



Building Better Seafood Value Chains

01. Harvest



The issue.

High operating costs, uneven enforcement, and pressure on stocks; limited cold storage reducing quality of landings.



The fix.

Modernize vessels/ gear, expand ice/ renewable cold chain, and strengthen coordinated monitoring, control and surveillance.



Why it matters.

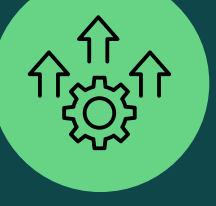
Better compliance protect stocks, improved handling reduces spoilage, and lift fisher incomes, foundational for every downstream node.

02. Processing



The issue.

Gaps in cold storage and quality management; uneven SPS standards and costly compliance.



The fix.

Targeted upgrades, Public Private Partnerships to finance facilities, and practical training to meet market standards.



Why it matters.

Extends shelf-life, enables value-added formats, and opens premium export channels.

03. Wholesale



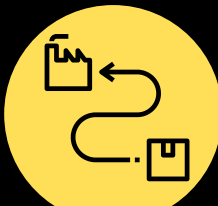
The issue.

Weak logistics, high transport costs, and port/custom delays undermine reliability.



The fix.

Build or lease reefers/ modular ice plants, streamline border processes, deploy digital traceability to prove origin.



Why it matters.

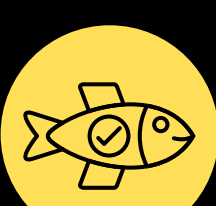
Reliable cold chain and documentation reduces losses, stabilize supply, and de-risk contracts for buyers.

04. Retail



The issue.

Retailers face uneven supply and quality, rely heavily on imports, and lack a clear 'local' brand.



The fix.

Require proof of origin, launch a unified 'locally caught' label, and stabilize supply through preferred supplier program.



Why it matters.

Trust and convenience drive price premiums and repeat purchase, especially in hotels and supermarkets.

05. Consumer



The issue.

Low visibility of handling/ safety assurances and limited awareness of local options.



The fix.

Simple freshness/ handling messaging and campaigns linking seafood to health, culture and tourism.

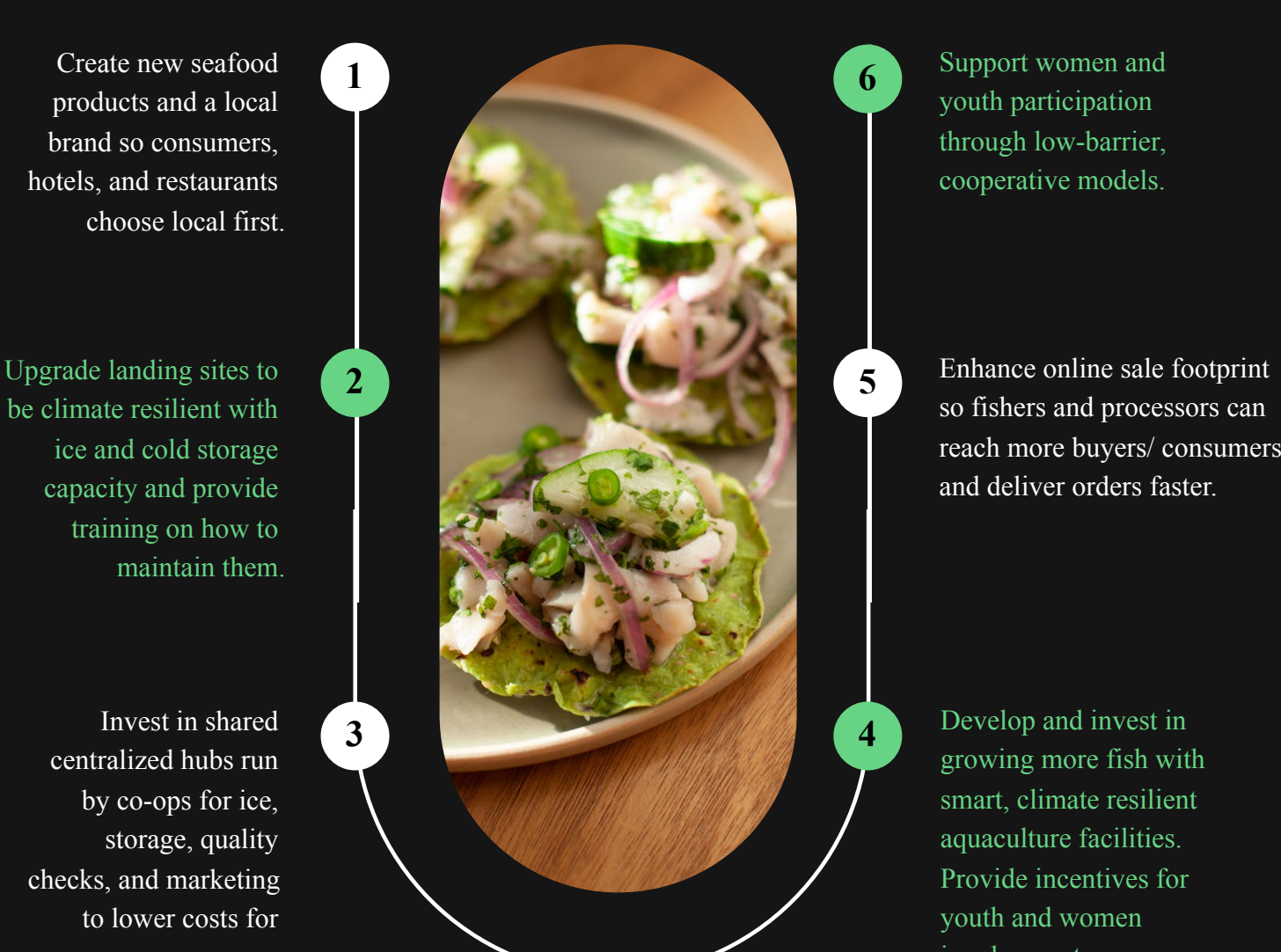


Why it matters.

Informed consumers reward quality and origin, pulling better prices through the value chain.

Opportunities & Optimization

Here's how the value chain can be enhanced:



How to move forward.

Strategic roadmap for improvements of value chain:

TIP 1 Strengthen Institutional Capacity & Programs - improve communication, reduce overlap and harmonize legislation	TIP 2 Modernising Post-Harvest Infrastructure - Investment in climate resilient cold chain infrastructure	TIP 3 Improve Access to Finance/ Insurance - Tax incentives, tailored financial products, financial literacy & entrepreneurship training	TIP 4 Expand Climate-Smart Aquaculture - Promote circular and climate-resilient aquaculture systems and integrate into food security programs
TIP 5 Strengthen Domestic Value-Addition Capacity - enhance workforce and technical capacity through training and skills development	TIP 6 Strengthen Consumer Confidence in Jamaican Seafood - National traceability and certification system, enhance SPS capacity, public awareness campaign	TIP 7 Strengthen Fisherfolk Organizations - capacity building and training programs, legislative empowerment of Fisherfolk organizations	TIP 8 Training and Skills Development - Youth engagement and career pathways, mentorship and knowledge transfer, inclusive and gender-responsive training