

Title: A Comparison of the Icelandic Cod Value Chain and the Yellow Fin Tuna Value Chain in Sri Lanka

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Abstract: Research of value chains in fish industries indicates that there is great difference in value creation of the domestic part of the value chain between countries with underdeveloped fish industries and developed fish industries. This comparison is founded on the authors' research on the value chains of Icelandic cod and Yellow fin tuna in Sri Lanka. The research is done in cooperation between the University of Akureyri, the United Nations University - Fisheries Training Programme and the National Aquatic Resources Research and Development Agency (NARA) in Sri Lanka. The main emphasis was to uncover underlying causes for the possible differences in the value creation in the chains. The results show a great difference of the relative domestic value creation for the two countries, where the valued retention of the domestic part is relatively much greater for the Icelandic value chain. Similar result for comparable value chains has been shown in 2006 by Gudmundsson, Ashe and Nielsen in their paper on the Revenue distribution through the Seafood value chain. The research indicates that this difference can partly be traced to the different structure of the value chains, highlighting differences in relationships between actors and in trust. The difference in flow of information and knowledge is also an important factor in explaining the dissimilarity as well as different strategic positioning, investment opportunities and fishery policies.