Value Chain for Farmed Fish

**Inputs**
- **Seed**
  - Breeders improve target species through selective breeding that result in productivity gains for farmers. Multiplication centers use these breeds to produce fry and fingerlings for farmers.

- **Extension Services**
  - Participatory development of technologies, capacity building, and access to information on market prices and policies are necessary to improve productivity and profits.

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**Production**
- **Producers**
  - Fish farmers experience the cycle of fish farming. Selective breeding results in productivity gains for farmers. Multiplication centers use these breeds to produce fry and fingerlings for farmers.

- **Processors**
  - Fish is a highly perishable commodity. In the absence of ice, it has to be sold quickly. Smoking, drying or salting will extend shelf-life and, if done to meet quality standards, improve food safety.

**Provisioning and Distribution**
- **Provisioners**
  - Fish farmers communicate to processors, traders, and wholesalers in order to purchase feed and improve their fish ponds.

- **Distributors**
  - Traders and wholesalers play a major role in the value chain by accumulating products and selling them to retailers, restaurants, and other consumers. Feed and fuel producers have to meet the demands for these products in order to remain competitive.

**Marketing**
- **Retailers and Food Service Providers**
  - Distributors accumulate products and sell them to retailers, restaurants, and other consumers. Feed and fuel producers have to meet the demands for these products in order to remain competitive.

**Consumption**
- **Consumers**
  - Fish demand and purchasing power influence the types of fish farmers produce. Retailers and food service providers communicate with fish farmers to ensure they meet the demands for certain inputs.

- **Retailers and Food Service Providers**
  - Fish farmers provide high-quality fish to retailers and food service providers. Fish farmers and retailers communicate on consumer preferences to processors, traders, and wholesalers.

- **Consumers**
  - Farmed fish is an increasingly important means of meeting food and nutrition needs.