

blueyou 



**ARTESMAR<sup>®</sup>**

The Art of Selective Fishing

A Fishery Improvement Initiative  
Dedicated to Artisanal  
Small-Scale Fisheries





Recognizing  
the Merits of  
Artisanal  
Small-Scale  
Fishing.

Artesmar® is a unique initiative for fishery improvement, dedicated to artisanal fisheries worldwide. The program recognizes high catch selectivity and low impacts on aquatic habitats as important merits of many small-scale fisheries.

Artesmar® addresses the specific challenges of small-scale fisheries and offers a functional framework for stepwise fishery improvement. By creating direct market access for seafood caught by smallholder fishers, the initiative uses market-incentivized processes and socioeconomic benefits as key drivers for the development of more sustainable business and fishing practices.

## Recognition for Small-Scale Fisheries

The Artesmar® initiative recognizes two distinctive aspects of many small-scale fisheries: Their high catch selectivity and the low impact of capture gear. These two properties render products from many artisanal fisheries a more sustainable seafood choice when compared to their industrial counterparts.

## Sourcing Solutions for Seafood Businesses

Artesmar® creates a unique market identity for selectively caught seafood from artisanal fisheries. The program directly links small-scale fisheries with seafood businesses and facilitates professional management of seafood supply chains.

## Traceability and Product Identity

Artesmar® ensures correct product identity in terms of species identification and traceability from participating fisheries to the final export product. The referring criteria for chain of custody (CoC) are subject to independent verification.

## A Holistic Approach to Fisheries Improvement

Artesmar® offers a stepwise approach to improve artisanal fisheries by tackling basic elements first and gradually addressing higher-level achievements over time. The initiative brings together fishermen, local communities, authorities, scientific institutions, fish processors and seafood buyers, which creates mutual understanding and trust and fosters active co-operation through a common vision for change and improvement.

Artesmar® aims at addressing all relevant areas of concern, from a social, economic and ecological perspective. At the crossroads of these three dimensions of sustainability, Artesmar® focuses on compliance with laws and regulations and promotes fishery co-management schemes.

## Equitable Benefits for Small-Scale Communities

Artesmar® creates a platform for building awareness of the socioeconomic importance of small-scale fisheries and fosters a beneficial environment for the sustainable development of artisanal community-based fisheries worldwide.

## Independent Verification of Improvement

Artesmar® works with a set of transparent criteria, which define both the conditions for fisheries seeking access to the program as well as the requirements for the improvement process and the integrity of the seafood supply chain. All criteria are subject to independent verification by a third-party auditing body. To view the Artesmar® criteria, please visit: [www.artesmar.com](http://www.artesmar.com)



## Background of the Artesmar® Initiative:

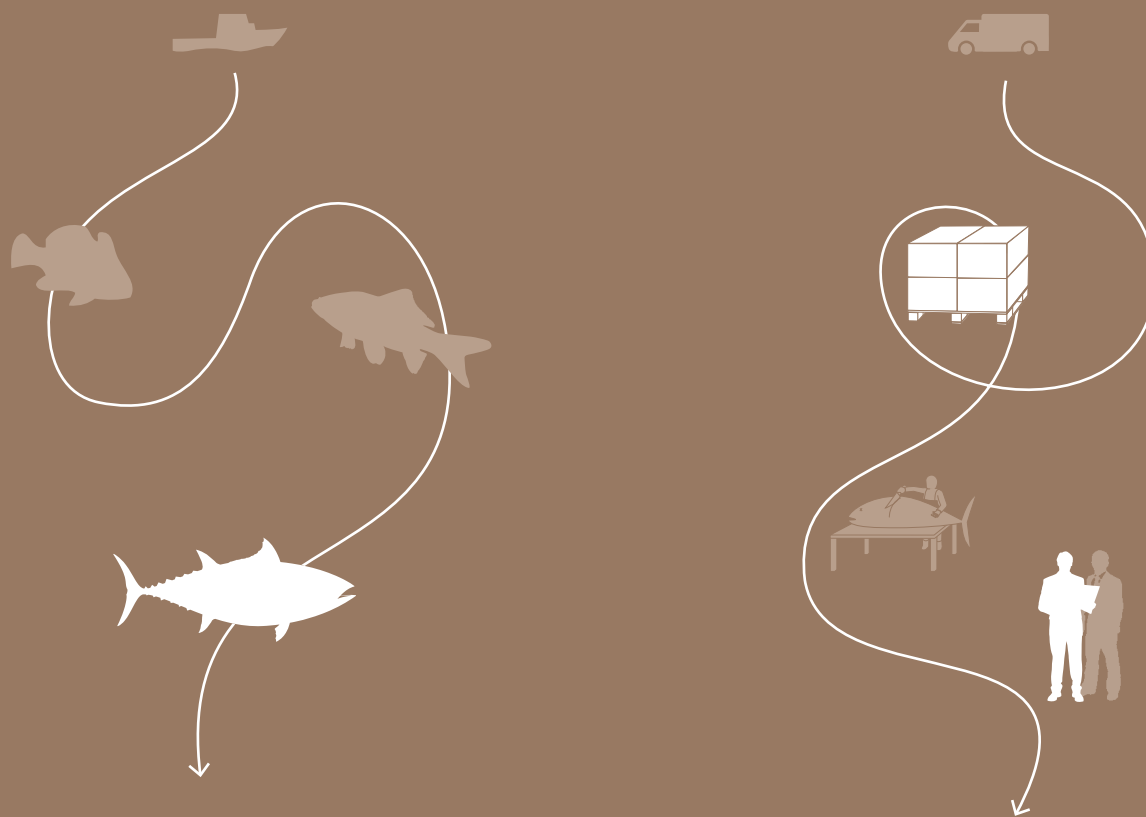
### Marginalization and Challenges of Small-Scale Fisheries

Artisanal small-scale fisheries employ more than 90% of the world's fishers and significantly contribute to global landings and trade of seafood. However, small-scale fisheries have largely been left out of the potentially rewarding process of fishery improvement and seafood certification.

This results in a debate over whether existing fishery certification schemes can be directly applied to the realities of small-scale fisheries or if there is a need for intermediate approaches towards fisheries improvement through market recognition and third-party verification.

Considering the multiple constraints and complex challenges many small-scale fisheries face, candidate fisheries benefit from receiving market recognition and incentives for improvement prior to achieving certification. The Artesmar® initiative was specifically created to serve this need.

# Unique Opportunities



## For Small-Scale Fisheries

- Direct access to consumer markets
- Identity for small-scale fishery products
- Value chain promotion
- Technical assistance and capacity building
- Empowerment of fishery stakeholders and authorities
- Support for fishery co-management schemes

## For Seafood Businesses

- Direct sourcing access to selective, small-scale fisheries
- Assurance for traceability and supply chain integrity
- Assured product quality and food safety
- Reliability and consistency in seafood procurement
- Contribution to more sustainable fisheries
- Support of livelihoods for coastal communities

Artesmar® is a fishery improvement initiative developed and managed by Blueyou Consulting Ltd.

Blueyou Consulting is an internationally recognized consulting and service company focused on sustainable fisheries and aquaculture and their related seafood supply chains.

The Blueyou team of consultants includes professionals in the field of fisheries and aquaculture as well as those in supply chain management, logistics and marketing. Blueyou Consulting works within an extensive network, which includes government and nongovernment organizations, scientific research institutions as well as private companies in the seafood production and market sectors.

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