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## RESEARCH REPORTS

Sustainable Aquaculture for a Secure Future

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**Title:** Assessment of farmed tilapia value chain in Ghana

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**Abstract:** AquaFish will not be distributing this publication. Copies may be obtained by writing to the authors.

The study assessed the value chain of farmed tilapia in Ghana. A survey conducted in 2012 provided data on key actors, flow of products and information, costs and margins, and relationship among actors. The study showed that all key actors in the value chain: input suppliers; fish farmers; traders; and food services had positive margins except fish farmers. Input suppliers accrued most of the margins generated along the chain. The performance of chain actors was assessed using a factor evaluation matrix, which showed that product offering may be the strength at each stage of the value chain. The efficiency and profitability of tilapia value chain in Ghana can be improved by having well-defined payment transaction with customers, persistent relationships with customers, and good information management such as keeping good records on costs and revenues. Fish farming could be more profitable if farmers reduced their variable costs, priced their fish using a cost plus or percentage markup approach, and adopted target marketing.

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