



Carp Value Chain in Poland

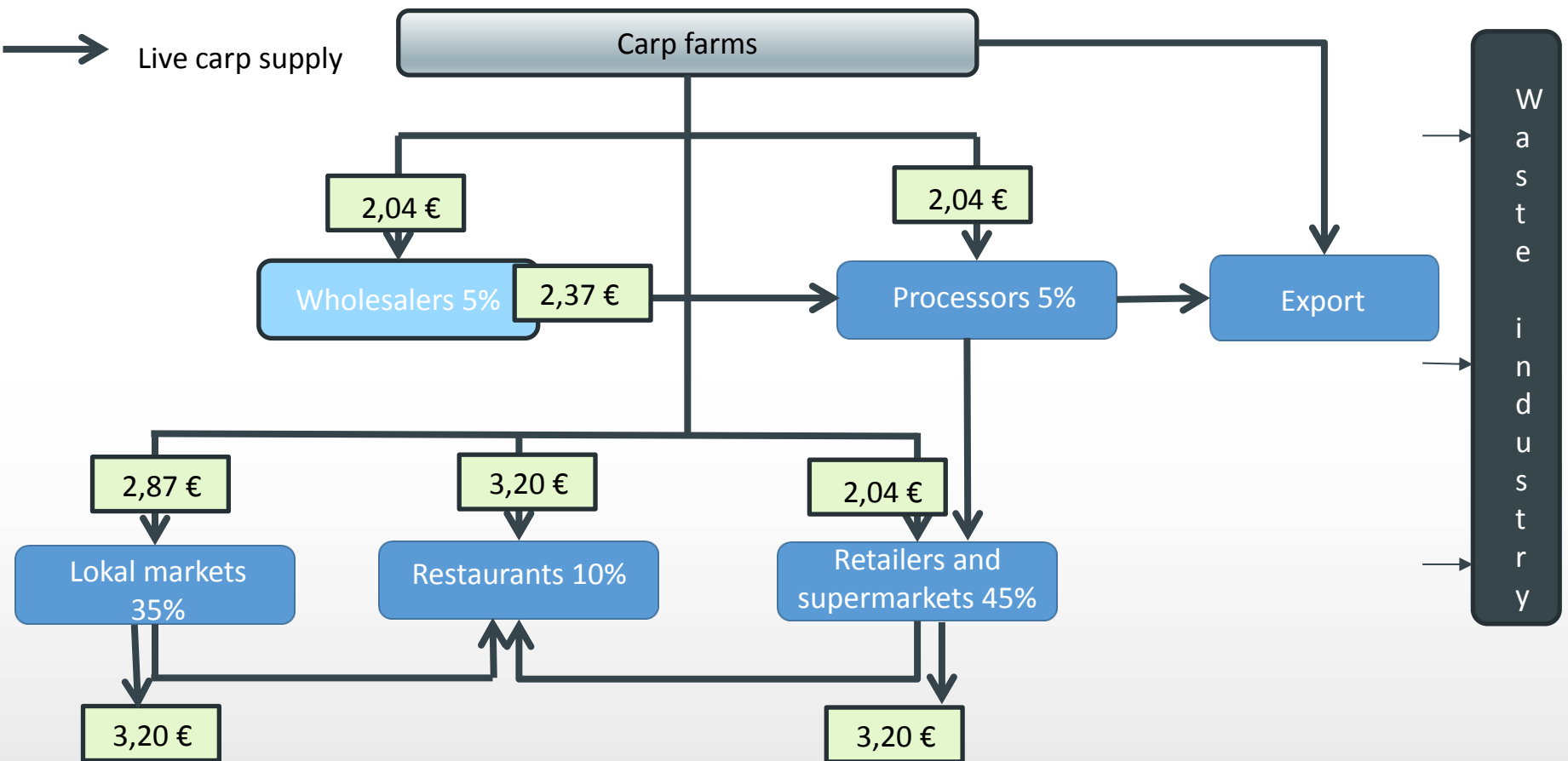


Strategic Use of Competitiveness towards Consolidating the Economic Sustainability of the European Seafood sector”

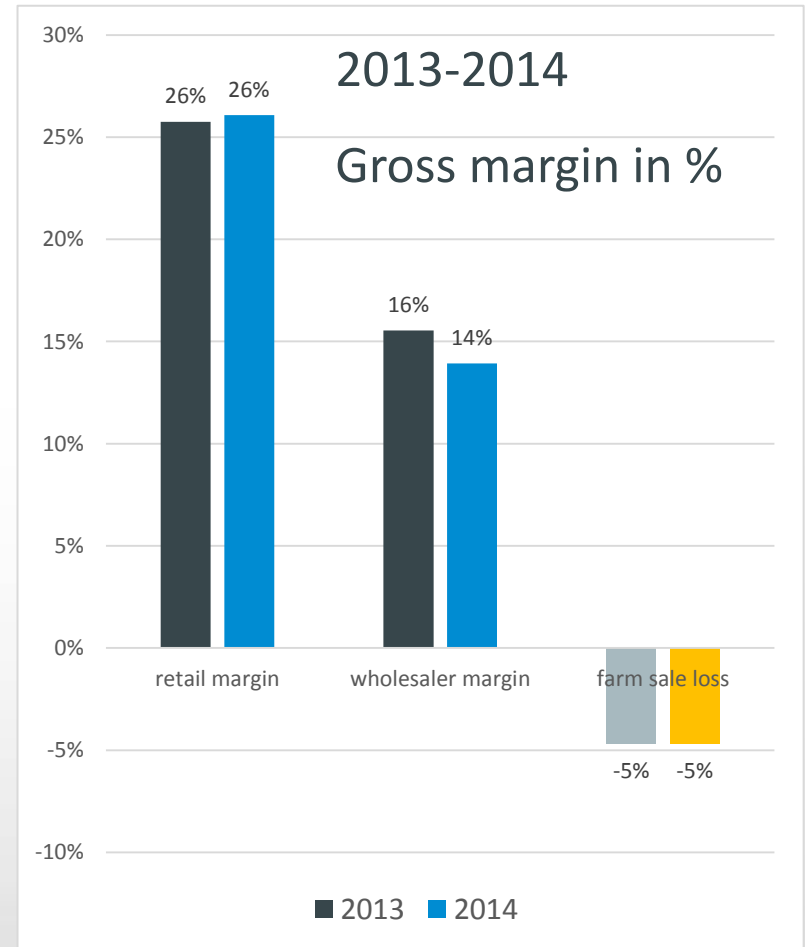
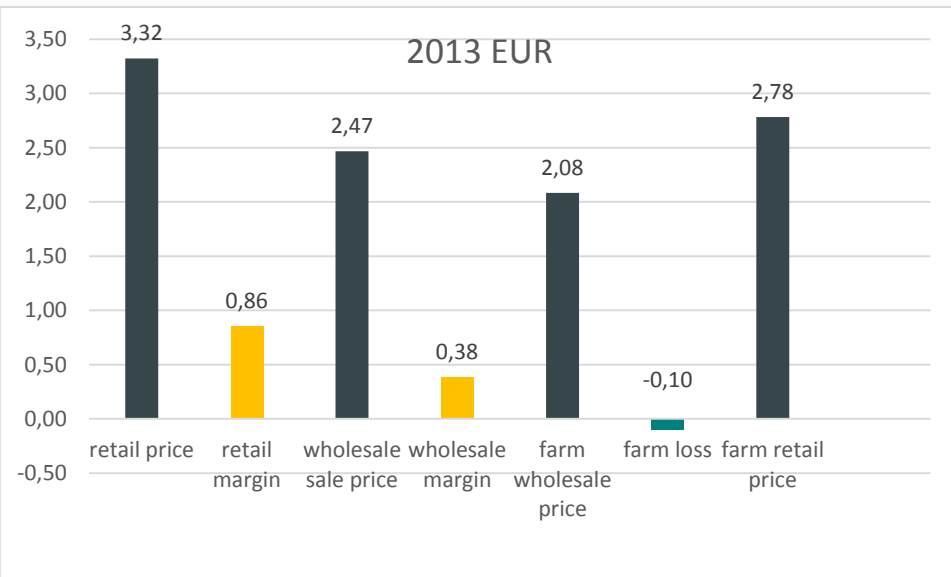
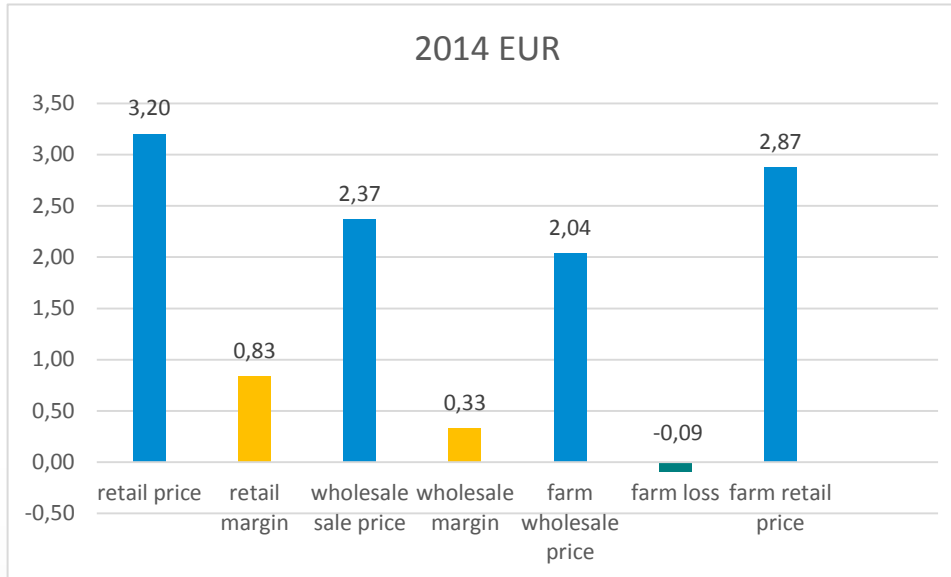
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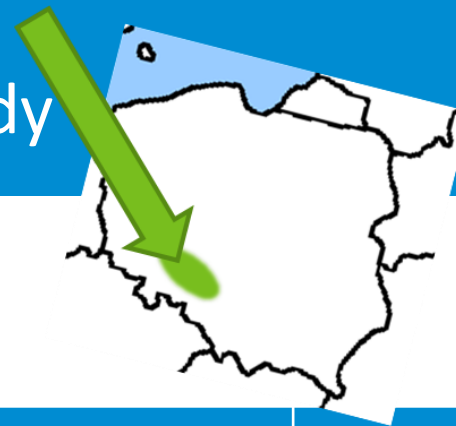
Value chain live carp in Poland (2014)



Price and gross margin analyses at stages of carp value chain in Poland



Typical Barycz Valley farms case study



Farm Code	Small farm	Medium farm	Large farm
Carp Production	9 mt / year	90 mt /year	190 mt/ year
Scale (ha of Surface)	20 ha	150 ha	300 ha
Reference Year	2014	2014	2014
Type	Part-time fish farm, main income from employment	Combined with agriculture	Specialized in carp farming
Defined as	Typical	Good practice	Good practice
Source of water	river	river	river
Market strategy	Angling ground development	Local sale, diversification of distribution channels	Cost reduction , scale effects



Revenues and average prices

Large farm



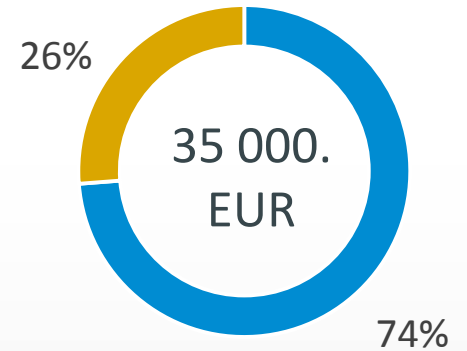
$AVP_1 = 2,74$ EUR

Medium farm



$AVP_2 = 2,86$ EUR

Small farm



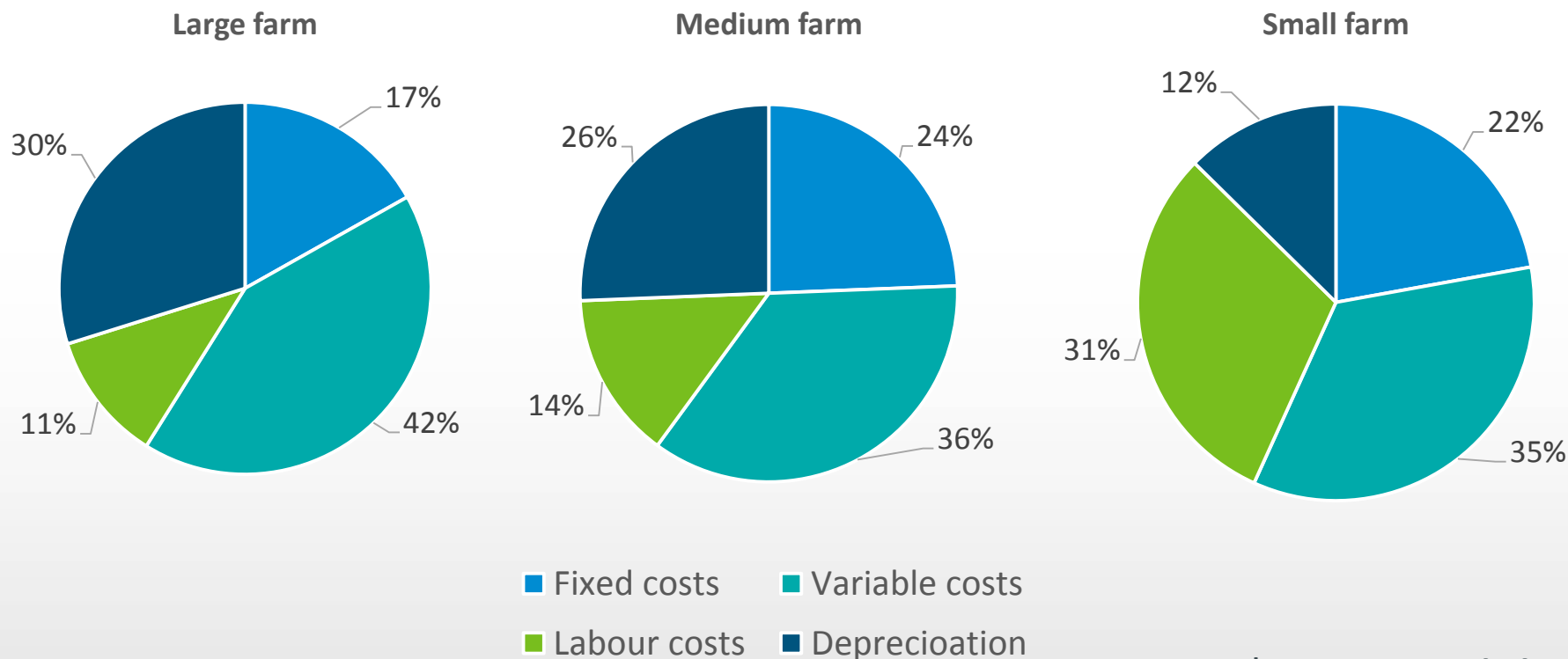
$AVP_3 = 2,74$ EUR

***tentative results!**

■ carp farming ■ employment



Cost structure of typical farms



***tentative results!**



Conclusions

The conclusions:

- high seasonal pricing;
- demand is also seasonable (December) –about 90% of volume;
- different supply chain models in different scale of business causes the average revenue per metric tone;
- local sales (VC shorting) gives a higher returns;
- the retailers and wholesalers perform the highest margin and they have strong position in the carp value chain.



Thank you!

