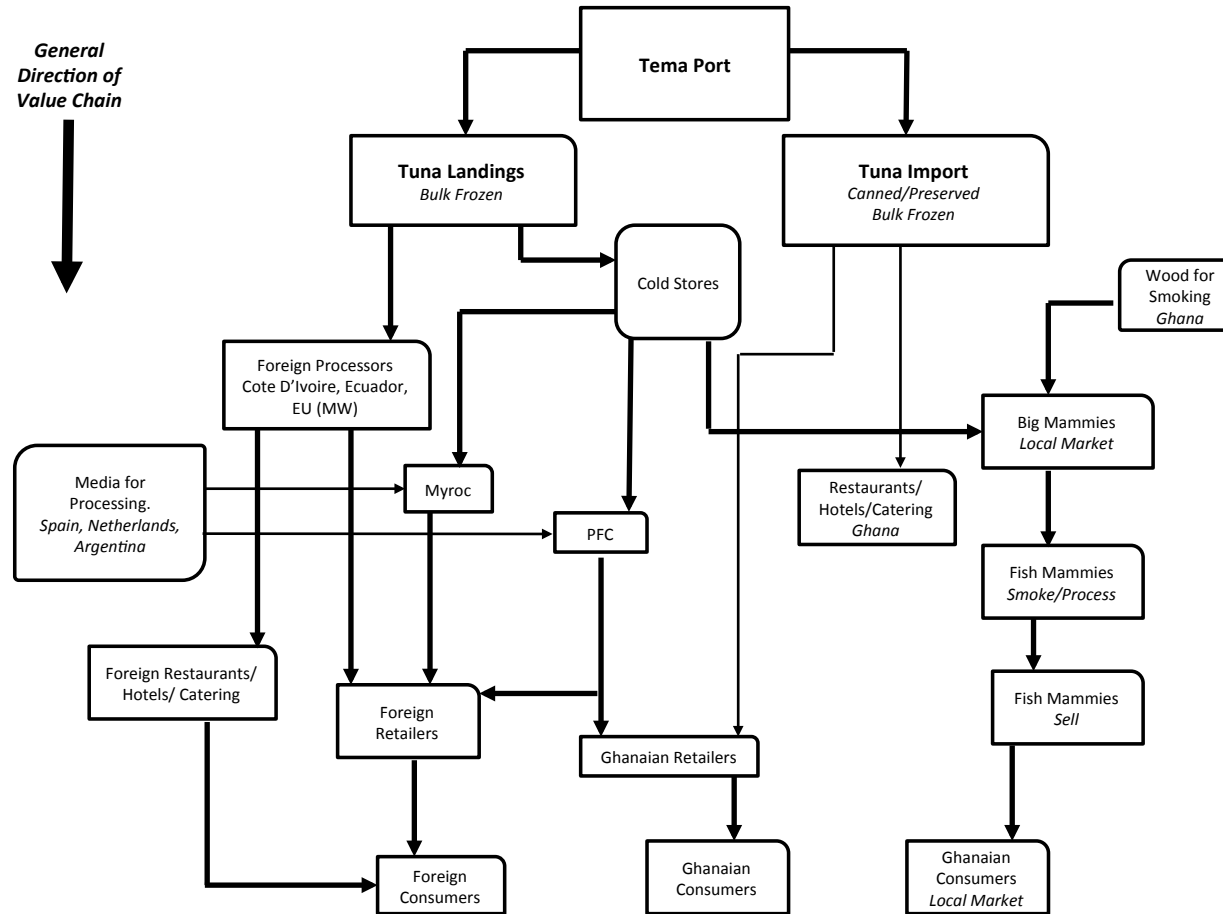


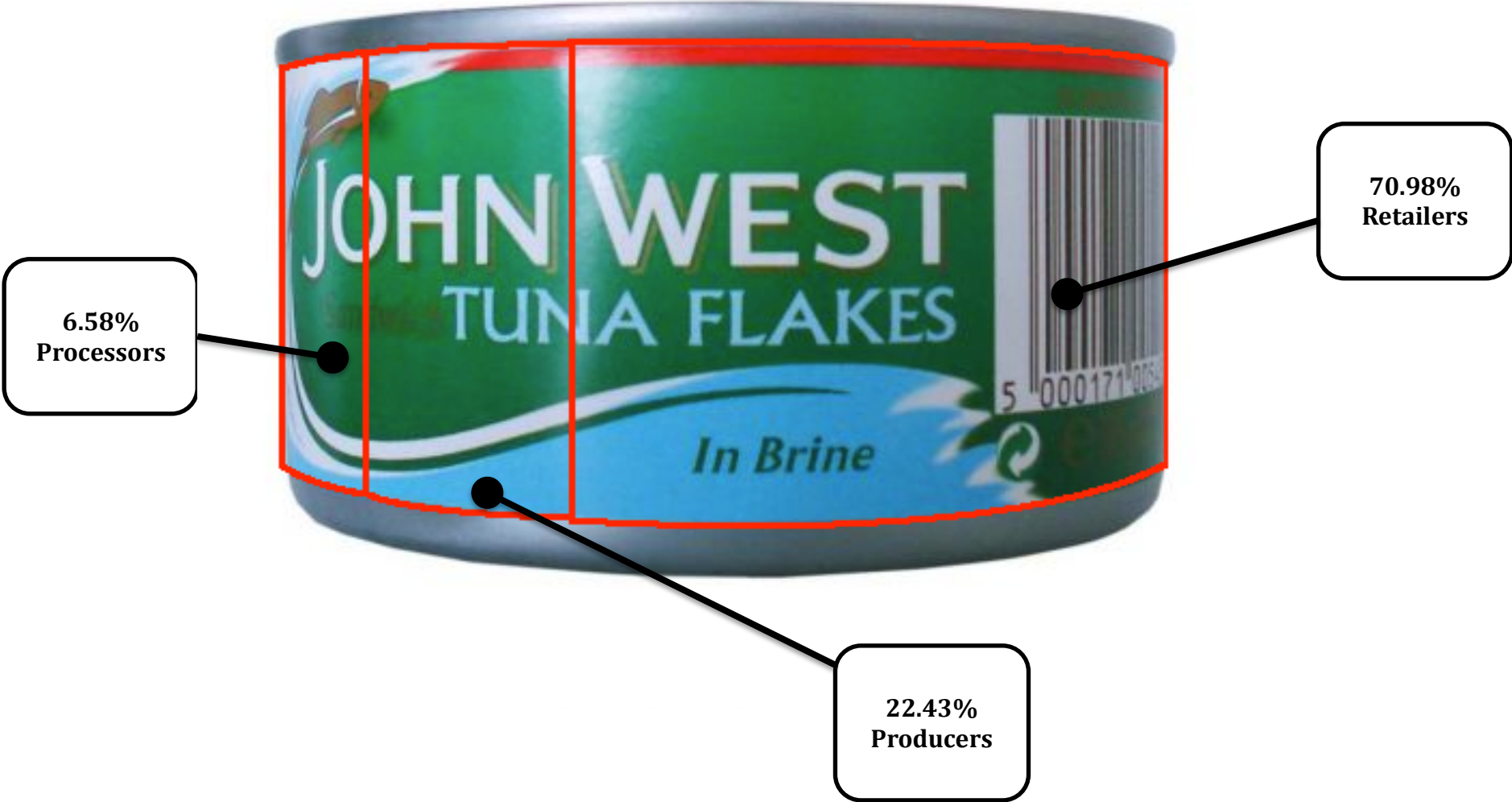
## The Value Chain Map of the Ghanaian Tuna Industry

**Scheme 4.2:** The value chain map shows the general direction of the tuna as it travels through Ghana from landing or import to export or retail. The map is simplified for the purpose of giving a clear image of how the tuna moves through the country and who the actors in the chain are. The first step is Tema Port, though sometimes tuna could be imported through Sekondi-Takoradi. The final steps are the consumers in the different market; the Ghanaian local market, the Ghanaian supermarkets/store and the foreign supermarkets. The map is drawn based on the paths that this study could follow. Myroc and PFC (Pioneer Food Company) are the processors in Tema.



### Margin Spread in a 180g John West Tuna Can

**Image 4.2:** The percentage margin is shown for a typical can of tuna, net weight 180g. The three main stages in the value chain are shown and the margin they each hold. The image shows the consumer who makes the money on the can that they are buying.



**These images could not be included in the PDF of the Thesis due to their  
landscape layout**