

data**Mares**
PRESENTS

THE **SUPPLY** CHAIN FOR **MARINE PRODUCTS**



INSTRUCTIONS:

Look for the interactive buttons and use them to explore the document.

BEGIN



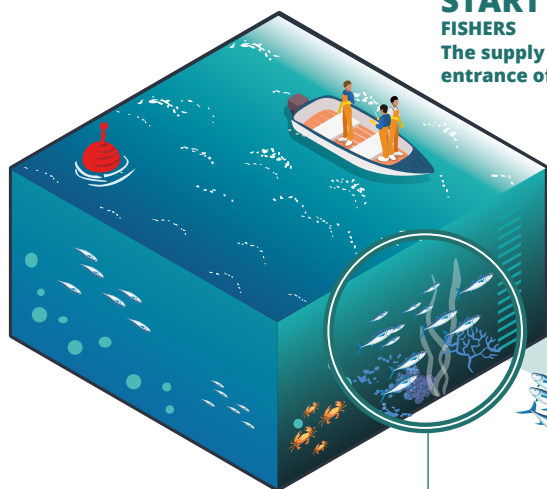


THE SUPPLY CHAIN FOR MARINE PRODUCTS

The supply chain has three main components: **fishers, buyers, and markets**. Buyers with similar characteristics have been grouped together and each group belongs to one of three levels in the supply chain. The group's level is determined by the types of relationships it maintains, not by the number of relationships.

START FISHERS

The supply chain starts with the capture and subsequent entrance of the product into the supply chain.



LEVEL 1
Buyers that mainly buy product from fishers and sell to other buyers.

LEVEL 2
Buyers that purchase product from fishers and other buyers and sell to buyers and different markets or consumers.

Groups of fish in different habitats have a different connection with the markets. This connectivity between species and markets is measured through fishers and buyers.

The majority of the buyers deal with different species from different habitats. These species can satisfy various demands.

An analyses of networks allows us to observe the complex relationships between different groups of buyers.

The final market is the type of demand for the product, for example, local, tourist, national or international.

LEVEL 3
Buyers that buy product from other buyers and sell to final markets or consumers.


Combining the analyses of networks with qualitative methods, a relationship between buyers and species, and final markets, was traced.



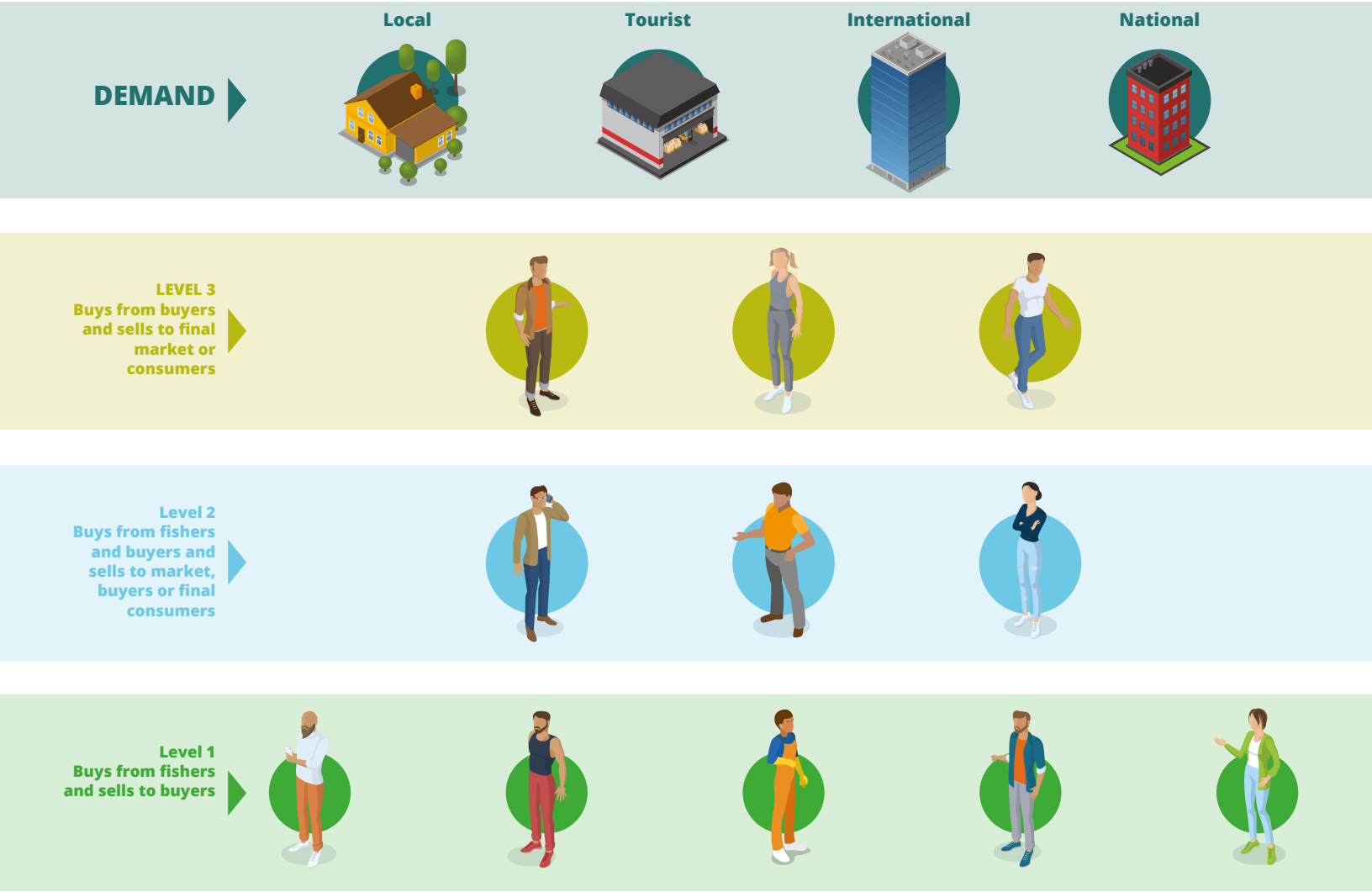
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HOW ARE BUYERS CONNECTED?

Observing the complex relationships between fish buyers in a given network can help us understand how specific species and fishers are connected to the markets that determine the demand for marine products in Baja California Sur. Understanding these relationships is important to estimate how easily the different stakeholders can adapt to changes in the market and environmental conditions, and what that means to the sustainability of fisheries. *



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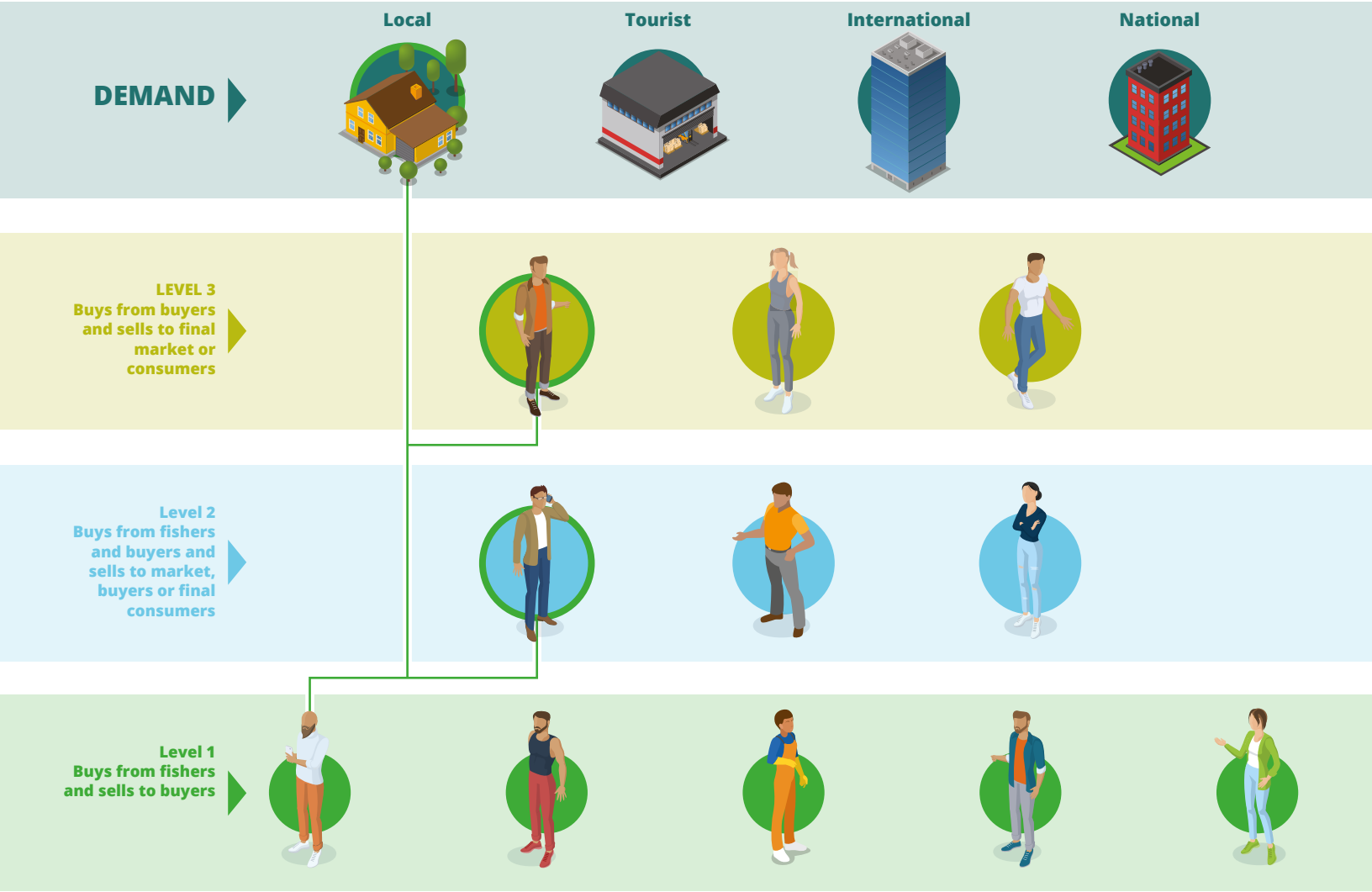
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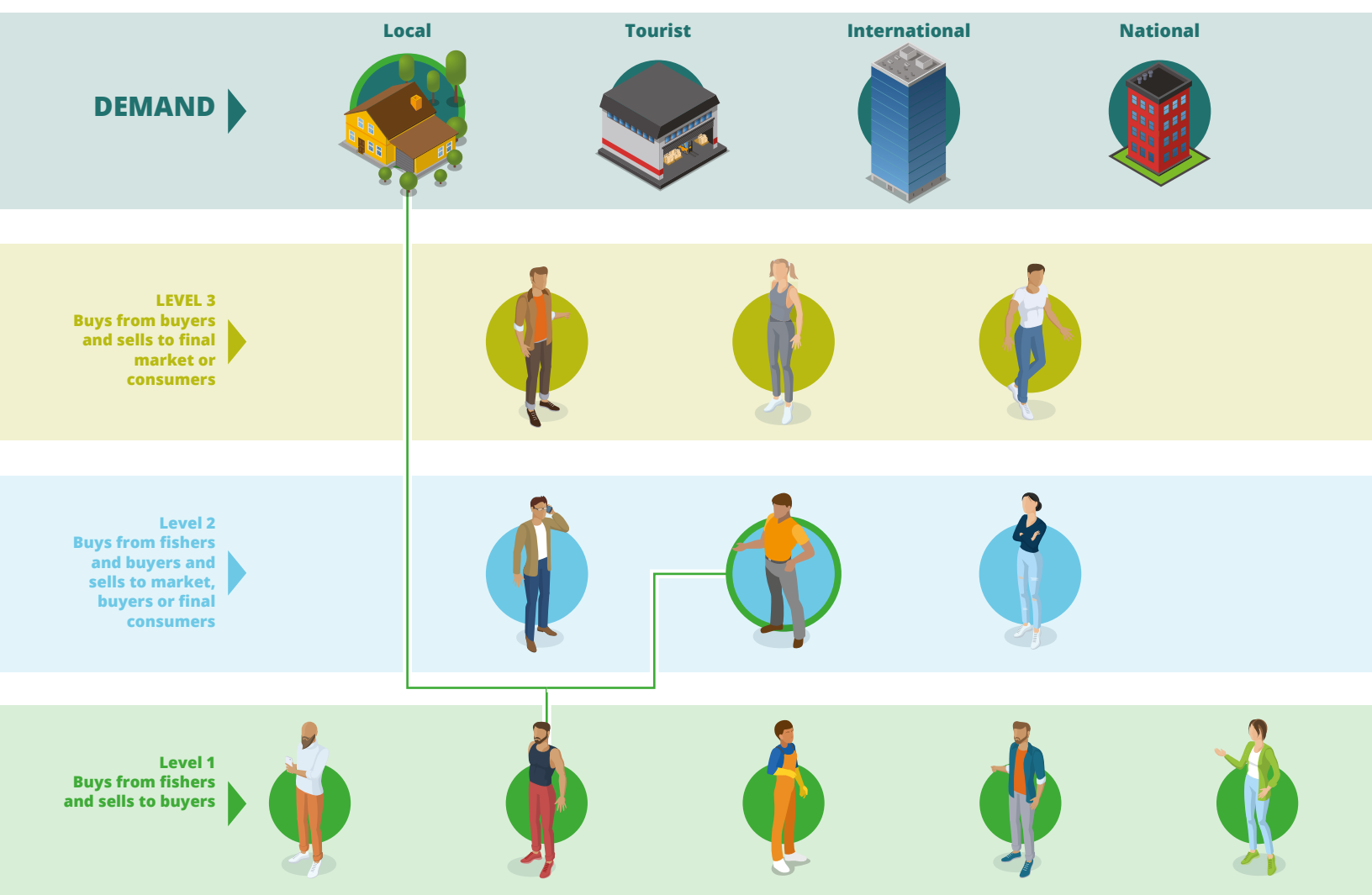
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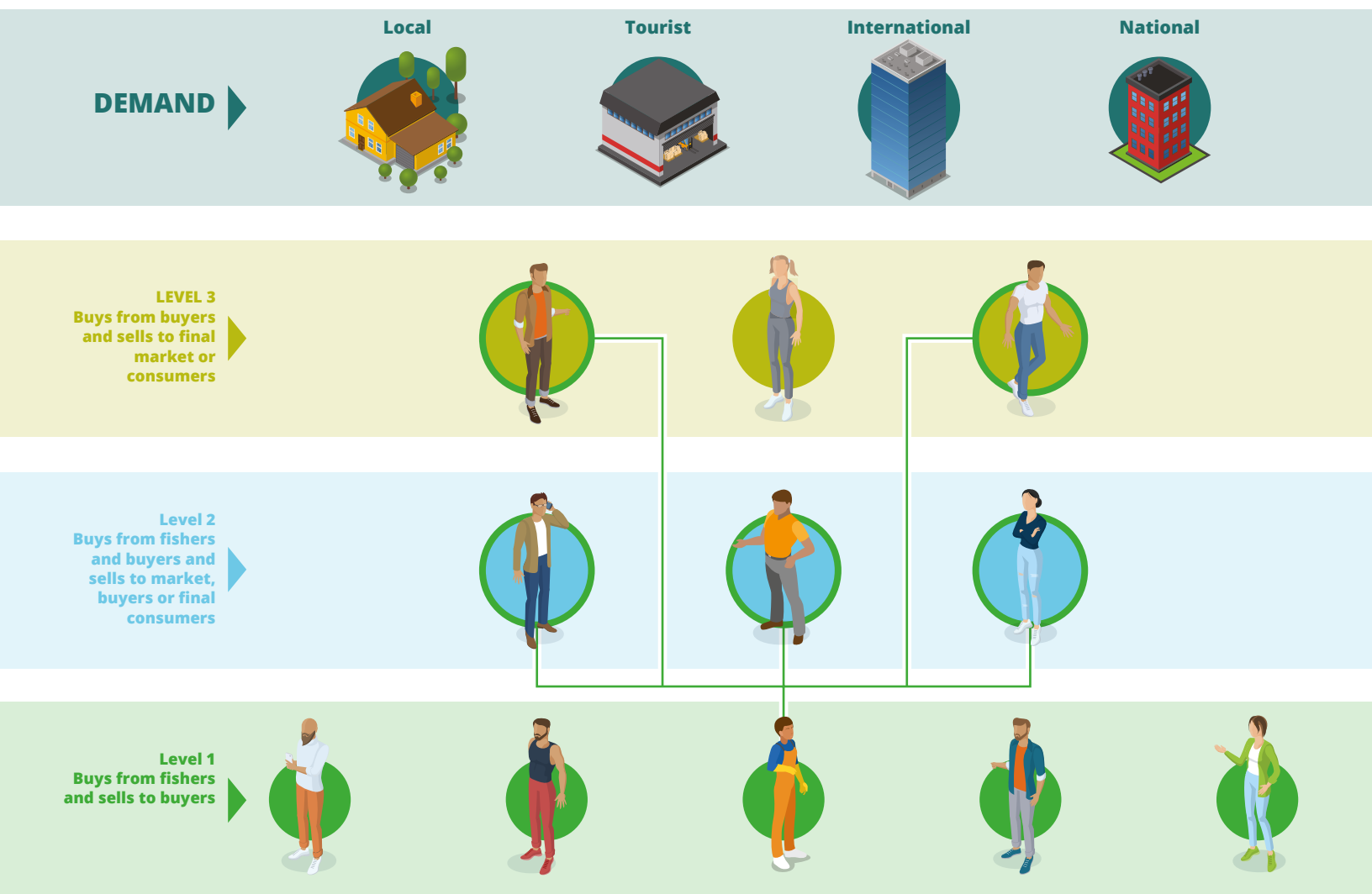
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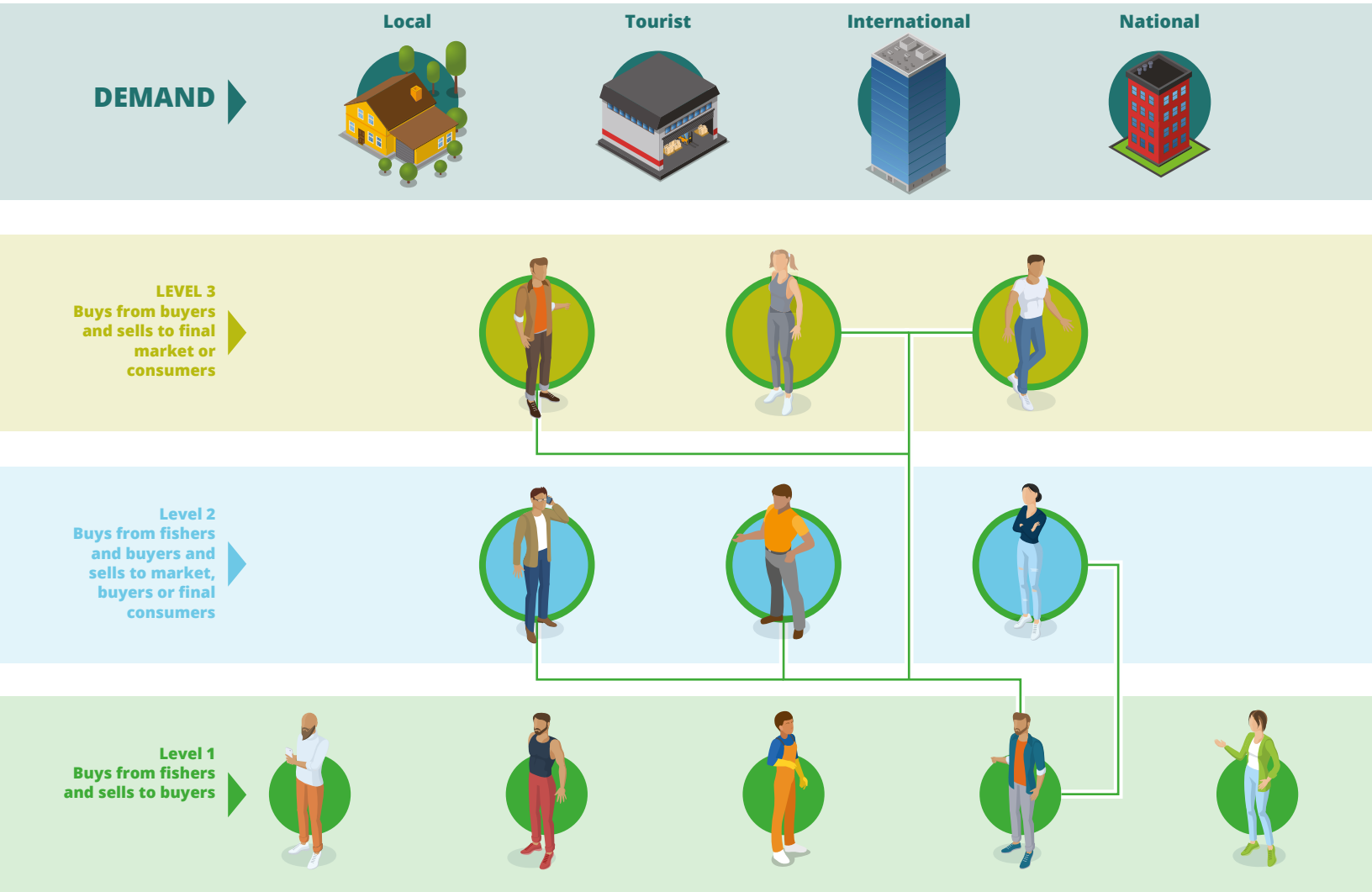
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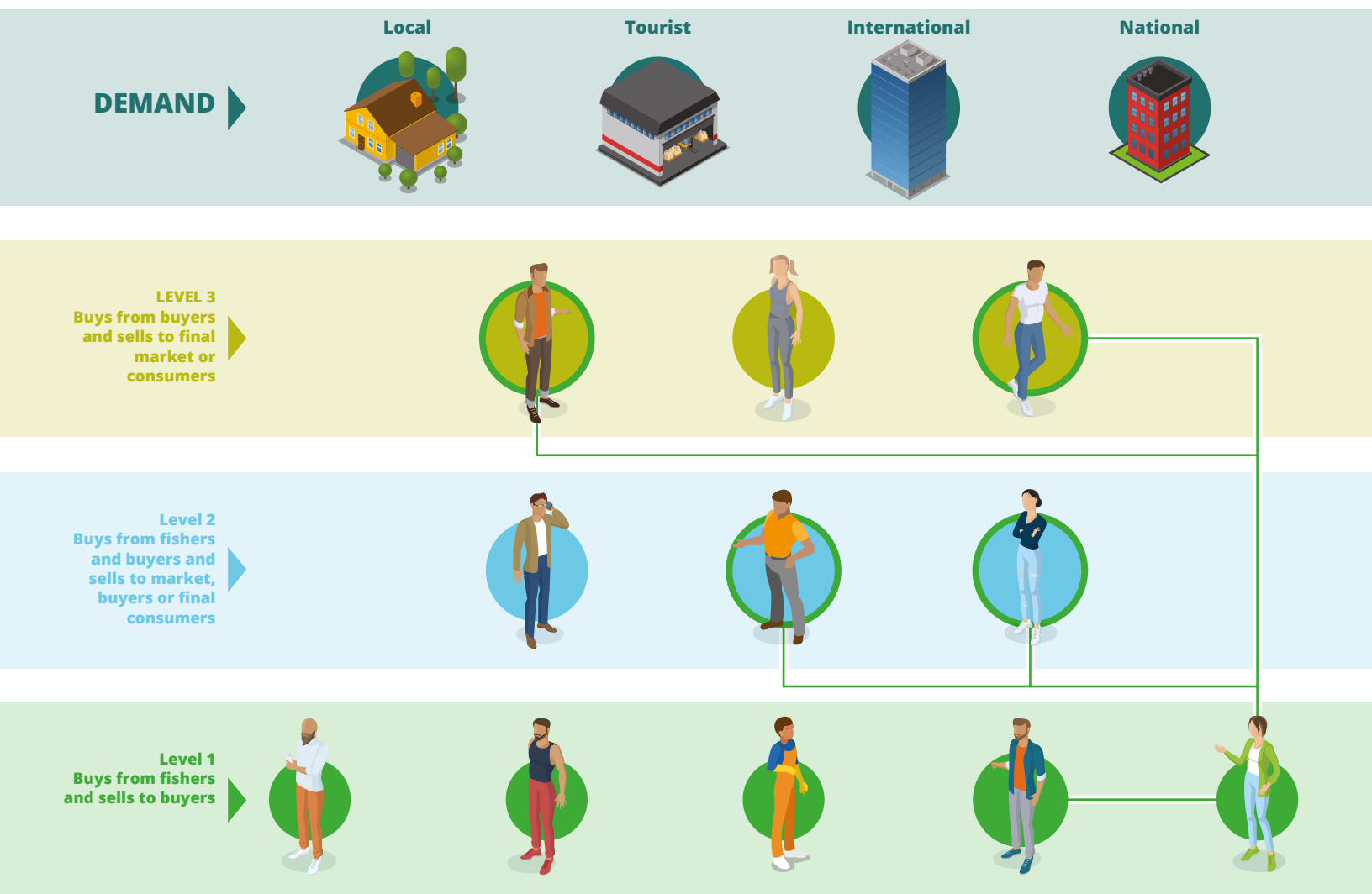


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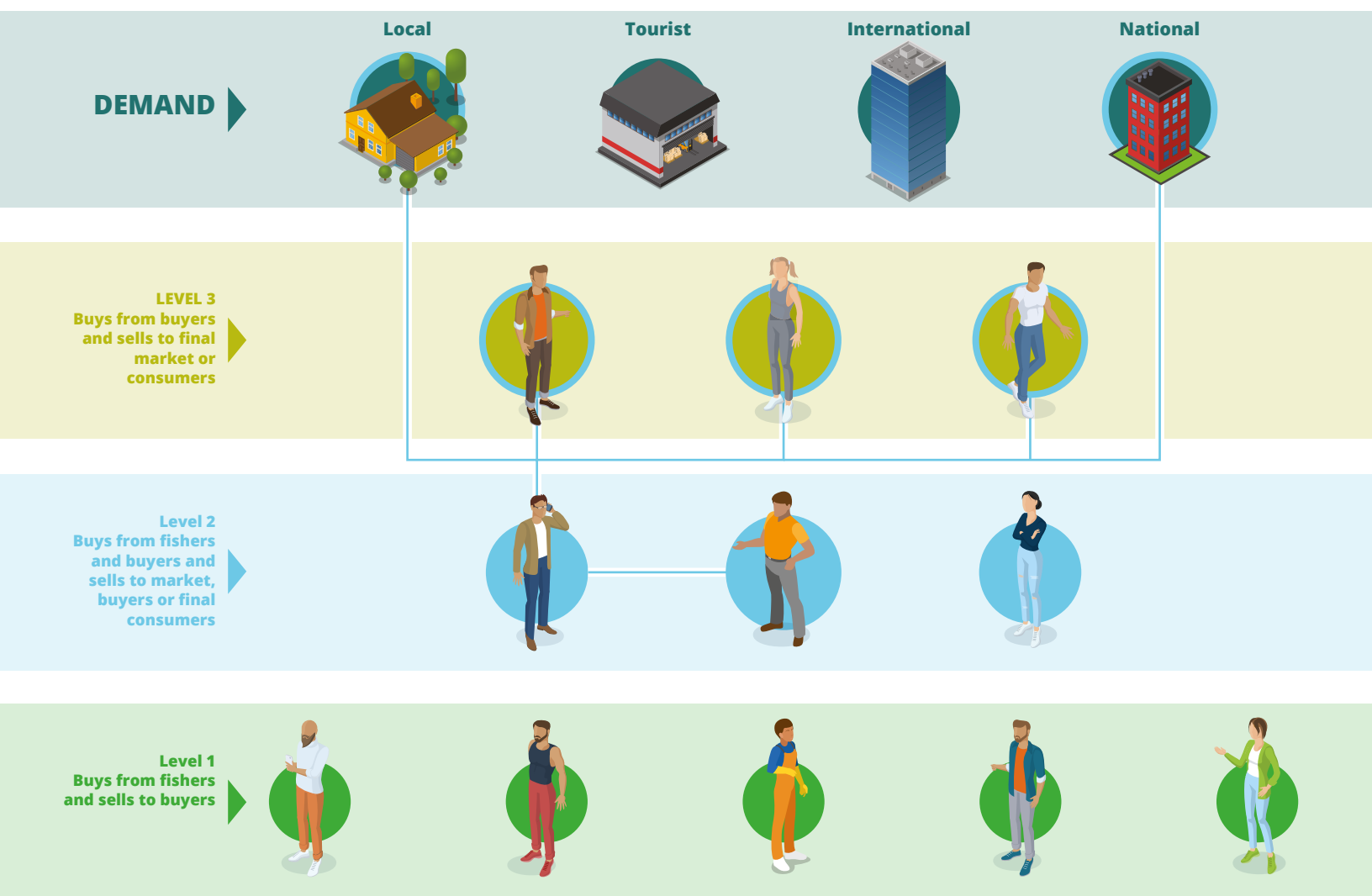
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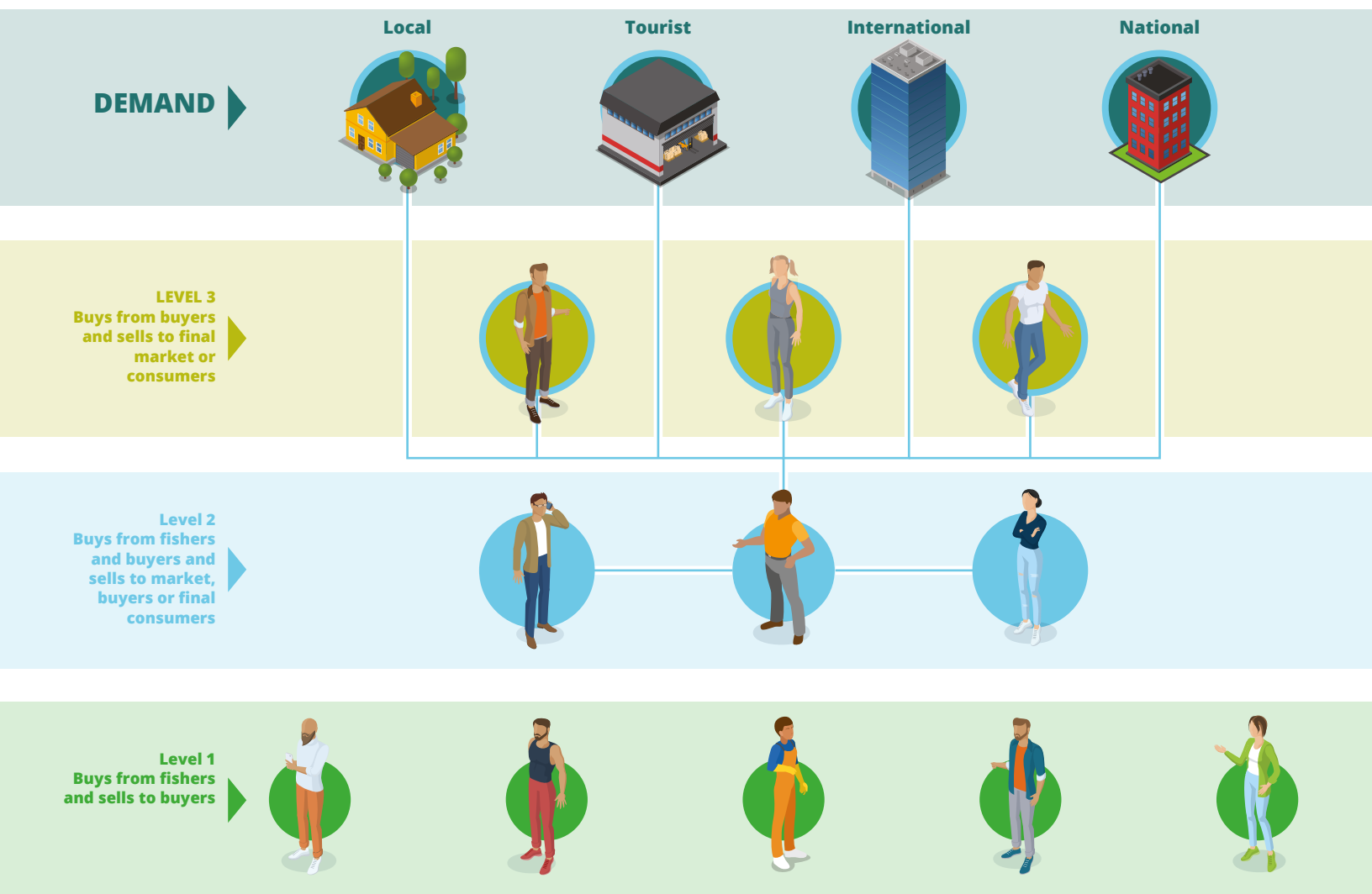
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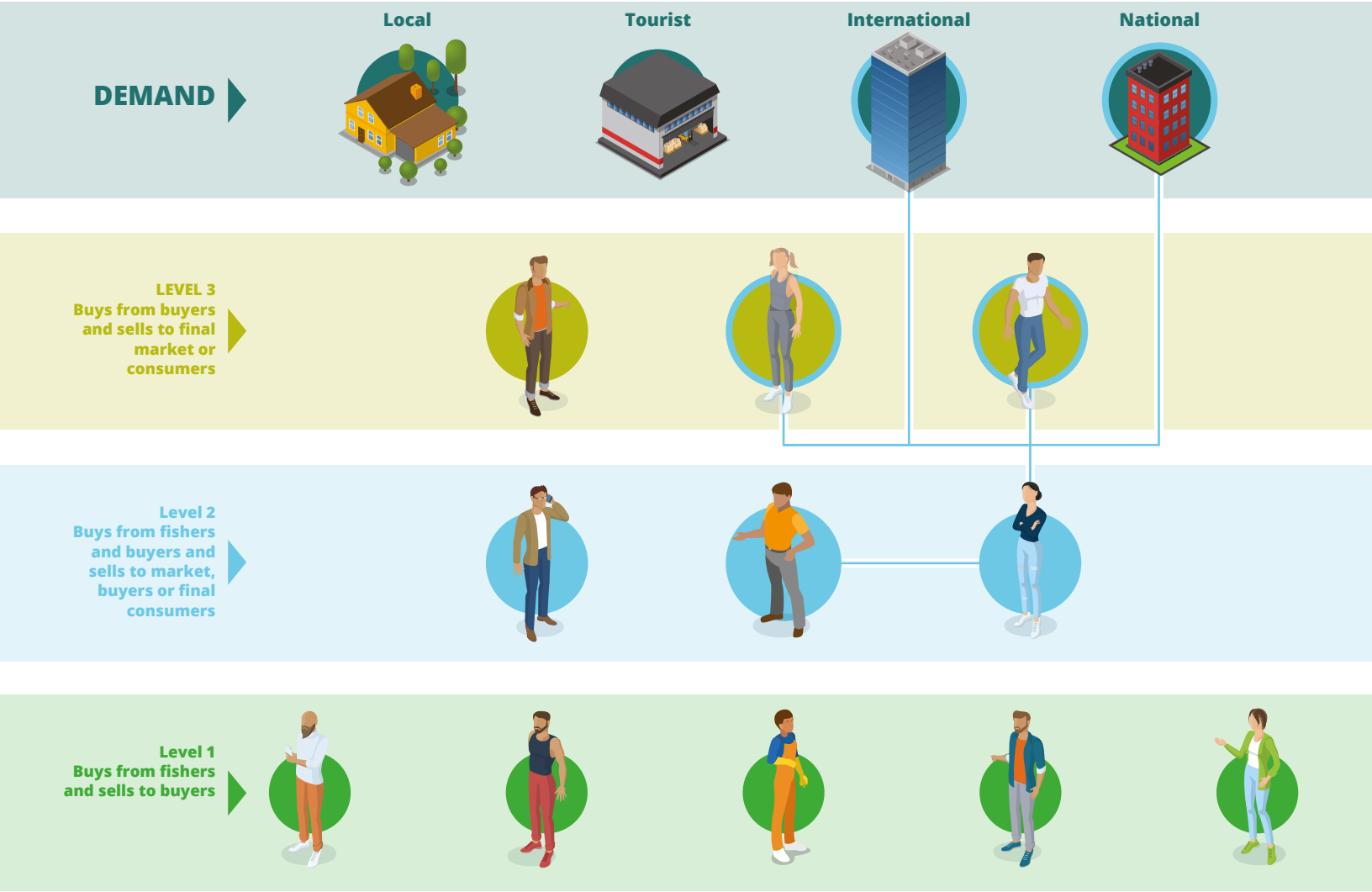
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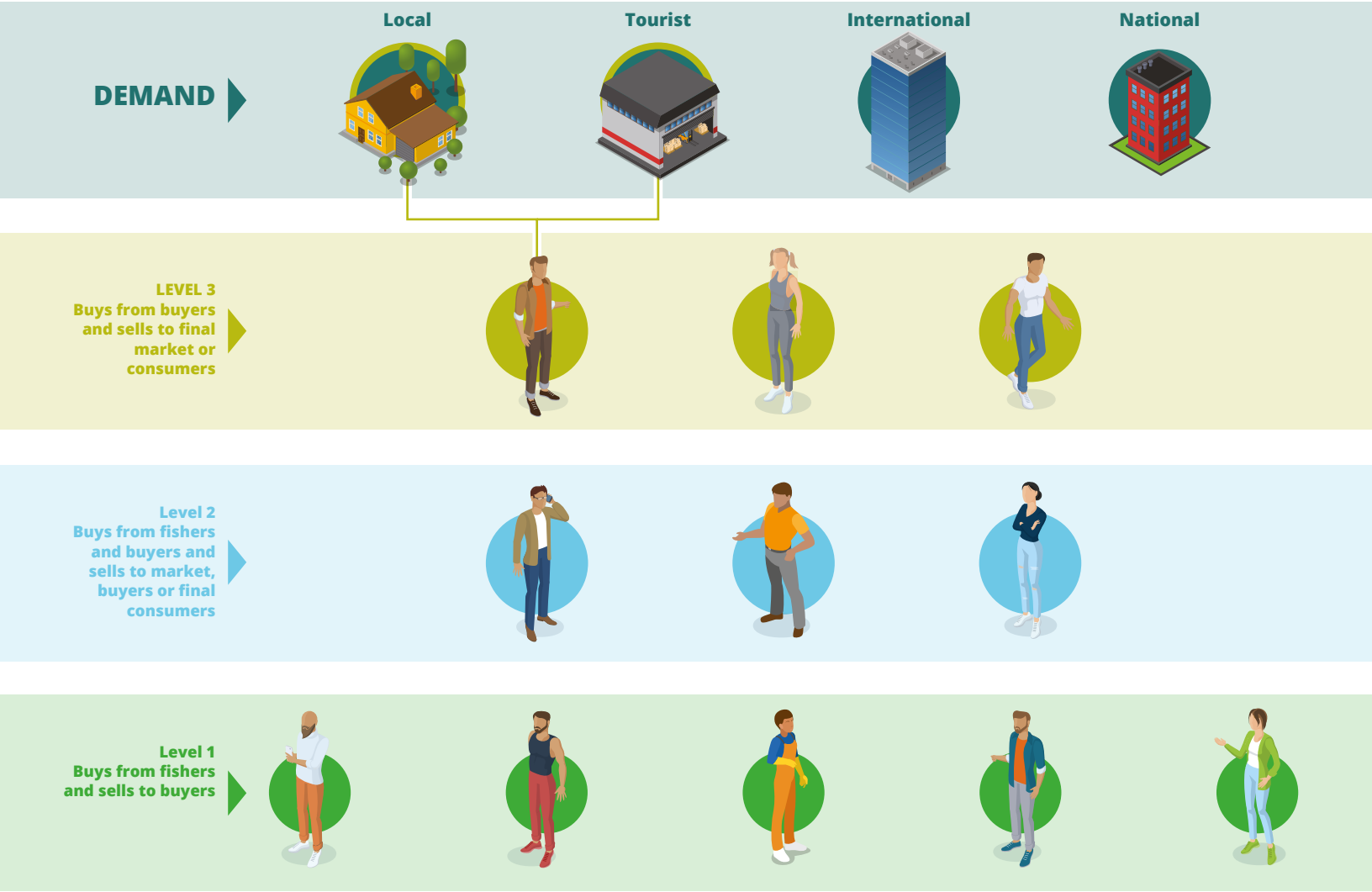


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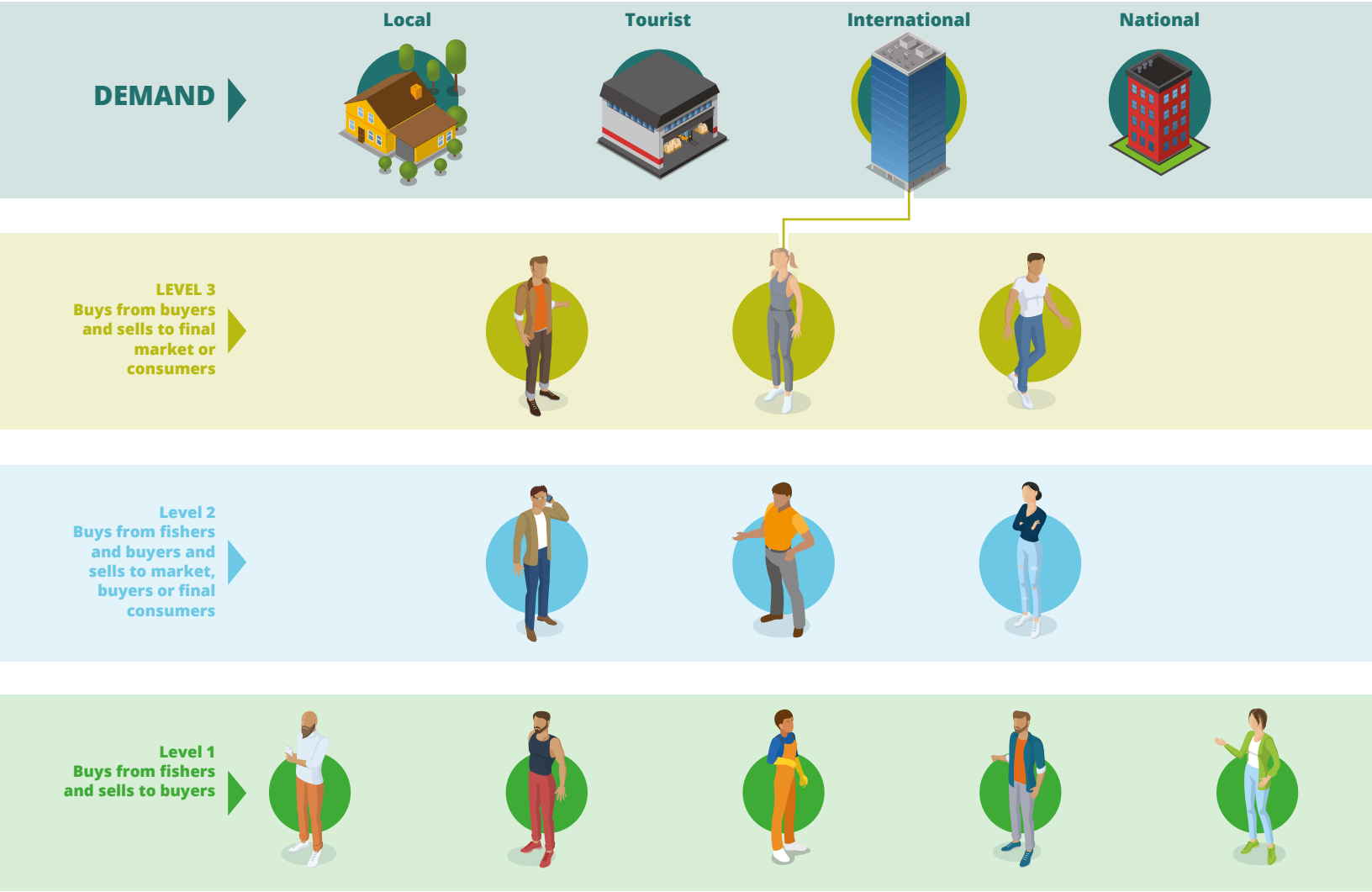



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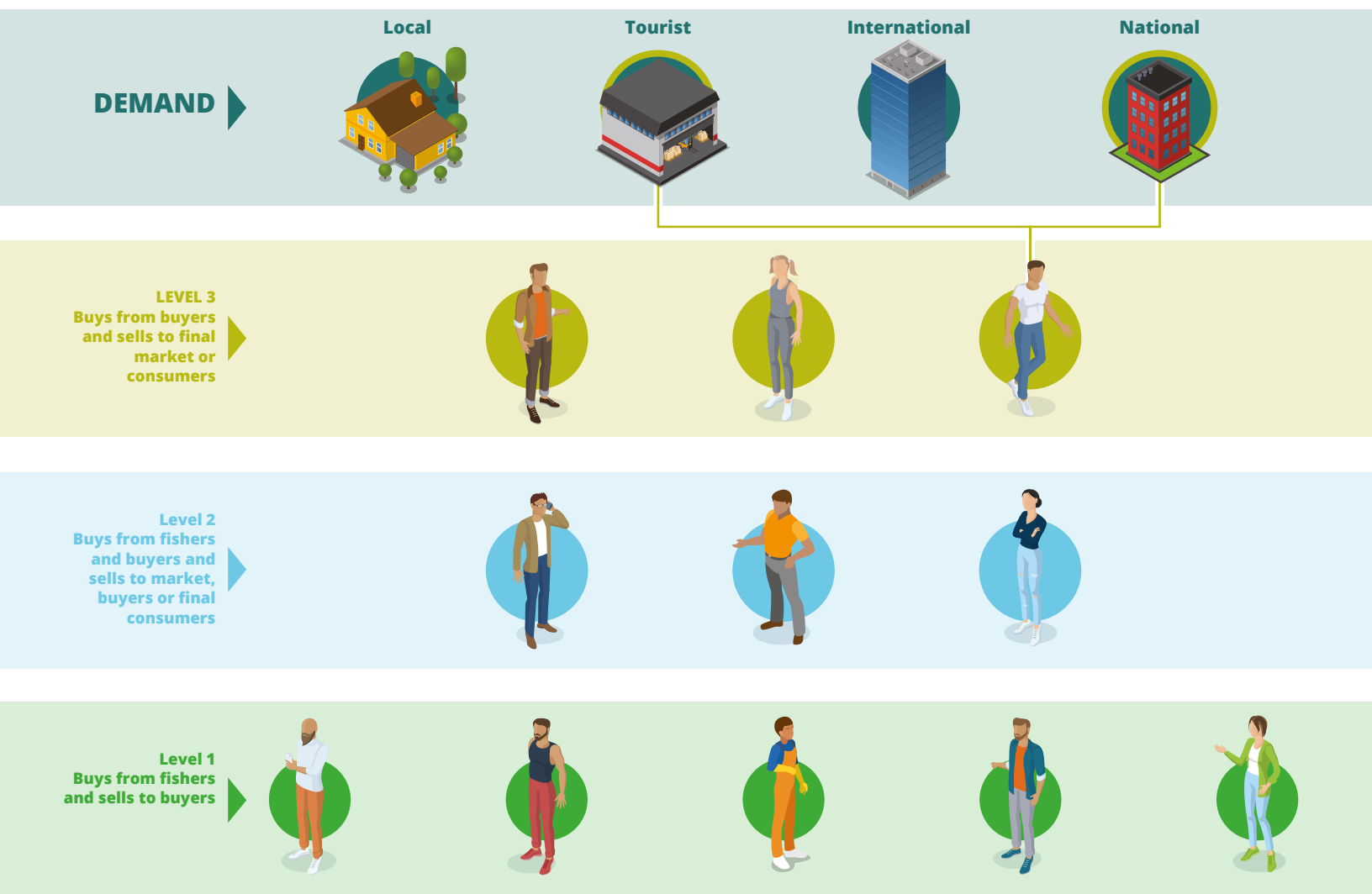
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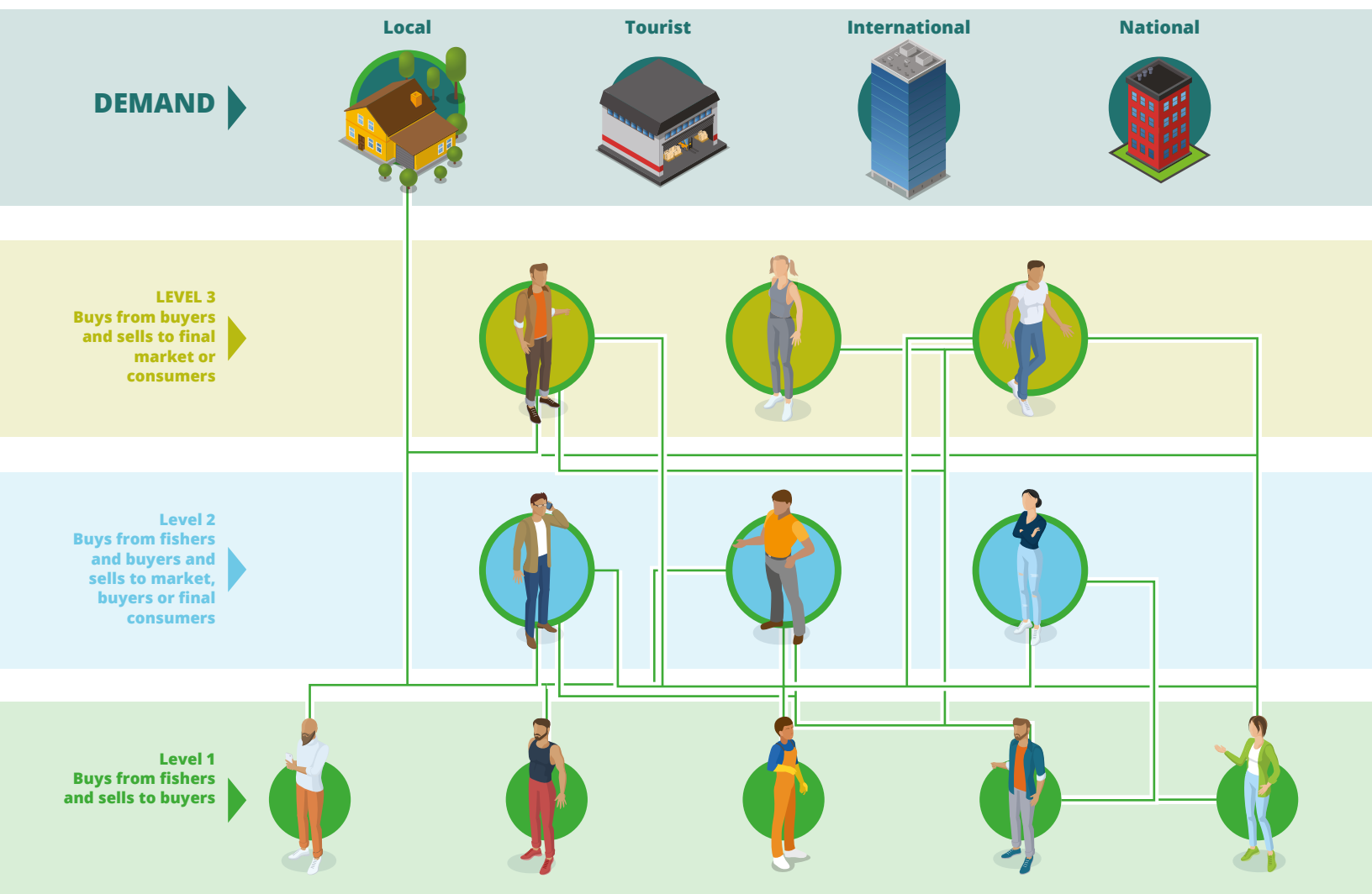
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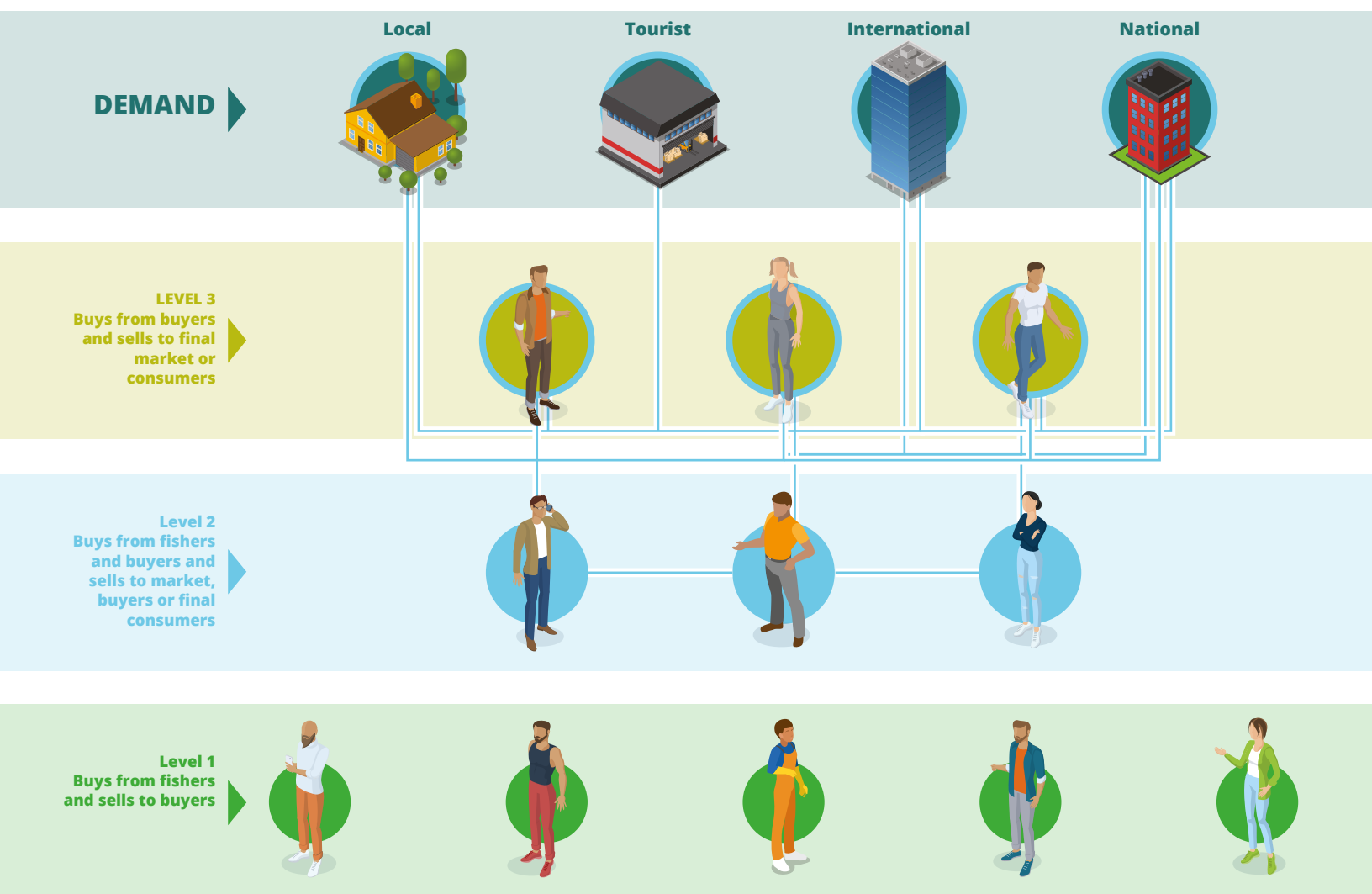
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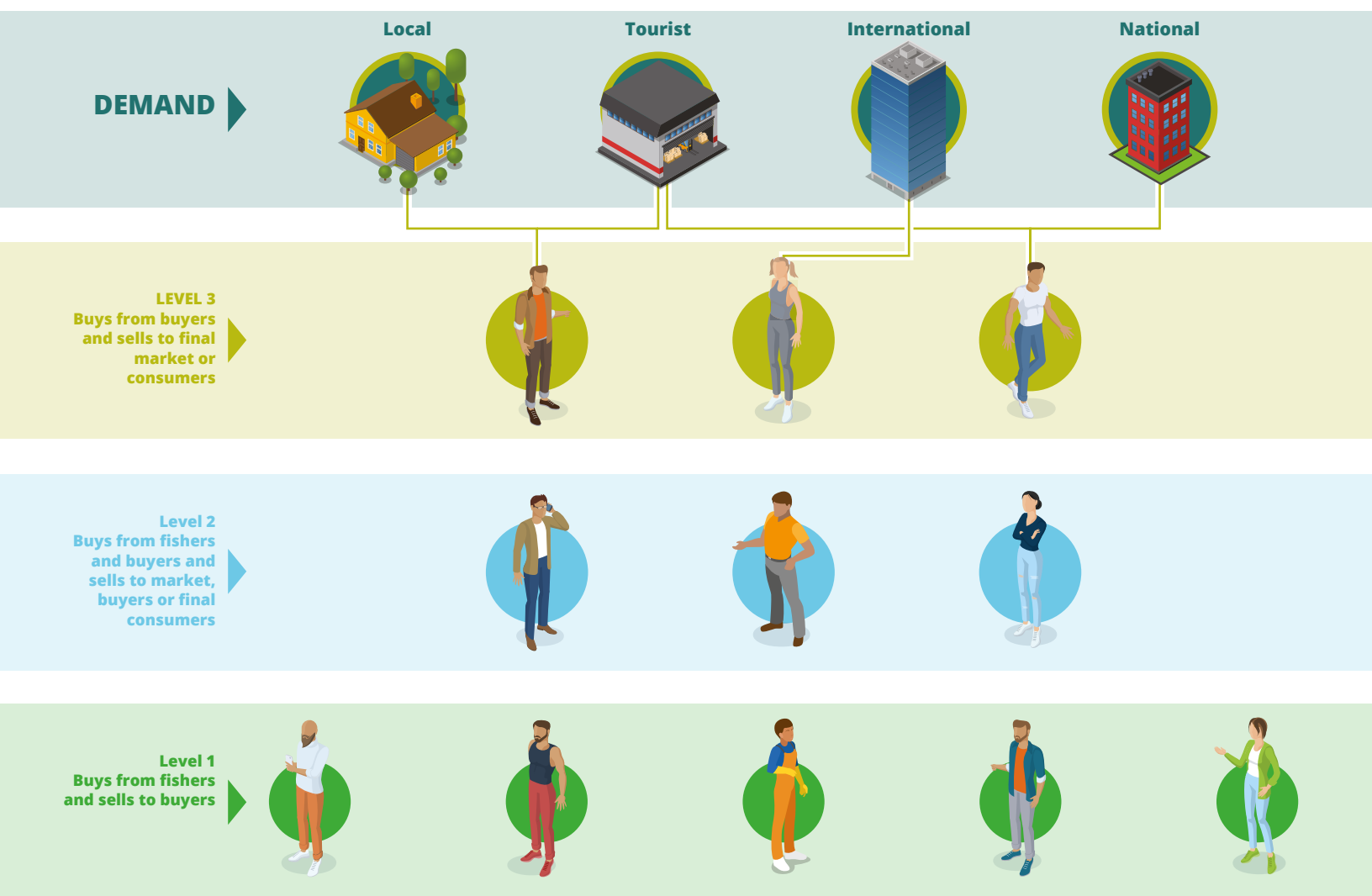
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HOW DO WE RELATE THE HABITAT WITH THE DIFFERENT TYPES OF FISH DEMAND?

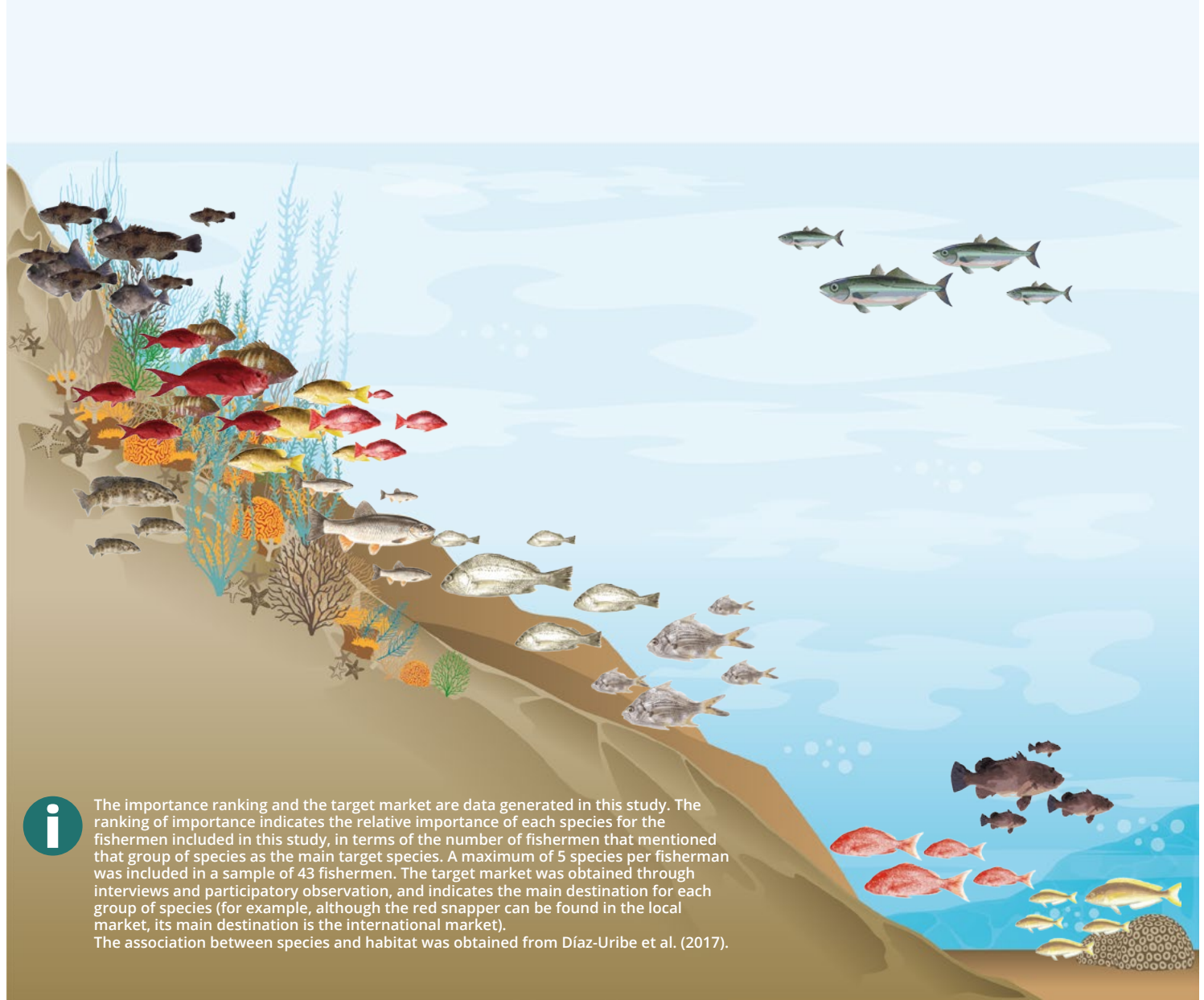
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REEF DEMERSAL

SEA MOUNTS

SAND DEMERSAL

PELAGIC



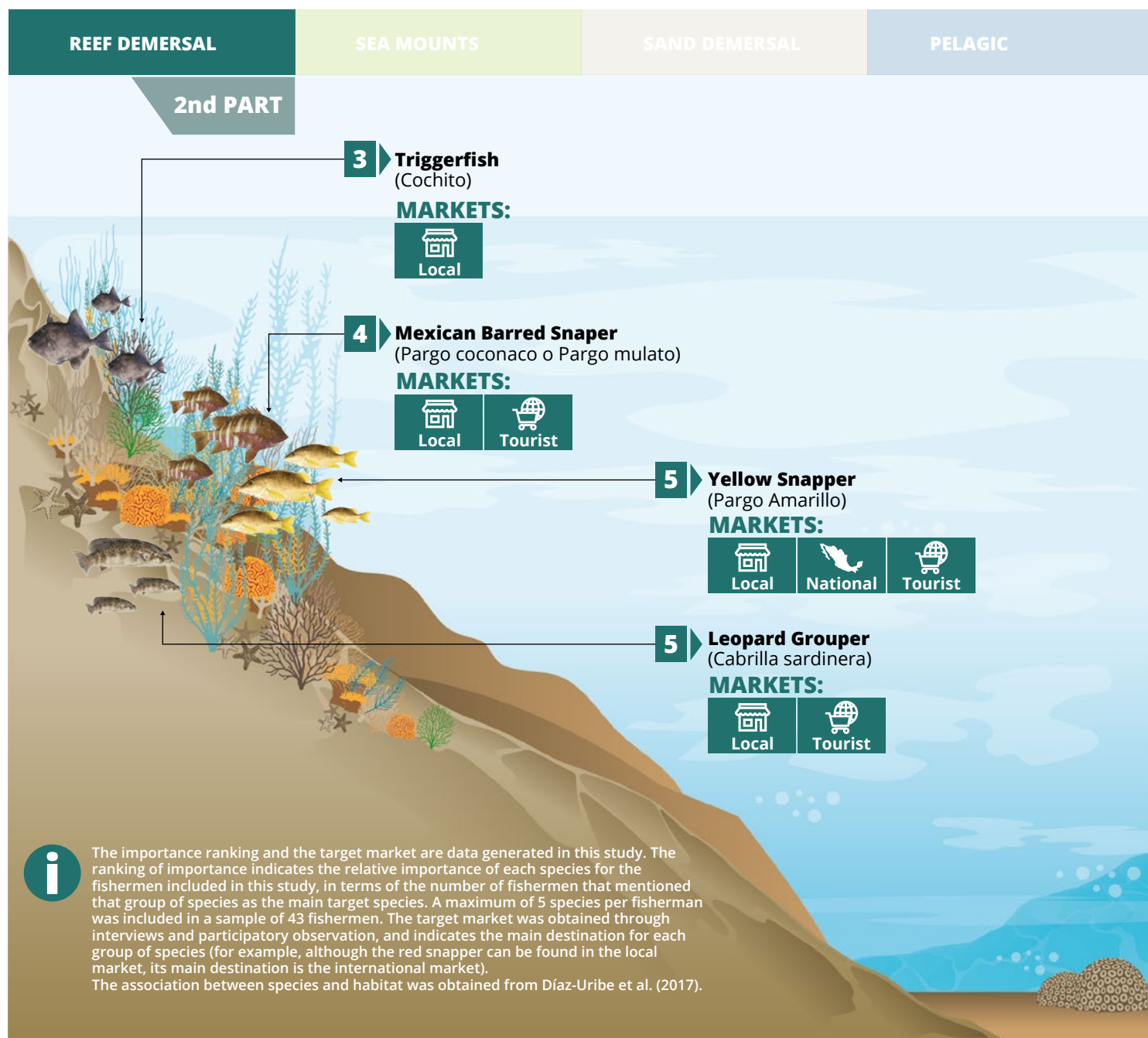
1 2 3 4 5 6 7 8 9 10 Ranking of importance

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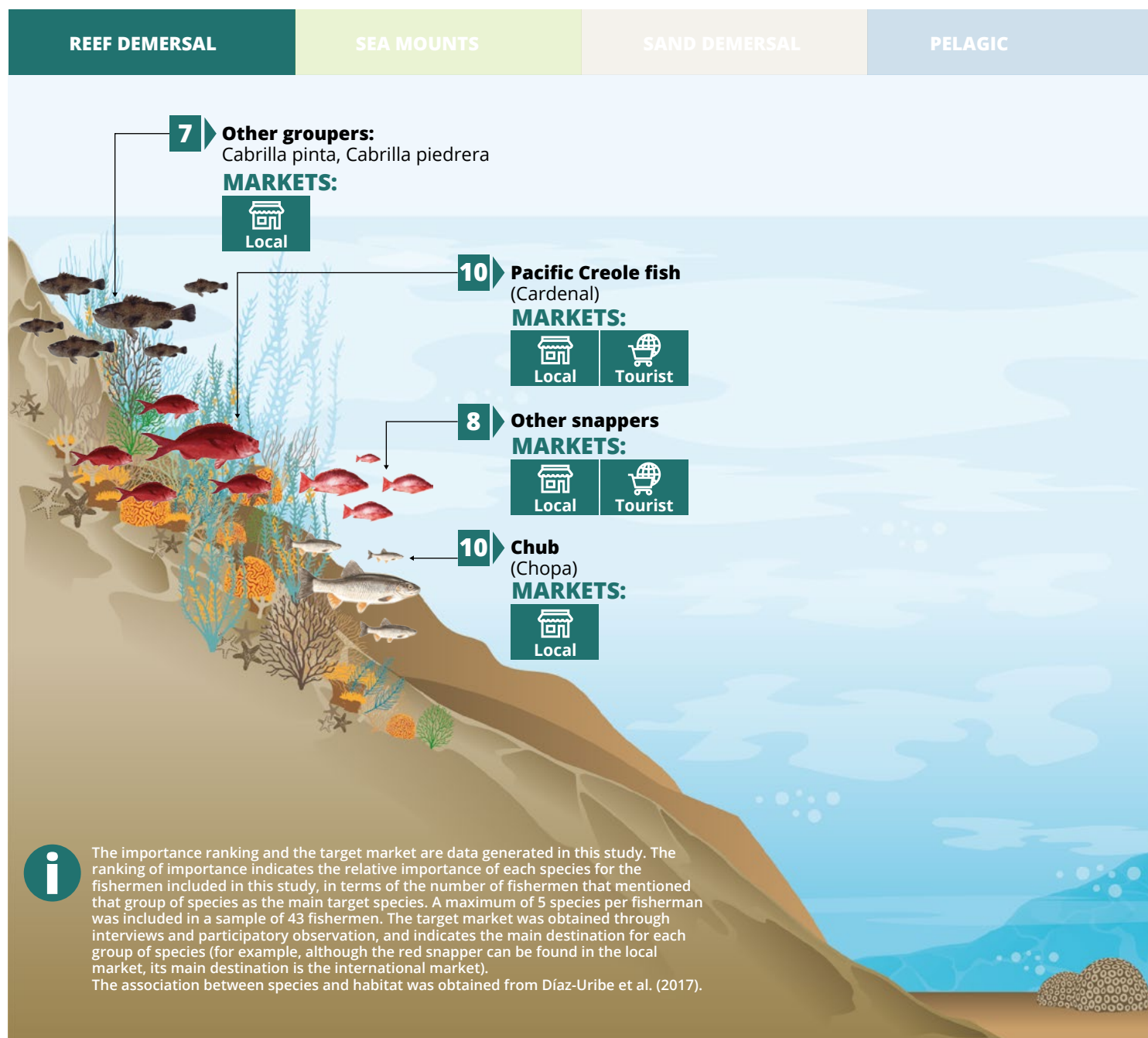


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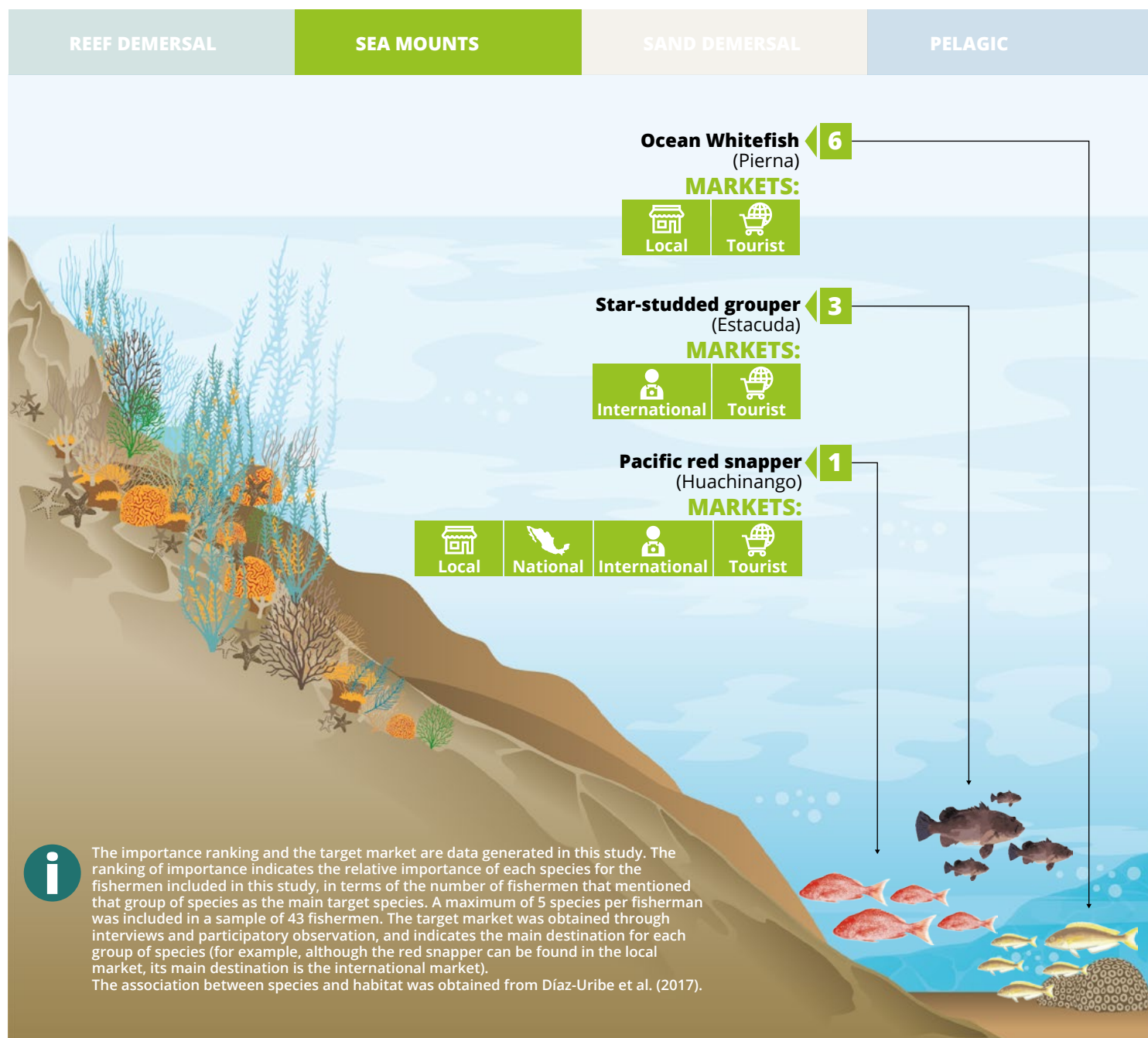
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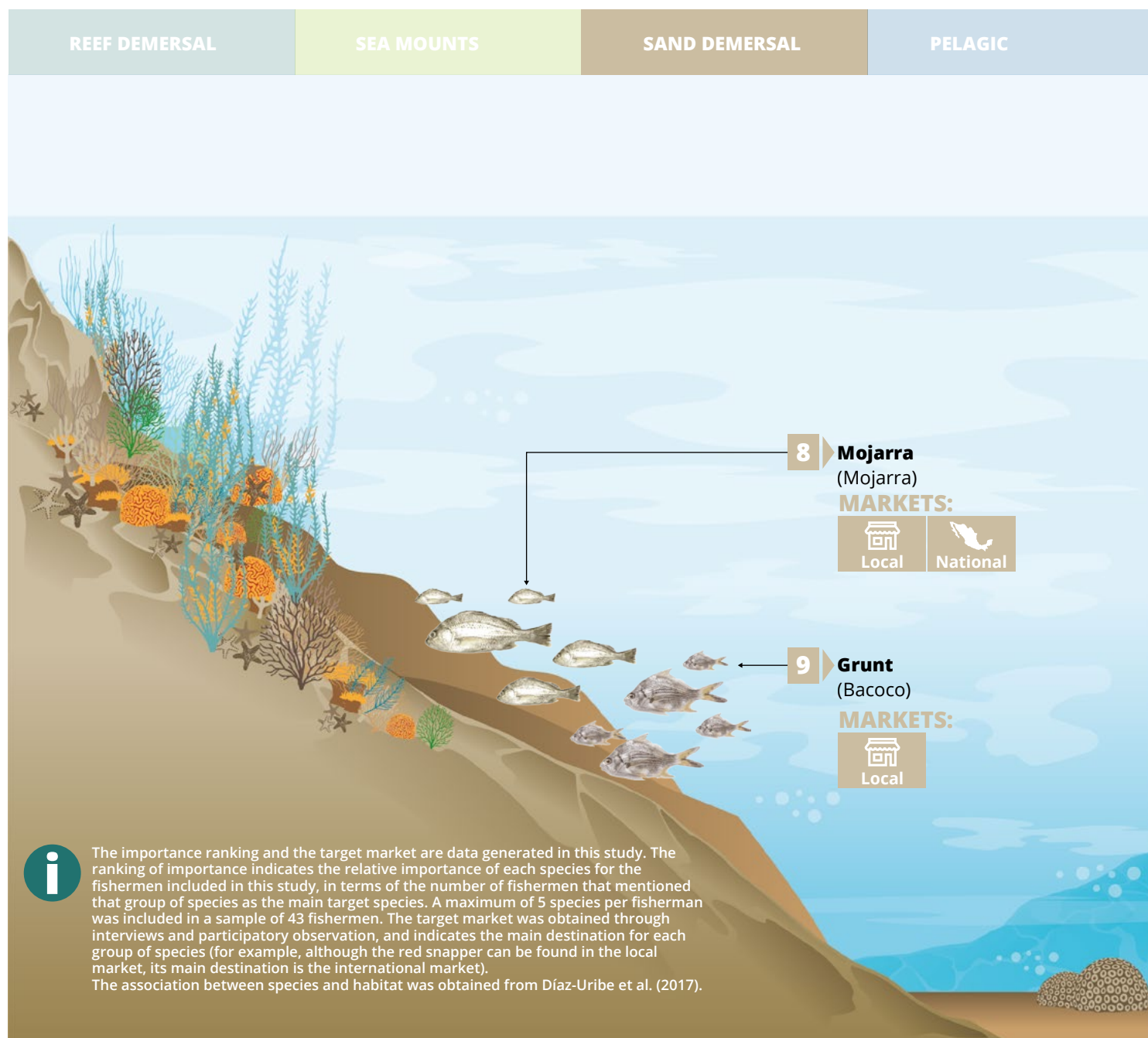


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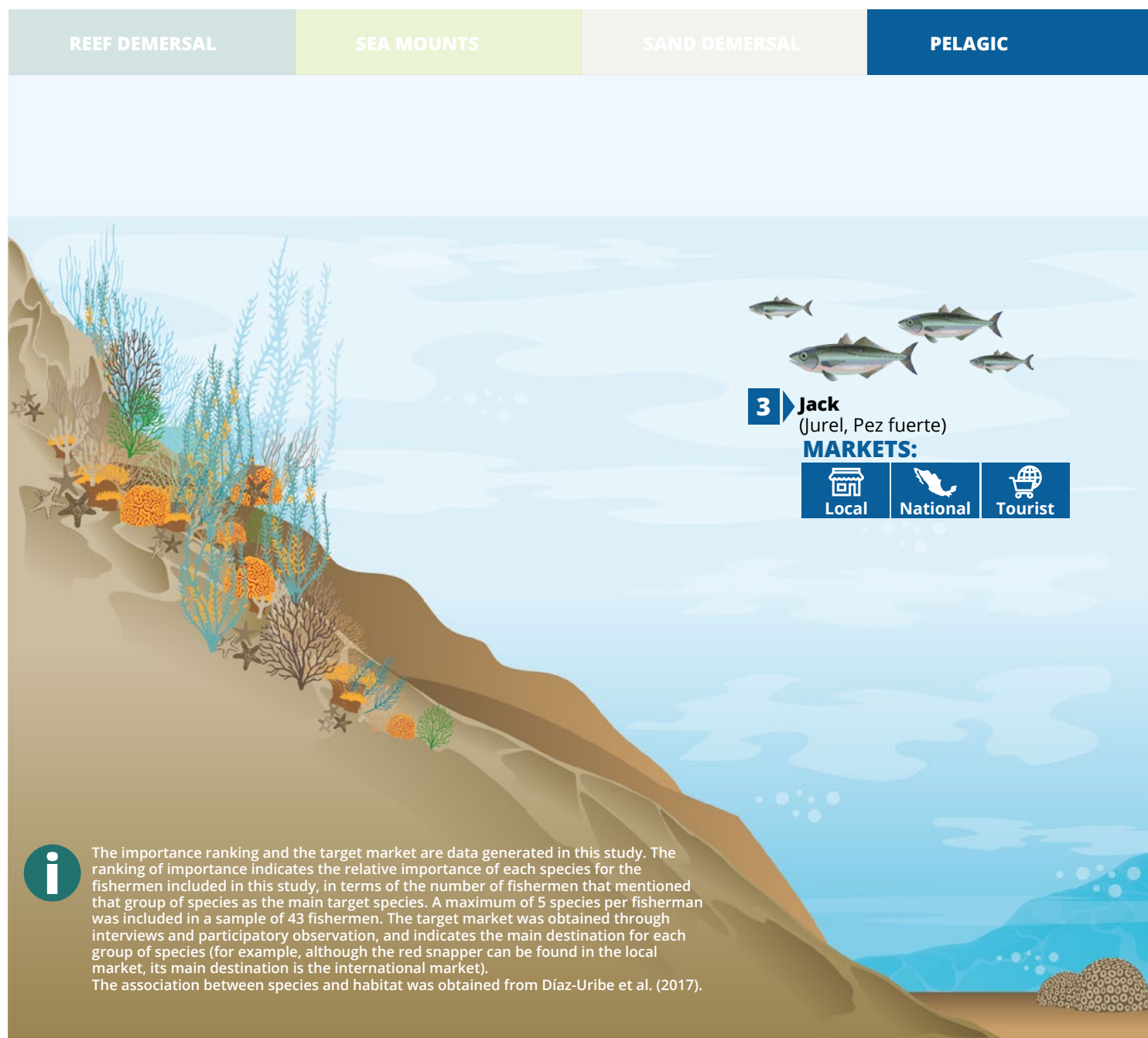
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