Advanced Course

SEAFOOD VALUE CHAIN ANALYSIS

Zaragoza (Spain), 13-17 May 2019

1. Objective of the course

Food systems and seafood value chains, in particular, are increasingly contributing to the economic growth and the achievement of the UN Sustainable Development Goals. Globalization and the increasing complexity of markets, along with international concerns about the sustainability of natural resources, require improved knowledge about how seafood value chains are functioning.

In responding to these multiple challenges, the Value Chain Analysis (VCA) approach provides a tool to understand how actors (firms, communities, workers and authorities) are linked to and affected by transformations in the regional and global economies. The VCA framework focuses on structural shifts at industry level and key competitive advantages, by involving concepts of governance, sustainability, value distribution and efficiency.

This course will provide participants with a combination of theoretical knowledge and practical skills that will add value to their professional activities. In particular, these participants will be able to:

- Identify the multiple stakeholders involved in the seafood value chain.
- Appreciate the importance of data collection and validation at each stage of the chain.
- Understand the regulation and organization of trade flows and interactions between value chain stakeholders.
- Analyze the dynamics of price-cost margins along the value chains.
- Look for opportunities to improve value chain performance by adopting novel technologies, information systems and social innovations.
- Recognize how the value chain analysis approach assists managers and decision makers in developing and implementing both strategies and policies.

2. Organization

The course is jointly organized by the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), through the Mediterranean Agronomic Institute of Zaragoza (IAMZ), and the Food and Agriculture Organization of the United Nations (FAO), through the Fisheries and Aquaculture Department, and will take place at the Mediterranean Agronomic Institute of Zaragoza. The course will be given by well qualified lecturers from international organizations, universities and private companies in different countries.

The course will be held over a period of 1 week, from 13 to 17 May 2019, in morning and afternoon sessions.

3. Admission

The course is designed for 25 participants with a university degree, and is intended for policy makers, market analysts, public agents, value chain actors, technical advisors, and researchers at any point of the seafood chain.

Given the diverse nationalities of the lecturers, knowledge of English, French or Spanish will be valued in the selection of candidates, since they will be the working languages of the course. The Organization will provide simultaneous interpretation of the lectures in these three languages.

4. Registration

Candidates must apply online at the following address: http://www.admission.iamz.ciheam.org/en/

Applications must include the curriculum vitae and copy of the supporting documents most related to the subject of the course.

The deadline for the submission of applications is 14 March 2019. The deadline may be extended for candidates not requiring a visa and not applying for a grant if there are free places available.

Applications from those candidates requiring authorization to attend the course, may be accepted provisionally.

Registration fees for the course amount to 500 euro. This sum covers tuition fees only.

5. Scholarships

Candidates from CIHEAM member countries (Albania, Algeria, Egypt, France, Greece, Italy, Lebanon, Malta, Morocco, Portugal,
Spain, Tunisia and Turkey) and other FAO Mediterranean member countries may apply for scholarships covering registration fees, and for scholarships covering the cost of travel and full board accommodation. Applications from other FAO member countries may be considered.

Candidates from other countries who require financial support should apply directly to other national or international institutions.

6. Insurance

It is compulsory for participants to have medical insurance valid for Spain. Proof of insurance cover must be given at the beginning of the course. Those who so wish may participate in a collective insurance policy taken out by the Organization, upon payment of the stipulated sum.

7. Teaching organization

The course requires personal work and interaction among participants and with lecturers. The international characteristics of the course favour the exchange of experiences and points of view. The course will be taught with a combination of lectures, applied examples, debates and group work analysis of different seafood chains based on case studies.

Participants will be asked to prepare before the beginning of the course a brief report on seafood value chains in their countries/regions. These reports will be shared with lecturers and participants.

8. Programme

1. Introduction and context (2 hours)
   1.1. Globalization of seafood markets and trade
   1.2. The importance of international institutions and regulatory frameworks
   1.3. Food systems and value chain
2. What is a Value Chain (VC)? (1 hour)
   2.1. Theory of VC formation
   2.2. Why is Value Chain Analysis (VCA) important?
3. Mapping the VC (3 hours)
   3.1. Operators/players in the chain for seafood products. From community based to large scale global chains
   3.2. The organization of trading relationships (e.g. short and long term contracts, auctions, e-marketing)
   3.3. Flow analysis of the VC
      3.3.1. Introduction to input/output indicators
      3.3.2. Analysis of dependence relationships
      3.3.3. Transaction cost analysis (markets or integrated firms)
4. Structural supply forces directing seafood VC flows (4 hours)
   4.1. Seasonality of wild fish harvest and aquaculture
   4.2. Fish quota regulation and harvest behaviour
   4.3. First hand sales organization
      4.3.1. The role of regulation. Fish auctions and minimum price schemes
      4.3.2. Direct/community based sales
      4.3.3. Physical infrastructure requirements
   4.4. Institutional and industrial structures
   4.5. Competition intensity and market power allocation
   4.6. Industrial conventions, strategic networks alliances and product-market specialization
   4.7. Access to finance
5. Demand forces and VC responses (3 hours)
   5.1. Consumer major trends: quality and safety, health/nutrition, convenience, social and environmental concerns
   5.2. The response of retailers to consumer trends
   5.3. Building trust: the role of generic marketing, product branding, certifications and labels
   5.4. Conflicts between market and harvest orientation
6. Price formation and transmission (4 hours)
   6.1. Understanding the variance of prices (characteristics of products, size, quality)
   6.2. Vertical and horizontal interactions
      6.2.1. Market integration (e.g. integration of wild and aquaculture VCs)
      6.2.2. Price transmission
   6.3. Price structure analysis: the EUMOFA approach
7. Opportunities for upgrading VC through innovation (4 hours)
   7.1. Technology opportunities for fish production and processing, quality management, packaging and logistics
   7.2. New internet driven VCs (like Amazon and Alibaba), “Internet of Things” and block-chain technology
   7.3. Circular economy (byproduct use, ecodesign, recycling, shared economy, industrial ecology)
   7.4. Social innovations (e.g. community-supported fisheries, cooperatives and local networks)
   7.5. Diffusion of innovations throughout the VCs
   7.6. Open discussion
8. How improved food systems can contribute to the achievement of sustainable development goals (1 hour)
9. Practical group work on VC analysis based on case studies
   9.1. Introduction to the mapping exercise
   9.2. Field work to collect information
   9.3. Working sessions on mapping the VC
   9.4. Introduction to the price transmission exercise
   9.5. Working sessions on price transmission
   9.6. Working sessions on recommendation for improving the performance of the VC
   9.7. Presentation of results and discussion

GUEST LECTURERS

G. CAMPOS, Sealed Air, Barcelona (Spain)
J.M. FERNÁNDEZ POLANCO, Univ. Cantabria, Santander (Spain)
P. GUILLOTREAU, Univ. Nantes (France)
L. HERRY, AND International, Paris (France)
B. LARSEN, BELCO ApS, Holte (Denmark)
I. LLORENTE, Univ. Cantabria, Santander (Spain)
J. RYDER, FAO, Roma (Italy)
T. TRONDSEN, UiT The Arctic University of Norway, Tromsø (Norway)
S. VANNUCCINI, FAO, Roma (Italy)

Food and Agriculture Organization of the United Nations