First value chain organization of *Oreochromis niloticus* in Toamasina, Eastern coast of Madagascar

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The organization of Tilapia value chain was initiated in Toamasina, Madagascar from 2015 after many attempts of developing the Tilapia farming sector in the Region. The main constraints consisted of poor quality inputs: fingerlings and feed; lack of technical competence on the farming and difficulty to reach the market by the farmers due to logistical constraints. Those constraints have been solved by Tilapia de l’Est through the production of good quality and all male fingerlings by its integrated hatchery; provision of good quality feed for the fish; logistics facilitation for harvest transport and conditioning and organization of a common commercialization through a common sale point for the farmers. Those work have been carried out from January 2015 to March 2017 and showed a high performance of: fingerlings production: 280 000 in 2015 to 475 000 in 2016 and planning for 1 000 000 in 2017; a duration of culture of 190 days to 147 days from 2015 to 2017; Feed Conversion Ratio (FCR) of 1,5 to 1,2 and a production of fresh fish of 38tons in 2015, 90 in 2016, and planning for 200tons in 2017. The farmers’ income has also increased accordingly, from 280 USD to 380 USD per harvest. The Oreochromis niloticus farming is very promising for the local farmers in Madagascar. Effort and current research are carried out on how to increase the performance and to sustain the acquired good quality inputs by developing a local breeders genetic platform and more affordable feed cost as it is currently the biggest cost of the farming.