

Fresh. Local. Trusted.

Strengthening Saint Lucia's Fisheries Value Chain

Quality, safety, and value at every node.



Saint Lucia's artisanal fleet provides important jobs. Quality and safety improve when ice and cold chain storage is reliable.



Easy access to affordable ice helps fishers avoid quick, low-price sales and supports fairer prices in the market.

Building a Strong Saint Lucia Fisheries Value Chain. Simple fixes, Steady Supply, Fair Prices for Coastal Communities

1



HARVEST - Quality starts on the boat

The issue: high operating costs, and uneven access to ice at landing sites make supply **and quality** inconsistent.

The fix: Fast-track ice machine installation and improve safety/handling training.

Why it matters: colder fish and steadier landings mean better prices for fishers and reliable supply for retailers.

2



PROCESSING

The issue: limited facilities, cold storage and certification restrict value-added products and market access.

The fix: Upgrade processing areas, adopt basic HACCP/SPS, and support product diversification.

Why it matters: Consistent quality opens doors to new domestic markets and regional trade.

3



WHOLESALE

The issue: Inconsistent cold chain and transportation networks drive spoilage and force quick, lower-price sales.

The fix: Invest in shared hubs for ice, reefer vans and use simple digital tracking from boat to buyer.

Why it matters: Less loss and clear product history improve prices and on-time delivery to markets.

4



RETAIL

The issue: Product supply, quality, and labels are inconsistent; top-quality supply is limited by cold chain gaps.

The fix: Standardize retail specs, launch local label tied to traceability and support product diversification.

Why it matters: Clear, trusted labels and supply helps consumers choose local seafood with confidence.

5



CONSUMER

The issue: consumers want assurance in safety, quality, freshness and **origin**.

The fix: Pilot traceability and hygiene checks at high-volume sites.

Why it matters: Trust grows, repeat purchases rise, and local products win shelf and menu space.

Optimization & Opportunities



New Value Chain Potential: focus on viable resources, differentiated markets and inclusive growth.



Seamoss Industry Expansion: Enhance product lines and feature seamoss in tourism touchpoints for expansion into high-value markets.



Trade and Distribution Reform: Invest in integrated trade management and distribution systems to combat current bottlenecks.



Standards & Certification: Build inspection and training capacity to strengthen SPS/HACCP standards.



Innovation & New Products: Develop new product lines and explore underutilized marine resources to diversify revenue streams.



Climate-Resilient Value Chains: Build resilience through climate-smart infrastructure upgrades, localized production and renewable energy.

Strategic Roadmap

This strategic roadmap lays out clear, practical steps to strengthen each stage of the fisheries value chain and unlock greater value for coastal communities.

1 Strengthening Institutional Coherence & Governance Capacity

Inter-agency working group to improve data collection, monitoring, and modernize legislation.

2 Expand Access to Financial Services

Develop dedicated fisheries financing, microloans and grants for women, youth and cooperatives; create incubators and entrepreneurship programs.

3 Upgrade Post-Harvest Infrastructure & Cold Chain

Rehabilitate and climate-proof facilities, and establish maintenance programs and monitoring.

4 Develop Traceability & Certification Systems

Create national guidelines and training programs, pilot traceability and HACCP compliance.

5 Strengthen Climate Resilience & Access to Insurance

Climate-proof infrastructure and integrate hazard mapping, introduce weather-index and group insurance schemes.

6 Product Diversification & Innovation

Conduct consumer preference surveys to guide product development. Support circularity in fish processing and product development to utilize fish waste. Modernize packaging and labelling to access premium markets.

7 Promote Fisheries Cooperatives & Market Innovation

Provide training in governance, business, and digital marketing. Develop cooperative branding and distribution networks. Support industry growth through participation in seafood trade shows.

