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## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

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### **Partnering With Small-Scale Fisheries: Incentivizing Sustainability Through The Supply Chain**

**ZÜRICH, Switzerland** - Blueyou Consulting is pleased to announce the official launch of Artesmar®, a unique fishery improvement program (FIP) dedicated to artisanal fisheries. With the Philippines' handline yellowfin tuna fishery as the first candidate fishery in the program, the company has already achieved important improvements with regards to Illegal, Unregulated, and Unreported (IUU) fishing.

With rising demand for environmentally friendly seafood products, FIPs have become an important vehicle for sourcing sustainable seafood globally. Operating through collaborations among various market actors, FIPs employ a stepwise approach that leads to improved sustainability performance. They serve as an important vehicle for improving fisheries management and stock status while allowing fisheries to work towards certification by schemes such as that of the Marine Stewardship Council (MSC). Buyers around the world engage with organizations that manage FIPs as a means to realize their sustainability commitments.

However, despite employing more than 90% of the world's fishers and contributing to almost half of global landings and trade of seafood, according to Food and Agriculture Organization, small-scale fisheries have largely been left out of the process of fishery improvement and seafood certification. Structural, cultural and socioeconomic constraints along with the general complexity of small-scale fisheries and supply chains have been major hurdles for improvement programs towards better management and sustainable practices in this important sector of fisheries.

#### **Addressing the specific challenges of small-scale fisheries**

In order to address these challenges and offer a practical solution to fishery stakeholders and market actors, Blueyou Consulting has created the Artesmar® program. This unique initiative partners with small-scale fisheries worldwide to improve their environmental and social sustainability while securing livelihoods for participating communities.

The program recognizes high catch selectivity and low impacts on aquatic habitats as important merits of many small-scale fisheries and offers a framework for fishery improvement by using market incentives and socioeconomic benefits as drivers for more sustainable business and fishing practices.



René Benguerel, Managing Director of Blueyou Consulting explains, "Artesmar® links small-scale community fisheries to international consumer markets. With traceability being a challenge for many seafood products, we create an identity for seafood from artisanal fisheries and offer an effective and credible framework for fishery improvement towards certification. Consumers are showing greater interest in seafood from small-scale fisheries and many seafood companies and retailers are ready to strengthen their supplies from such fisheries."

### **First Achievements in the Philippines**

Blueyou started the Artesmar® program in the Philippines in 2013, where the company has developed a vessel registration and catch documentation scheme for the artisanal yellowfin tuna handlining fleet. A traceability system that ensures every tuna is tagged allows for it to be tracked from the vessel to final products.

"The Artesmar® FIP process provides a step-by-step approach to fisheries improvement. By addressing basic elements such as Non-IUU conditions and traceability first, we gradually move up the ladder and create a solid basis for long term improvements," says Fabian Mollet, fishery scientist and technical manager of the Artesmar® program. "Having firsthand, reliable data on landings is essential to any future informed management decisions for these coastal fisheries. Our improvement program is designed to serve as a stepping-stone towards MSC certification."

In the wake of the [EU's warning](#) to the Philippines for having taken insufficient action to combat IUU fishing, the country has come under scrutiny to clean up its waters or be at risk of import restrictions. In this regards, the Artesmar program's first achievements for an improved vessel registration and catch documentation scheme are well aligned with the priorities of the national fishery authorities.

"At the landing sites, we work directly with the local authorities and fishery stakeholders in order to combat IUU fishing and improve the data deficiencies that are often widespread in small-scale fisheries. Being part of the Artesmar® program provides a beneficial environment for the required changes, which sometimes can be very challenging," says Oscar Almaden, procurement officer of Meliomar Inc., a tuna processing and export company that acts as the local commercial partner of the Artesmar® program in the Philippines.

The Artesmar® FIP not only addresses the usual technical fishery elements, but places a strong emphasis on food safety, quality as well as the value chain. Small-scale fisheries tend to face more quality and supply problems compared to their industrial counterparts due to a lack of infrastructure and expertise. As such, the training of fishermen and traders for improved handling and food safety practices results in fewer post harvest losses and assures the consistent quality of tuna products, thus safeguarding value and revenues for participating communities and fishery stakeholders.

"Social elements and economic incentives are key to our involvement with community-based fisheries – all actors along the tuna supply chain must work together in order to achieve long term economic benefits and better managed coastal fisheries", Mr. Almaden explains.

### **Recognition by NGOs and first impacts on seafood markets**

The Artesmar® program is fully aligned with the Conservation Alliance for Seafood Solutions (CASS) criteria, which set the benchmark for the effectiveness and credibility of a FIP. Offering a



unique approach to fisheries improvement, Artesmar® is also [recognized by the Ocean Wise™ program](#) in Canada for offering a more sustainable alternative to conventionally caught yellowfin tuna products and is considered a “Best Choice” by the Monterey Bay Aquarium’s Seafood Watch® program. Artesmar® has also been [evaluated on FishSource](#).

With the first tuna supplies from the Artesmar® FIP coming to market in 2013, the program has been steadily growing and, today, supplies more than 10 import and distribution companies in Europe, North America and the Asia Pacific region with responsibly caught, fresh and chilled tuna products. For Paul Huh, Executive Vice President at Pafco, the engagement with Artesmar® has been promising.

"Our support of the Artesmar® program allows us and our customers to engage directly with small-scale fishing communities while being part of a credible FIP. By adding Artesmar® to our portfolio, we are able to offer a well-rounded program while helping support social and economic improvements back to the fishers. Artesmar® is a great example of how a FIP can help make a positive impact while providing a quality product."

An important aspect of the Artesmar® market outreach is the supply of local seafood markets in the country of origin. For Christian Schmidradner, CEO of Meliomar in the Philippines, the Artesmar® program has so far been an excellent experience with continuous success stories.

"In the Philippines, we see a growing demand for responsibly caught local seafood and we are working to make local, sustainably caught seafood available here in the Philippines. Buyers in food service and retail are more aware of sustainability and quality aspects of their procurement – which is great and important for our local marketing strategy. Our sales are growing continuously both at home in the Philippines and globally. Our clients are happy with the quality and the unique story of Artesmar® tuna."

## **ABOUT BLUEYOU CONSULTING**

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 worldwide network, which includes government and non-government organizations, scientific research institutions as well as private companies in the seafood production and market sectors.

## **MEDIA CONTACT AND FURTHER INQUIRIES**

For more information about this or Blueyou Consulting’s other aquaculture and fishery improvement programs, please contact Laura Peet at [laura.peet@blueyou.com](mailto:laura.peet@blueyou.com) and visit us on the web at [www.blueyou.com](http://www.blueyou.com) and [www.artesmar.com](http://www.artesmar.com).

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