

Chonona produces diverse fish products in an integrated aquaculture approach. While the production aims at closing the natural resource cycle, Chonona integrates the local community into the supply of inputs, marketing and fish processing.



Chonona Aquaculture Limited, Malawi

BUSINESS MODEL

Chonona produces and markets diverse fish products from their aquaculture farm, such as table size fish for direct consumption and fingerlings (young fish) for production. The enterprise builds on strong community involvement and local business relations, by locally sourcing farm inputs. The company also provides its local partners with training on aquaculture production.

Chonona promotes sustainable fish farming practices and integrates livestock and horticulture into its production cycle. Furthermore, the enterprise works to diversify its revenues by developing new products and alternative income sources, such as eco-tourism and consultancy services.

ENTERPRISE FAST FACTS:

Location	Chikwawa, Malawi
Year founded	2014
Sector	Sustainable Agriculture
Product/Service	Fish products

CONTACT

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Social impacts:

- Increasing local food security and drought resilience through fish products.
- Diversifying rural livelihood options of 10 small-scale fish farmers and reducing their dependency on food crops.
- Improving social participation of 10 women and 20 youths by providing an occupational perspective in aquaculture.

Environmental impacts:

- Reducing pressure on the natural fish stocks of Lake Malawi by producing more than 7.2 tonnes of farmed fish.
- Minimising the use of conventional inputs and improving the water conservation capacity of farmland through an integrated farm approach, this includes the afforestation of more than 1,000 trees, and vegetable plantations.

Economic impacts:

- Increasing the income of affiliated small scale fish farmers by 100 %.
- Creating additional 20 jobs along the improved value chain.
- Enhancing 10 small-scale fish farmers' know-how on production, processing and marketing.
- Reducing dependency of local fish farmers on imports, such as juvenile fish.

” Chonona is a model enterprise for the Malawi fish sector, which has the power to change fish production in the whole region.

Scaling up activities:

- Integrate 10 additional small-scale fish farmers into the company's supply chain, providing them with training on fish production techniques and business skills by mid-2017.
- Improve the enterprise's facilities and logistic capacity, including the construction of storage facilities and the procurement of refrigerated transporter by mid-2018.
- Improve the company's integration into the value chain by developing new products and services. Also develop Chonona's distribution network by establishing retail outlets in other regions.
- Expand production by constructing 24 additional fish ponds by 2020.



Partnership

- **Chonona Aquaculture** runs the production, distribution, marketing and sales of fish products and coordinates the overall business development.
- **Aquaculture Enterprise Project** provides contacts to business partners and small-scale fish farmers and producers of high quality fingerlings.
- **Umodzi Consulting** supports Chonona in its business development and supports the development of trainings.
- **Lilongwe University of Agriculture and Natural Resources** develops and provides Chonona with new technologies in fish production, processing and marketing.



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