

Sea Ventures - Turning Fish Waste into Animal Feed with Faith Mwende

Key Learnings



Target Waste With Inherent Value

Post-harvest fish waste from filleting operations includes guts, skeletons, and materials that fish vendors could resell, but no one is systematically capturing this stream. **When waste has resale potential yet remains uncollected, this signals overlooked value rather than disposal problems. Circular businesses should prioritise valuable streams others ignore over high-volume commodity waste**, as inherent value creates pricing flexibility and multiple revenue pathways. Concentration at processing facilities provides systematic collection points rather than requiring dispersed sourcing.

Integrate Customer Training as Retention

Fish feed performance depends entirely on farmer operational capability, not just feed quality. **Without proper pond management and aquaculture practices, customers attribute poor fish growth to feed performance rather than their own operations**, breaking repeat purchase cycles. Providing free follow-up visits, expert consultations, and sustainable farming training after sales ensures customers achieve market-ready fish weights. **After-sales operational support for expensive products converts customer success into repeat purchases.**

Solve Multiple Stakeholder Problems Simultaneously

The business model addresses post-harvest losses in the fishing industry, scarcity of animal feeds in agriculture, economic problems from lack of jobs, and environmental problems from organic waste in landfills producing methane and greenhouse gases. **Integrating the fishing sector with the agriculture sector through circular economy upcycling creates solutions that help both fishermen and farmers.** Kenya requires 55 million metric tonnes of animal feed annually but only produces 22 million metric tonnes, leaving a gap of 33 million metric tonnes that requires expensive imports. **Positioning circular solutions across multiple stakeholder problems strengthens the value proposition beyond single-sector benefits.**

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