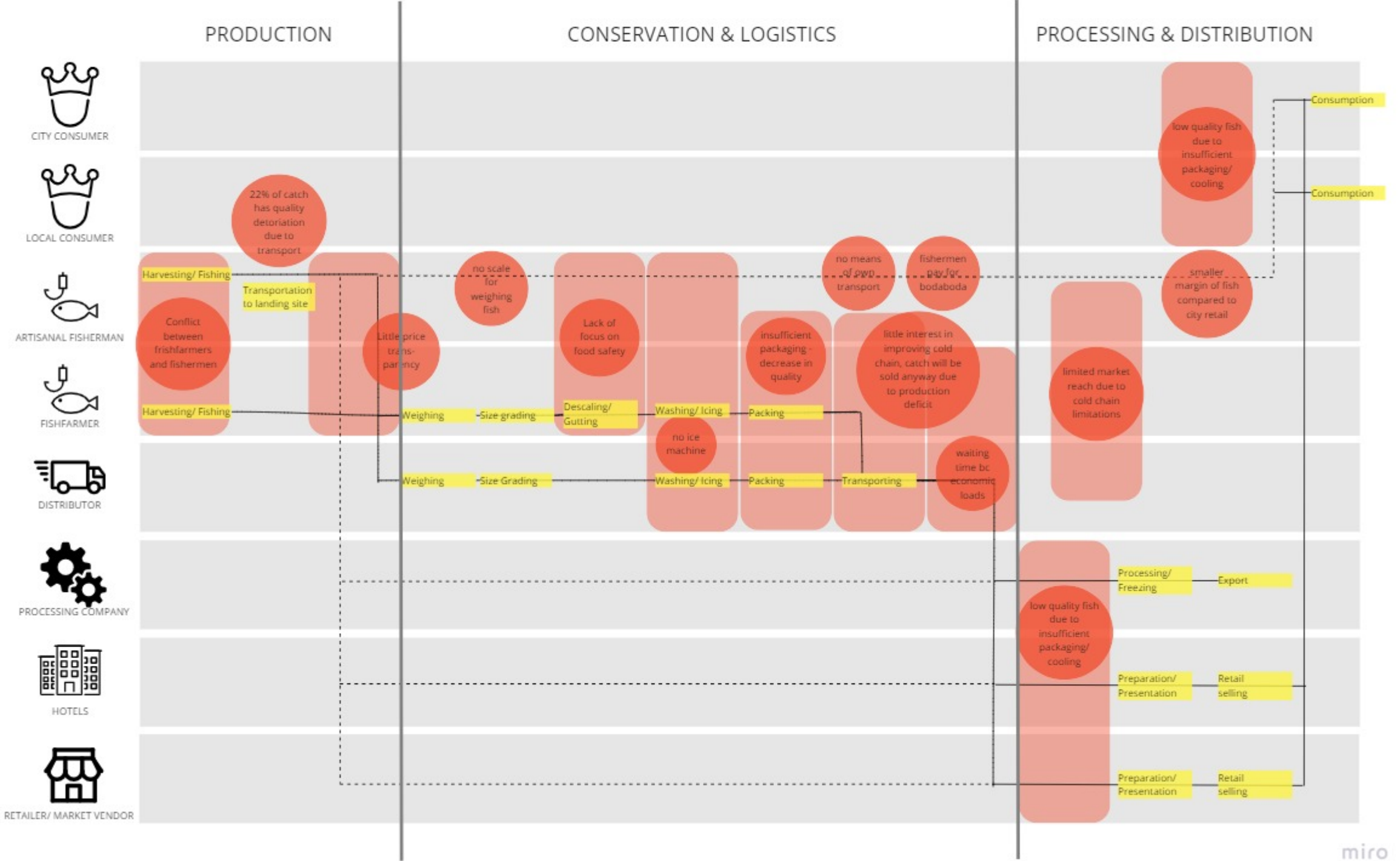


Ecosystem Map - Fishing at Lake Tilapia, Kenya

primary value chain secondary value chain Pain Points



ACTION AREA #1 - COLD CHAIN



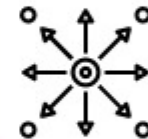
In order to maintain high quality standards a guaranteed cold chain without any interruptions is crucial

ACTION AREA #2 - TRANSPARENCY



Transparency on price levels, stakeholders and value chain should be easily accessible with low thresholds

ACTION AREA #3 - Distribution



Efficient distribution of goods from the producer to processor and consumers by making use of transport capacities and delivering in time