



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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PROCESSING PLANTS FOR THE ARTESMAR® FIP RECEIVE FIRST CHAIN OF CUSTODY CERTIFICATE

Zürich, Switzerland – Two processing companies have undergone the first Chain of Custody (CoC) audit for the Artesmar® Fishery Improvement Project (FIP) in the Philippines. The two companies, Meliomar and Alptrade, have successfully passed the audit based on the unique traceability system developed by Blueyou Consulting for all yellowfin tuna products procured and marketed under the Artesmar® program.

Artesmar® is a unique initiative for fishery improvement that addresses the 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. Eligibility for Artesmar® is based on ecological criteria, which is used to conduct an assessment of the fishery followed by the development of a fisheries-specific improvement plan that is implemented over a longer term. For a product to be a part of Artesmar®, it must additionally pass the CoC criteria. The three sets of criteria (Eligibility, CoC and Improvement) are audited by the Institute for Marketecology (IMO), making Artesmar® the only FIP program worldwide that includes independently audited CoC criteria.

“We are proud to be taking on the important issue of traceability, which continues to be a significant challenge for global seafood markets,” says Christian Schmidradner of Meliomar. “Our successful audit against the Artesmar® CoC standard ensures that consumers have access to sustainable and traceable yellowfin tuna products.”

As supply chains for small-scale fisheries in developing countries are highly complex, traceability is typically challenging to execute. The Artesmar® improvement scheme emphasizes the importance of CoC criteria to ensure the traceability of products.



“FIPs usually seek to generate market value with the objective of transferring the added value to the fishing communities where the FIP operates. However, fish trading in many areas often does not allow for traceability back to landing sites, which thus undercuts the desired value transfer and, furthermore, undercuts the justification of the FIP,” explains Fabian Mollet, FIP Technical Manager.

“Meliomar is unique in that it provides the tools to finance the efforts to establish traceability, allowing for the Artesmar® FIP to ensure that the added value reaches the fishers officially participating in the FIP. To deserve any claim of fishery improvement on the market, we think that FIPs should start with an independent and critical verification to guarantee traceability for all fish sold within the FIP,” says Mollet.

Marketing efforts for Artesmar® yellowfin tuna are globally focused, with fresh and chilled products available from participating fishing communities in the Philippines. To find out more, please visit the program’s website at www.artesmar.com.

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 Artesmar® or Blueyou Consulting’s other aquaculture and fishery improvement programs, please contact Laura Peet at laura.peet@blueyou.com and visit us on the web at www.blueyou.com.

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