**CRFM/UNU-FTP PROJECT CONCEPT:**

**VALUE CHAIN APPROACH IN CARIBBEAN FISHERIES**

**Value Chain Workshop**

**July 18th – 22nd 2016, Suriname**

**Exercise 2: Enhanced Value Chain Development and SWOT Analysis**

**Objective:** This exercise is designed to help you think critically about all the key theoretical aspects of developing a value chain for a selected fish species. It will also allow you time to discuss the practical opportunities and challenges involved in developing this value chain with your peers, and as a group, build a more fully developed value chain of a single species.

* 1. All the workshop participants will be put into groups of 4-5 persons. Each group is to appoint a Group Leader, a Rapporteur and a Presenter.
  2. Each group will then select a species from the group, that was presented on Day 1, as the species the group would develop further. There are no specific criteria for the selection of the species.

1. Using the selected species, add additional information in the following areas, if these were not fully identified: :
   1. The key actors (groups and individuals)
   2. Activities that occur in the value chain
   3. The level of collaboration among actors
   4. Points at which payments are made (and titles transferred)
   5. The contribution of each activity to the value chain
   6. Types of commodity forms (e.g. smoked, salted, fish oil, fillet)
   7. Flow of information
   8. External factors that affect/influence input supplies, production, marketing, consumer behavior and the general performance of the value chain.
2. Try to also identify the price of the commodity or commodity forms at different points on the value chain. Approximate value can be used if secondary sources are not available. Based on this data, calculate the value added to the product at various stages of the value chain.
3. Conduct a SWOT Analysis for the value chain as a whole. **SWOT stands for ‘Strengths, Weaknesses, Opportunities and Threats’**. Identify the strengths and weaknesses of the value chain. Then identify the opportunities - domestically, regionally or internationally that the value chain can use to develop in the short, medium or long term. This can be based on socio-economic, biological or other trends. Finally, identify domestic, regional or international threats to the development of this value chain, that policy makes need to be aware of, and try to minimize or avoid.
4. Please develop a PowerPoint presentation which summarizes this assignment for a 15 minute presentation (approximately 15 slides). One slide should include a diagrammatic representation of your value chain. This presentation will be done by the group on Day 5.

We look forward to your participation in this exercise!