

Intitiative 7c Strengthen emerging producers through increasing value chain ownership and product development
Start Date: 01 November 2014
End Date: 29 June 2019

No	Milestone	No	Detailed activity	Responsibility	Planned start date (dd.mm.yyyy)	Planned end date (dd.mm.yyyy)	Length (in weeks)
1 A Central Processing Facility Supports Producers				AVCRT	11/1/2014	12/30/2018	
	1.1		Identify producers interested in feed and product composition tests	AVCRT	11/1/2014	12/27/2014	8.00
	1.2		Define a service delivery model for commercial scale analytical services	AVCRT	12/27/2014	1/23/2015	3.86
	1.3		Fund and commission a central product composition analysis / R&D facility	AVCRT, DST	1/23/2015	12/15/2016	98.85
	1.4		Develop products with new entrant producers / or clusters thereof	AVCRT, DST	1/1/2017	7/1/2018	78.00
	1.5		Transfer technology to realize processing opportunities by new entrants or clusters thereof i.e. community owned processing facilities	AVCRT, DST	7/1/2018	12/30/2018	26.00
2 AquaSA Uses Market Information to Inform New Product Research and Development				AquaSA	8/16/2015	11/16/2015	
	2.1		AquaSA to establish a sub-committee, which includes the leading processors / traders of aquaculture product in South Africa (Three Streams Smokehouse, Lunsklip, Abagold, Oceanwise, Viking Fishing, etc.).	AquaSA	8/16/2015	9/15/2015	4.29
	2.2		AquaSA to set the TOR for this committee, including the aim "to investigate the means by which Value Chain Chain Ownership can be improved for emerging The AquaSA "Value Chain Ownership" sub-committee to engage with retailers	AquaSA VCO sub-committee	9/15/2015	10/16/2015	4.43
	2.3		and producers in order to improve emerging producer viability through value-added production.	AquaSA VCO sub-committee	10/16/2015	11/16/2015	4.43
3 AquaSA Facilitates Market Tests				AquaSA	11/16/2015	3/27/2019	
	3.1		AquaSA sub-committee to evaluate the potential of available aquaculture species for "value adding"	AquaSA VCO sub-committee	11/16/2015	12/17/2015	4.43
	3.3		AquaSA sub-committee to test the value added products and evaluate consumer responses (links with the 3-Year Event and Campaign)	AquaSA VCO sub-committee	12/30/2018	2/24/2019	8.00
	3.2		AquaSA sub-committee to establish price points and negotiate with producers and retailers in order to make products more affordable for the consumer.	AquaSA VCO sub-committee	2/24/2019	3/27/2019	4.43
4 AquaSA Facilitates Up-take Agreements				AquaSA	3/27/2019	6/27/2019	13.14
	4.1		AquaSA sub-committee to identify processors and retailers with which to negotiate "up-take" agreements	AquaSA VCO sub-committee	3/27/2019	5/28/2019	8.86
	4.2		AquaSA sub-committee to facilitate the finalisation of "up-take" agreements with identified retailers and for different "value added" aquaculture species.	AquaSA VCO sub-committee	5/28/2019	6/27/2019	4.29