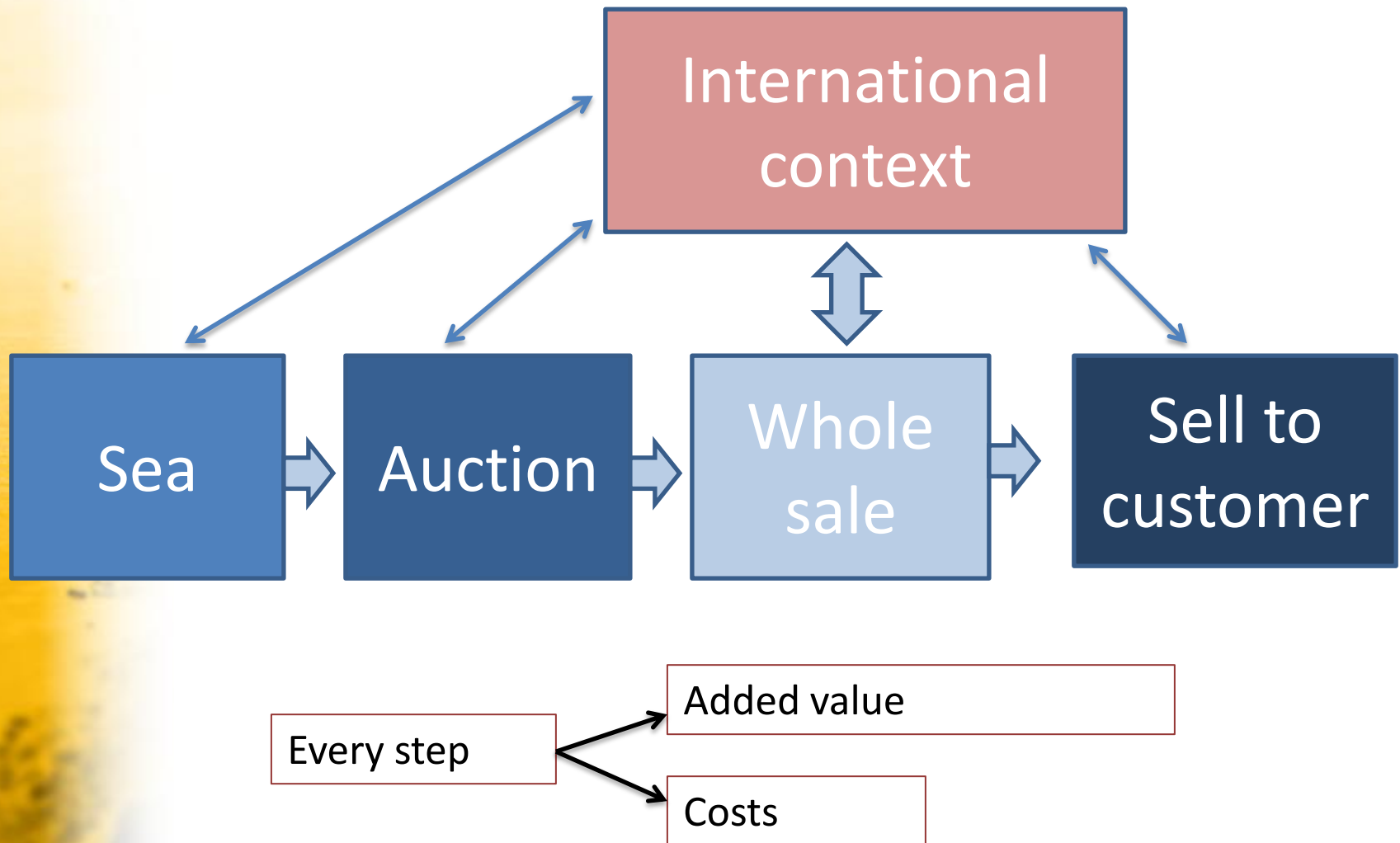
Questions to think about:

What is a fish value chain? Which way does the fish 'swim' to get to the consumer? What are the different players in the value chain?

Inventory answers:

- Fishing/ Aquaculture
- Fish Auction
- Wholesale
- Fish processing companies
- Export
- Transport
- Retail (Supermarkets/fish shops/restaurants)
- Consumer
- Etc





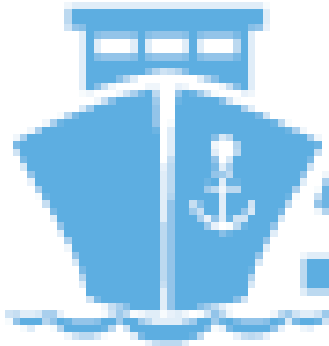
Question to think about:

How is it possible that consumers pay more than 12 euro for a fish fillet, when you only receive 1.17 Euro for the fish? Think about the different steps in the fish value chain – who does what and what does that cost?



Question to think about:

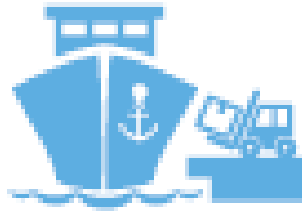
How is it possible that consumers pay more than 12 euro for a fish fillet, when you only receive 1.17 Euro for the fish? Think about the different steps in the fish supply chain – who does what and what does that cost?



Fishing and Auction

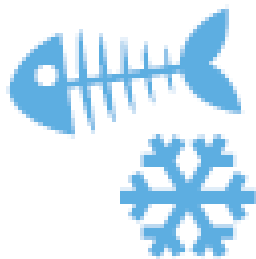
What you get for a kg fish	€ 1,17
Cost handling and auction	€ 0,03

Question to think about:



Wholesale

Auction cost (5%)	€ 0,07
Transport and transaction costs	€ 0,23
Other costs and margin (20%)	€ 0,32



Processing

Transport and transaction costs	€ 0,18
Fillet loss (50%)	€ 2,10
Cutting, packaging/freezing	€ 1,20
Other costs and margin (40%)	€ 2,15

Question to think about:



Retail

Cost shop and margin (50%)	€ 3,80
Value Added Tax (VAT) – 6%	€ 0,70



Consumer

Price in store – per kg	€ 12,05
Price in store – per 100 gram	€ 1,20


Example of a shorter chain



ZUIDWESTER VIS – project that supplies fish from local fisher directly to regional supermarkets

ZUIDWESTER VIS

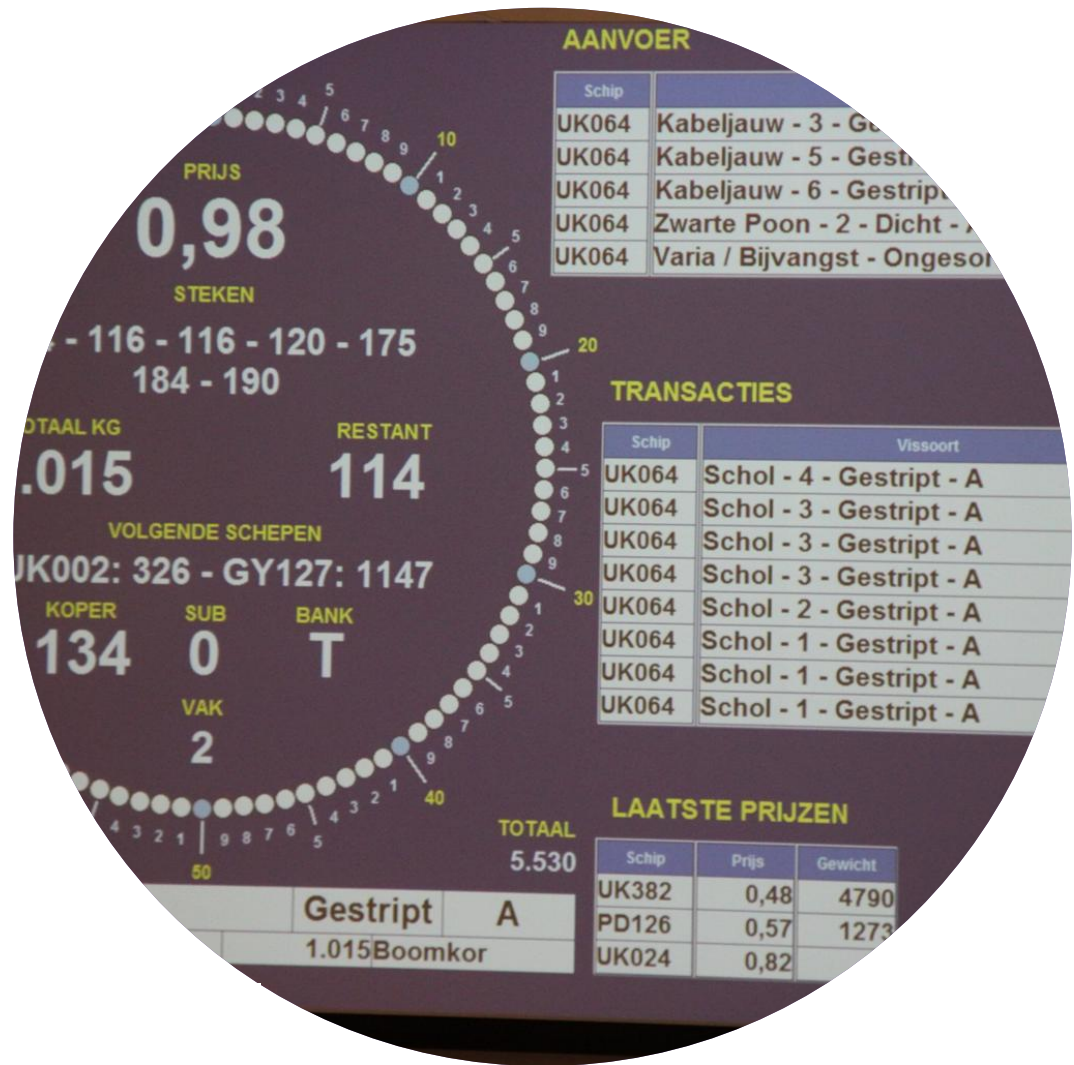
'It is important to sell North Sea fish in the supermarket, with competitive prices compared to aquaculture fish like panga and tilapia.'

- 
- *Fish from 8 regional trawlers*
 - *Higher price for Plaice and Sole*
 - *Cooperation with regional supermarket*

Group assignment

- 1) Choose a fish product (like plaice, sole, mussel, shrimp).
- 2) Describe how you would like to create extra value for your product in the value chain.
- 3) Describe the value chain for your product.
- 4) Does your plan to create extra value influence the 3 P's (People, Planet, Profit)?
- 5) Who/which partners do you need to execute this plan?
- 6) Do you think your plan is realistic?

As a fishing entrepreneur,
you can do
more than
you think !



RESPONSEABLE

Thank You

ProSea foundation

erik@prosea.info



This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation (H2020-BG-2014-1) under grant agreement No. 652643.
This publication/multimedia product/presentation reflects the views of the author, and the European Union cannot be held responsible for any use which might be made of the information contained therein.

www.responseable.eu