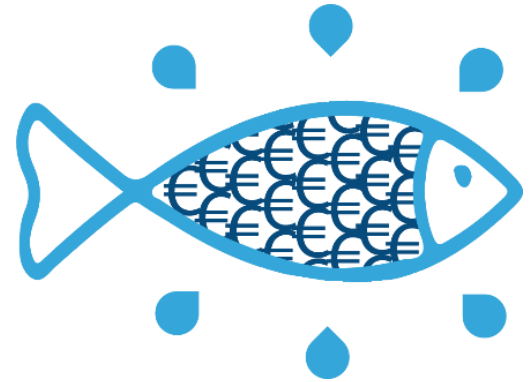




*farnet*  
fisheries areas network



# *Boosting business along the fisheries value chain*

Stephanie Maes



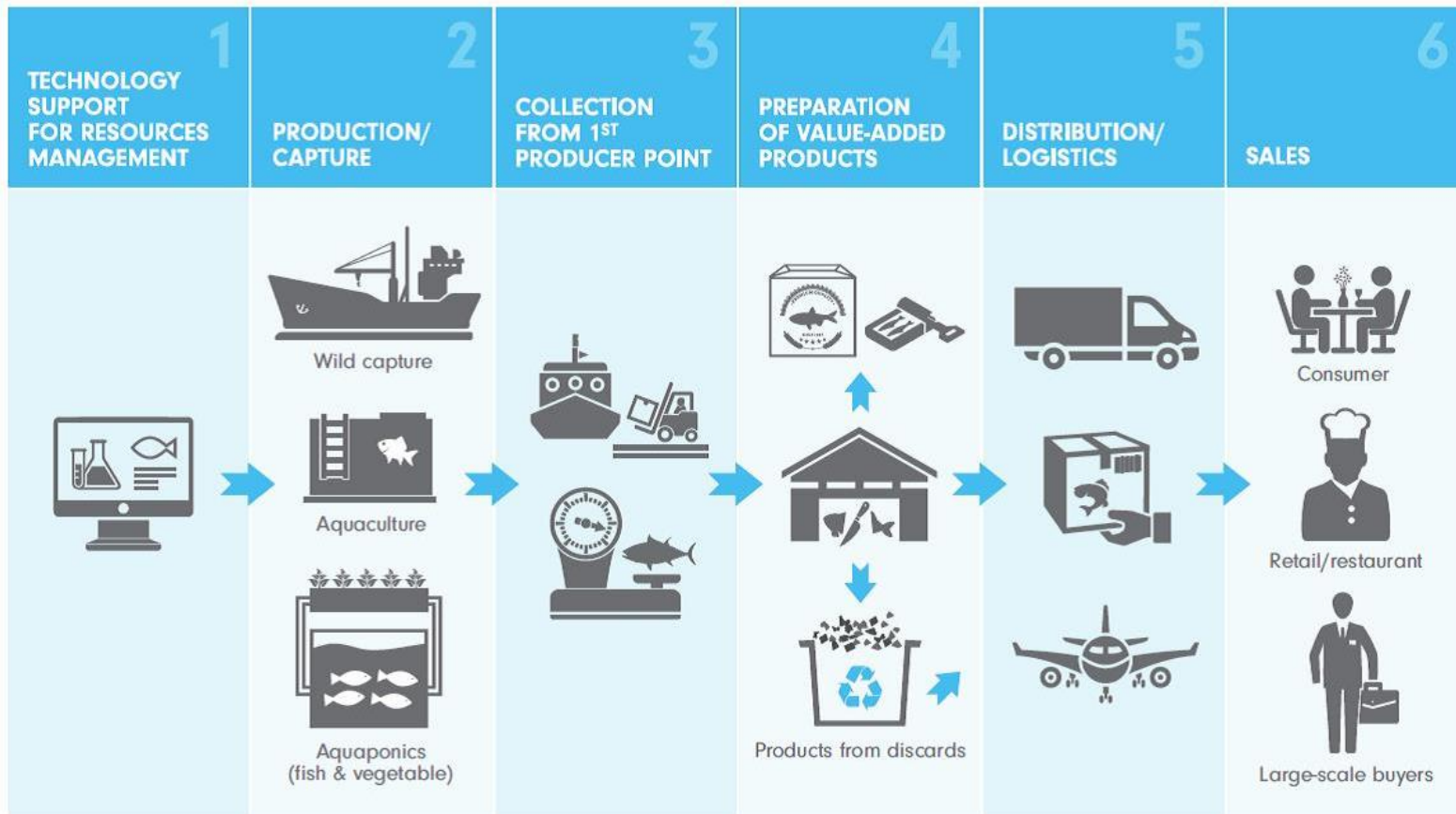
# Value chain

*noun* \ 'vælju: cheyn \

An industry value-chain is a physical representation of the various processes involved in producing goods (and services), starting with raw materials and ending with the delivered product.



# Fisheries value chain



Manta Consulting Inc., 2013

# Small-scale fisheries value chains

*some challenges...*

- irregular landings depending on weather and seasonal conditions
- small volumes fish landed (often high quality)
- smaller operators
  
- limited shelf life of seafood
- high demand for a narrow range of the species landed
- Imported fisheries products easy available





“What if we don’t change at all ...  
and something magical just happens?”



# boost, verb \ˈbüst\

- the act of giving hope or support to someone
- the act of giving a push
- give a boost to; be beneficial to
- increase or raise
- push upward, as if from below or behind
- increase
- contribute to the progress or growth of

# busi·ness

noun \bīz'nīs\

- The activity of buying and selling commodities, products, or services
- a person, partnership, or corporation engaged in commerce, manufacturing, or a service.
  - Fisherman
    - Family business
    - Ship owner (with different vessels)
  - Cooperative
  - Auction
  - Primary processor
  - Secondary processor
  - Wholesaler
    - Portion fresh product
    - Packaging
  - Fishmonger
  - Restaurant



# Building business partnerships

Cooperation and strategic partnerships:

- Among producers themselves
- With other businesses along the supply chain
- Beyond the fisheries sector:
  - science/research
  - Tourism
  - public sector...

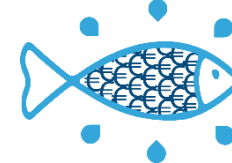


# Main themes

- Direct support to businesses
  - Linking fisheries businesses with science & research
  - Accessing new markets
  - Engaging with the small-scale fisheries sector
- 
- A good business plan



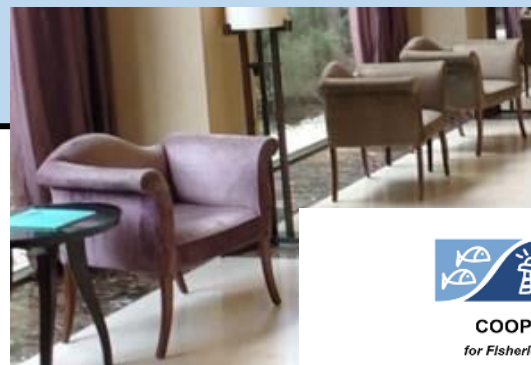
*Captivating  
Thessaloniki*  
Fine blend of history  
and creative innovation



9.00-10.30	<b>Introductory plenary session</b> <ul style="list-style-type: none"><li>• <i>Introductions</i></li><li>• <i>Presentation by the Thessaloniki FLAG</i></li></ul>
10.30-11.00	<i>Coffee break</i>
11.00-12.00	<b>Inspirational plenary session – boosting business in practice</b> <i>5 inspirational presentations – ask questions!</i>
12.00-13.30	<b>Thematic working groups (round 1)</b> <ul style="list-style-type: none"><li>• <i>Direct support to businesses</i></li><li>• <i>Linking fisheries businesses with science &amp; research,</i></li><li>• <i>Accessing new markets</i></li><li>• <i>Engaging with the small-scale fisheries sector</i></li></ul>
13.30-14.45	<i>Lunch</i>



8.30-9.00	<i>Registration</i>
9.00-9.30	<b>Introducing business plans (plenary)</b> <ul style="list-style-type: none"> <li>Cooperative bank, Poland</li> </ul>
9.30-11.00	<b>Working group exercise</b> <ul style="list-style-type: none"> <li>➤ business plans</li> </ul>
11.00-12.30	<b>“Sofa Session” 8 projects</b>  <b>Cooperation corner</b>  <i>(including coffee break)</i>
12.30-13.00	<b>Closing session</b>
13.30-18.30	<b>Field Trip to projects in the Thessaloniki FLAG area</b>



**COOPERATION IDEA**  
for Fisheries Local Action Groups

Title of the proposed project: Cyprinid species utilization

**Description of cooperation proposed**

- We are looking for solutions to grade, scale and put the cyprinid fishes, mainly roach. We have plenty of cyprinids and rising market for them
- Objectives: Utilizing cyprinids in human consumption
- Proposed actions: Bench-marking or developing cost-effective machinery
- Desired result: Cost-effective handling facilities for roach; an other cyprinids leading to rising consumption of them. In many Finnish lakes the cyprinid stocks are affecting the water quality negatively, so utilizing them will also bring environmental benefits.

# NOW



- **Sign up for tomorrow's sofa session**
    - (Book an interpreter if necessary!)
  - **Check out the cooperation corner – themes:**
    - *Diversifying the local economy*
    - *Promoting fisheries heritage*
    - *Promoting inland fisheries areas and products*
    - *New processing models*
  - **Leave your headsets on your table!**
- coffee... 😊



## COOPERATION IDEA for Fisheries Local Action Groups

Title of the proposed project: Cyprinid species utilization

### Description of cooperation proposed

- We are looking for solutions to grade, scale and gut the cyprinid fishes, mainly roach. We have plenty of cyprinids and rising market for them  
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- Desired result: Cost-effective handling facilities for much of other cyprinids leading to rising consumption of them. In many Finnish lakes the cyprinids are not utilized, so utilizing them will also bring environ

...and enjoy the





*farnet*  
fisheries areas network

*Let's boost local businesses!*



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