

## COMPETITIVE ANALYZES OF THE TILAPIA PRODUCTIVE CHAIN AT SOBRADINHO LAKE: POTENTIALITIES AND LIMITATIONS

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Tilapia production at Sobradinho Lake, in Sobradinho and Casa Nova town, Bahia State, Brazil, has brought local and regional employment and income for over ten years. Therefore it is imperative to identify its potentialities and limitations, to work on it in order to increase local productivity. The aim of this analyzes was to identify the strong and weak points, the opportunities and threats of the tilapia productive chain at Sobradinho Lake. Data necessary to the survey were collected during a workshop with producers. For this purpose questionnaires were elaborated together with producers and applied among all actors listed. The five main results of each point are shown at Table 1, as technical synthesis identified in the analyzes.

It was concluded that the identification of the points listed above brought answers that can favor an improved organization, development and strength of tilapia productive chain at Sobradinho Lake. Increased competitive edge of the productive chain can result in increased local employment and income.

Table 1. Classification of Strong Points, Weak Points, Opportunities and Threats related to tilapia productive chain at Sobradinho Lake.

Strong Points	Weak Points
Fish producers organized in associations	Discontinuity of training courses for planning and management of the activity for the associations
Possibility for tilapia reproduction farms raising and selling 30g juvenile	Lack of producer's ability to attend different markets
Sobradinho Lake potentiality for fish cage culture	Difficulty and bureaucracy for environmental licence
Fish producers are trained for fish management	Association's lack of infrastructure
Perception of the viability for small producer's enterprises in the area.	Difficulty at acquiring and negotiating inputs
Opportunities	Threats
Strengthening of Territorial Management Committee for Fisheries of Sertão do São Francisco	Difficulty for environmental licence
Brazilian Ministry of Fisheries actions	Unavailability of inputs (tilapia juvenile and feed freight cost)
Establishment of areas for fish farm	Lack of skilled labor (quality/quantity)
Growing fish market	Lack of a strategic fish cage production management plan for the Sobradinho Lake
Increasing importance of Brazilian native species	Lack of support from municipalities/ Bad roads for flow production