

VALUE CHAIN ANALYSIS IN AQUACULTURE DEVELOPMENT

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The development of the aquaculture sector is a complex activity turning natural resources into safe, healthy and nutritious food to satisfy diverse consumer requirements. Many development projects focus on only one or a few elements of the whole aquaculture sector instead of applying a holistic approach to evaluate business activities and to explore how to provide the most value to customers while maintaining a good profit. The aquaculture sector is increasingly facing new challenges such as climate change, and resiliency, and the market is increasingly complex and competitive, so there is a need for the application of methods during efficient development programs such as the Value Chain Analysis (VCA). It is a useful approach to evaluate business processes and identify opportunities for innovation. Sector-wide value chain analysis involves the survey of the various stages of aquaculture production, from broodstock management all the way through the final purchase of fish and fish products by end-users. Value chain differs from the supply chain which is a conveyance procedure from producer to consumer, while value chain flows reverse from consumer to supplier. Value chain is also referred to as „demand chain” since consumers are the source of value. Value chain focuses on innovative product development and marketing.