



Business Partnership Impacts Fish Industry



Photo: PFID/Moldova Valentina Mitrofan

Three stakeholder fish farmers of the Partnerships for Food Industry Development - Meat, Seafood and Poultry with a sample of planting stock.

Small Moldovan fish farmers such as Free Fisheries face resource constraints in selling their products and purchasing fish larvae known as fingerlings. Piscicola Gura Bicului (PGB), a fish processing plant in Moldova, could not meet all its market demands while having an excess of fish larvae. To provide a solution, the Partnerships for Food Industry Development - Meat, Seafood and Poultry (PFID-MSP), through a USAID grant, facilitated the development of PGB's market through business relationships with fish farmers. In turn, PFID-MSP provided support to small fish farmers by connecting them with business contacts at large fish plants such as PGB that have existing market channels for freshwater fish sales.

Through the USAID grant, PGB developed business agreements with fish farmers to create opportunities to meet each other's needs and increase profits by selling the farmer-supplied fish as well as providing fish larva to farmers. The agreement generated additional sales for PGB due to increased supply of the farmers' products - from twenty-six tons in 2002 to sixty-eight tons in 2003. This agreement also increased fingerlings output by 23% to eighty million units, generating an additional \$8,230 profit for PGB. PGB's total income from business partnerships with fish farmers reached \$18,692 - 20.3% of total sales.

Through the PFID-MSP agreement, four fish farmers working with PGB increased sales by almost \$26,000 and total net profit by over \$12,000. PGB's genetically improved fingerlings enabled twenty-seven fish farmers to increase their total fish production by forty-three tons of marketable fish compared to the previous year. This extra production was valued at over \$26,500, resulting in an increased profit of over \$12,500 to be distributed among the farmers.

Success Story

