

VALUE CHAIN ANALYSIS FOR MEAT AND MEAT PRODUCTS

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Abstract

Value chain of food products, presents a chain of activities through which a product goes from raw material to product that is suitable for consumer and during each of these activities in the chain the product is getting additional value. Value chain analysis technique that conceptually links steps from production, processing, distribution to sale, enables us to analyze each step in relation to the previous one and in relation to the next step in the chain, to sale of food products.

The goal of this paper was to, through analysis of business operations of different subjects in the value chain for meat and meat products in the area of northwest Bosnia and Herzegovina identify competitive pressures, key constraints and market opportunities, as well as requirements for food safety. Approach to survey data for analysis of the value chain for meat products is based on a combination of qualitative (Porters five forces and Porters diamond) and quantitative research methods based on official statistical data.

Key findings for value chains for meat and meat products as well as key recommendations for improvement of competitiveness of enterprises and for ensuring food safety in observed value chains were identified during the work. Each of analyzed value chains for poultry, pork and beef meat shows certain level of specificity, value chain for beef and value chain for pork meat show high level of similarity in regard to the stakeholders and value chain structure. Enterprises from value chain for poultry meat processing and production of chicken meat products show the highest level of competitiveness out of the three observed chains.

Key recommendations on company level is to work on improvement infrastructure conditions to meet food safety standard and joint action in area of marketing and promotion of products.

Key words: *Value chain, Meat, Competitiveness, Food safety.*