

# Supply Chain Questionnaire

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## Background

This questionnaire is intended to be used as a resource for supply chain mapping. A map will explain how products move through the supply chain and will highlight who plays each role in the chain—for example, who is responsible for processing and where the end consumers are. It will also help provide some basic characterization of the supply chain, including whether it is oriented towards local, national, and/or export markets.

This questionnaire is designed to assist in the initial assessment of the supply chain. This questionnaire can be provided to consultants who are conducting initial supply chain assessments for them to develop a value chain map and make recommendations.

Additional questionnaires are available to conduct interviews based on the roles that individuals play in the supply chain including fishers, primary buyers, processors and distributors on the FSC Toolkit Website.

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## SUPPLY CHAIN QUESTIONS

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Survey method: snowball interview, sequential or random sampling, or a questioner can be constructed using some or all these questions.

### I. Actors, structure, strength, and choice

1. Are the respondents groups of fishers, processors, shore-side sellers (trader, aggregators, dealers), wholesalers (distributors, transporter), retailers at a market, exporters, none of these (explain; e.g. end buyers/customers), or mixed (note quantitatively)?

*If group of fishers:*

2. Where are the fishing grounds (still within village/regency/different regency but still within province/different province/border to other countries)?
3. Where do the fishers land the catch (fish landing site/fish auction/market/private site)?
4. To whom the fishers sell their catch (consumer at market/shore-side/seller/wholesaler/processor)?
5. Can fishers choose who they sell to, or do they have to sell to certain buyers?
6. Do fishers have the power to negotiate the price they receive, or are the prices set by buyers or at least fishers know the actual prices of fish before they sell it?
7. Are the prices fishers receive unpredictable and volatile, or predictable and somewhat stable? If not unpredictable or volatile, why?
8. Are fishers organized together in the market?
9. Are fishers paid directly for their fish or periodically (daily, weekly, bi-weekly, or monthly)?
10. Do fishers work individually or as a group? If in groups, how is the catch-sharing system?
11. Do fishers know good fish handling practices or at least report their catch or none?
12. What is the relationship like between fishers and buyers (e.g., indentured, independent)?
13. Do fishers have savings or investments to prepare for the famine season?
14. Have the fishers received training on how to manage finances or run a business or do they have access to managers, accountants, auditors, etc.? If yes, how, where, and what?
15. Do fishers have access to capital to make investments in better infrastructure, processing, marketing, etc.? If so, what are the typical channels that they have to access capital? What are the average capital needs?
16. What is the average monthly income of the fishers? If an average is not available what are the ranges of income?

*Channels:*

17. Where is the fish supplied from (buying from fisher/buying from another shore-side seller/buying from wholesaler/buying from retailer at market/buying from processor/buying from exporter/ imported)
18. Do you get fish by cash buying or contract system?

19. Where do the buyers get their fish (still within regency/different regency but still within province/different province/import from other countries)?
20. To whom do you sell your fish (sell to another shore-side seller/sell to wholesaler/sell to retailer at market/ sell to processor/sell to exporter/other, specify)?
21. How do you sell your fish cash sells or contract system?
22. Do buyers also lend fishers money, provide gear or supplies, or otherwise support fishers financially? If so, what are the typical terms by which they lend money?
23. Do buyers have access to capital to make investments in better infrastructure, processing, marketing, etc.? If so, what are the typical channels that they have to access capital? What are the average capital needs?
24. Does the market result in sufficiently high fisher incomes so that it is economically viable for them to keep fishing without subsidies?
25. How many middlemen/links in the supply chain are there, and are all of these links serving clear and valuable purposes? Can you provide more details on the different links and their roles? Is processing, distribution, exporting, etc. vertically integrated, conducted by a few large companies, or divided up between many small companies? Who are the companies?
26. Describe buying prices, selling prices and margin percentage per species:

Species	Buying prices	Selling prices	Margin (%)

## II. Infrastructure

27. Do fishers, processors, buyers, etc. maintain good storage, sanitation, and handling practices throughout the supply chain, or do poor practices result in lower product value? If so, what are the costs associated with them? Who are the players? Who covers the costs?
28. Does the supply chain have adequate sanitation procedures and facilities?
29. Is there a lot of product loss due to spoilage, improper handling, or poor processing techniques? If yes, what is the average loss per day?
30. Do buyers or consumers express concerns about poor product quality and safety?
31. Does the supply chain have sufficient cold storage/access to ice?
32. Do fishing communities, processing plants, etc. have reliable electricity?
33. Is it easy to obtain fuel? Are fuel prices subsidized?
34. Do fishers have to travel far outside their communities to sell their products?
35. Is there local processing capacity, or is processing limited or located far from fishing communities? Who are the processors? What is their processing capacity?
36. Do fishers, processors, buyers, etc. have difficulty accessing the previous or next step in the value chain due to inadequate infrastructure (e.g., poor roads or delivery services)? If so, how does the supply chain respond to disruptions?
37. Do components of the supply chain have the ability to freeze, preserve, or store fishery products to meet demand at a later date?

### III. Consumers and demand

38. What type of market is the final destination for fishery products (e.g., cash-based, traditional, size, access)?
39. Have fish prices ever dramatically increased without warning? If so, when did it happen and how long did it last?
40. Does the catch mainly end up in the domestic market or the export market?
41. Is there an untapped market for the product - for example, are similar species already being sold in upscale markets, or is there a tourism sector that is not currently buying fishery products? If there is a high-end market, what is the price offered? Are there any requirements for the product?
42. Is there a portion of the catch that is important to local people's livelihoods or food security, or do they have other accessible and affordable sources of protein? Is there a local preference or cultural attitude associated with any products?
43. If exported, have the exports of fishery products ever been restricted due to illegal, unreported and unregulated (IUU) fishing, sanitation problems, lack of traceability, trade embargoes, high tariffs, etc.? If so, please explain.
44. Are fishery products considered high value or low value?
45. What percent of the catch is sold canned, frozen, dried, whole, filleted, etc.?
46. Is the catch sold as a differentiated product by species name, location, port, etc., or is it sold as a commodity (e.g., white fish)?
47. Do fishery products receive the same or higher prices as the same species (or similar substitutes) caught elsewhere?
48. Is there a traceability system in place to track fishery products from harvest to sale? If so, how much does the system cost? Who pays them?
49. Is the fishery and/or supply chain certified by a third-party certification program?
50. Have recent natural or human-caused shocks changed demand or disrupted infrastructure? If so, what and how?
51. Does the period of highest demand generally correspond with a particular event (e.g., time of capture)?
52. Are there cultural drivers (e.g., holidays) that result in increased demand?
53. What drives consumer choice?