

# IMBeR West Pacific Symposium

CHANGING WEST PACIFIC  
OCEAN: SCIENCE AND  
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# Dried Small Fish

Ecology, Value Chains  
and Nutrition



futurearth  
research for global sustainability





# Value stream analysis and middlemen impact on the Smoothbelly sardinella dried fish value chain on the Northwest coast of Sri Lanka



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## ❖ Introduction

- ✓ Smoothbelly sardinella (*Amblygaster cluepeoides*) is a major small pelagic dried fish variety in Sri Lanka, only second to Anchovy in consumption
  - ✓ Smoothbelly sardinella comprised 7% of total dried fish consumption in Sri Lanka in 2016
- ✓ It is mainly produced on the Northwest and Northeast coasts and distributed all over the country to fulfil major nutrition requirements of the Sri Lankan population
- ✓ It reaches the wider market with a number of value additions as de-headed, packed and fragmented products
- ✓ This study is based on a VSA and middlemen impact assessment for the Smoothbelly sardinella value chain on the Northwest coast of Sri Lanka, using descriptive methods

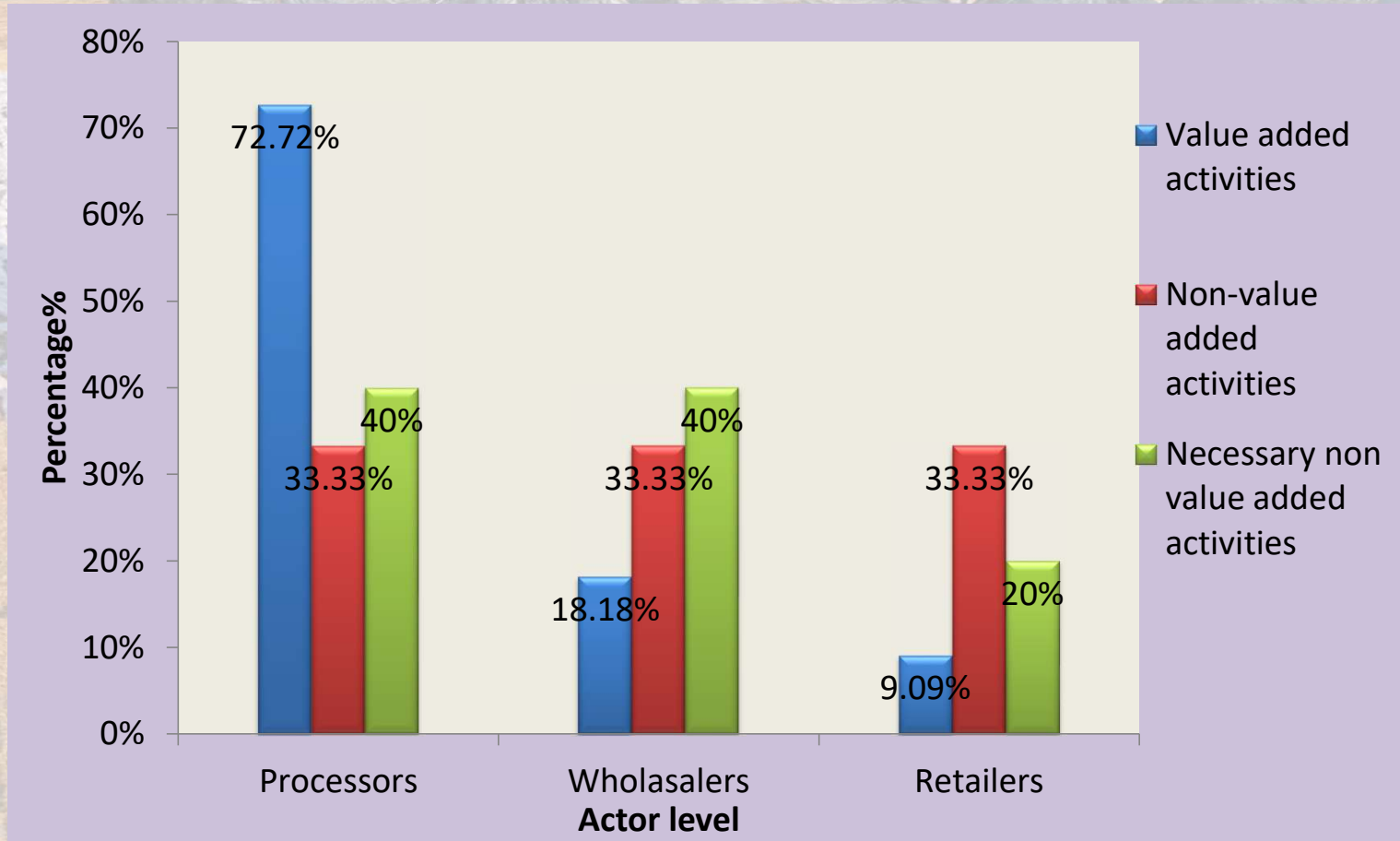


- ❖ Value Stream Analysis (**VSA**) is an effective tool to assess the process path activities, including value addition, leading to fair prices and profit shares

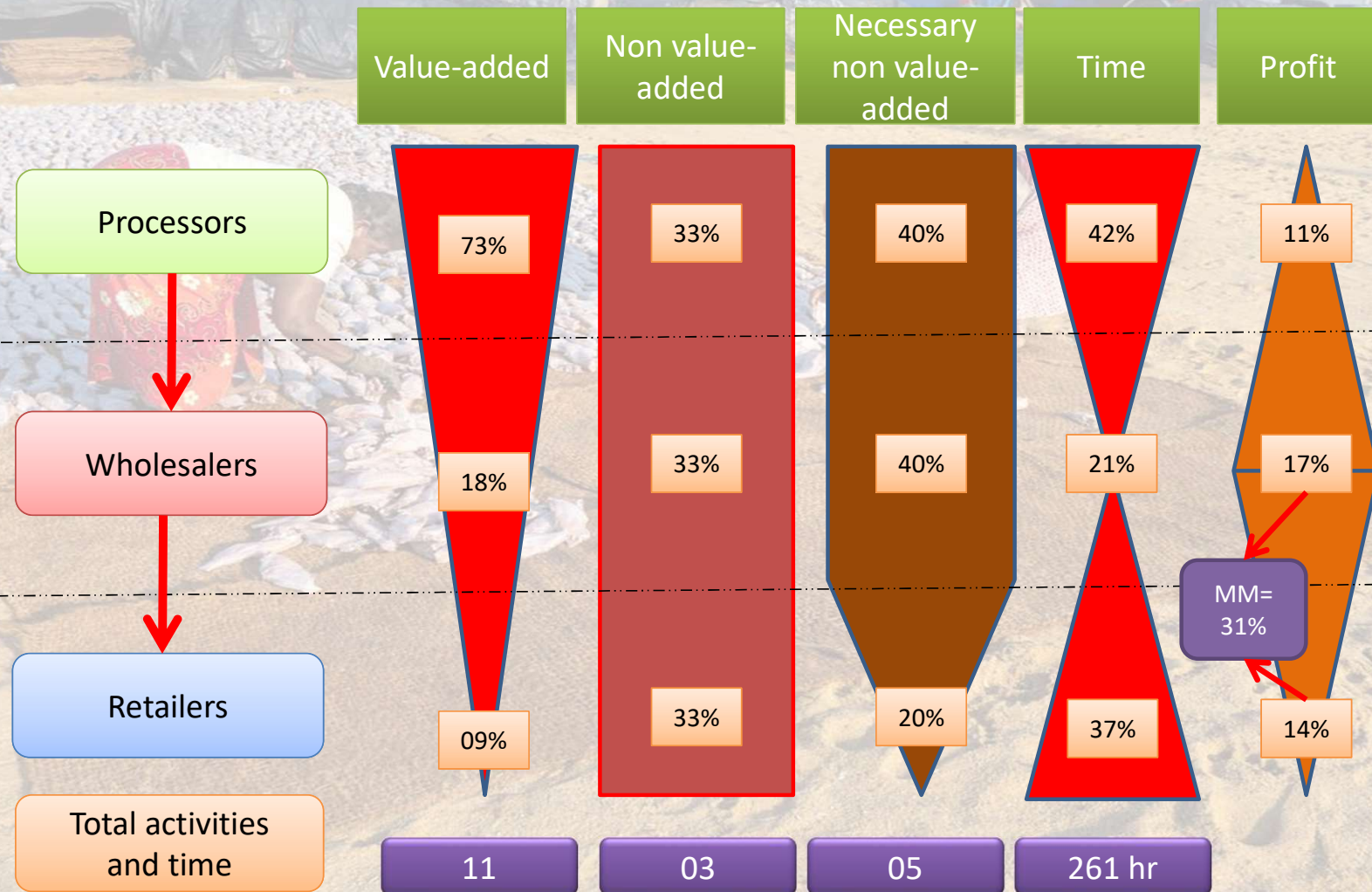
TYPES OF ACIVITIES						
	Processors		Wholesalers		Retailers	
01	Remove gills and scales	VA	Receive	NNVA	Receive	NNVA
02	Washing (i)	VA	Transport	NNVA	Grading	VA
03	Salting	VA	Sorting	VA	Stocking	NVA
04	Washing (ii)	VA	Grading	VA		
05	Drying	VA	Stocking	NVA		
06	Sorting	VA				
07	Grading	VA	<b>The VSA process defines activities from three viewpoints:</b>			
08	Packing	VA	<b>(1) VALUE-ADDED ACTIVITIES (VA)</b>			
09	Storing	NNVA	<b>(2) NON VALUE-ADDED ACTIVITIES (NVA)</b>			
10	Stocking	NVA	<b>(3) NECESSARY NON VALUE-ADDED ACTIVITIES (NNVA)</b>			
11	Transport	NNVA				



# Value stream mapping at actor level



# ❖ Conclusion and recommendations







## ❖ Conclusion and recommendations

- ✓ Inequitable profit sharing and price distribution are observed
  - ✓ For example, processors who produce most value addition get least profit, while wholesalers who produce least value addition get most profit
- ✓ Value added activities are poorly conducted along the value chain
- ✓ Effective pricing mechanisms to cater to value additions are recommended at each node of the value chain