

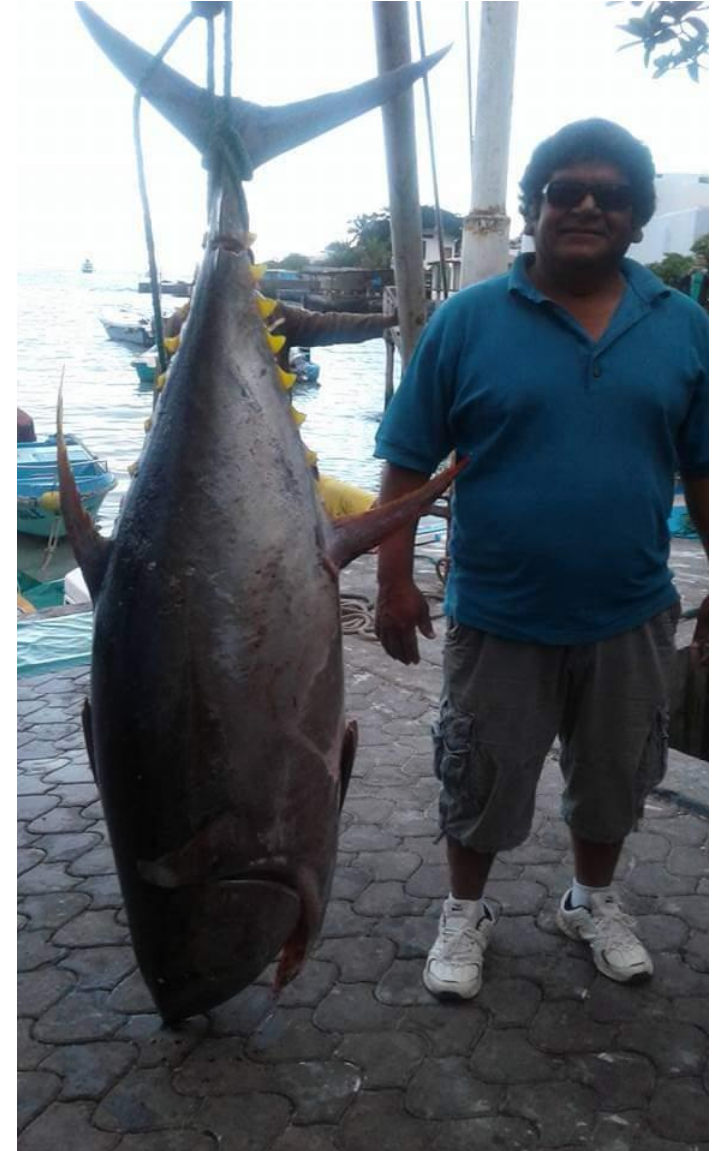
Towards the holistic and community-based improvement of the tuna fishery from the Galapagos Marine Reserve

April, 2021

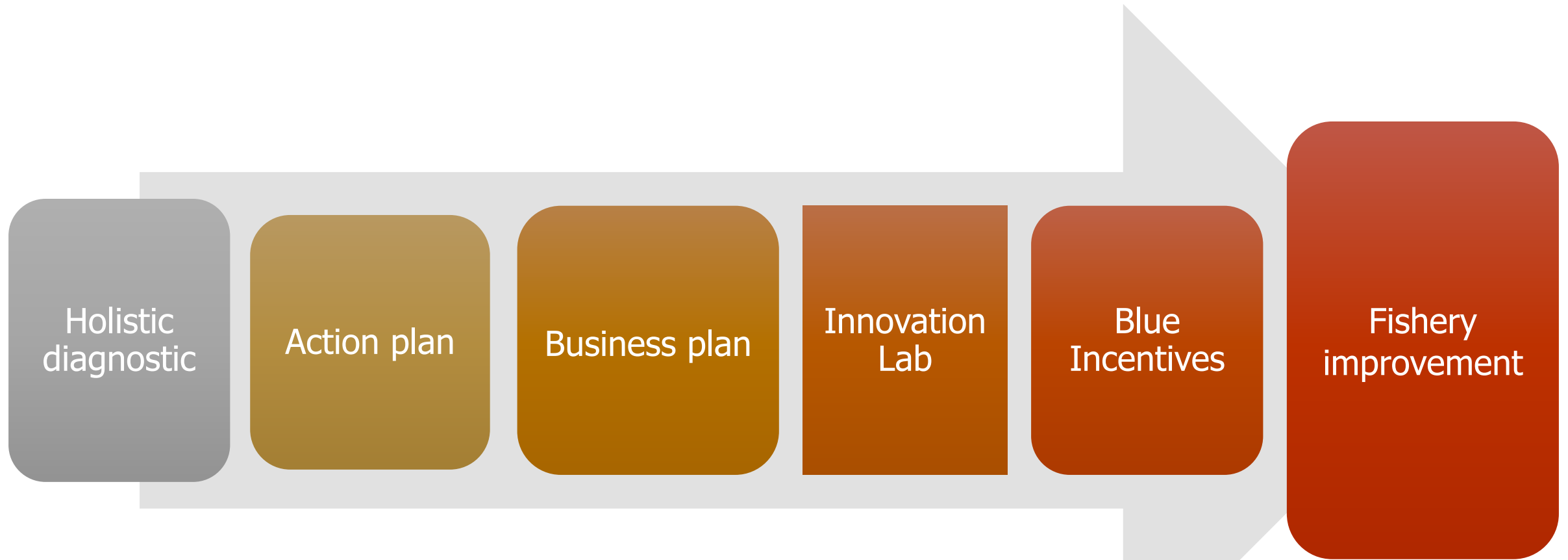


The Galapagos tuna small-scale fishery

- Before the creation of the GMR, 29 710 t of tuna were caught (24.3% of the national total)
- Currently, the small-scale fishing fleet catches ca. 300 MT of tuna (0.001% of the national total)
- Active fishers and boats (2015): 308 and 94
- Gross income (2013): US \$ 1,180,319
- Yellowfin tuna: 78% of landings
- Discard varies between 6 and 9% of the total catch with longline
- Longline banned since 2005



Community-based fishery improvement model



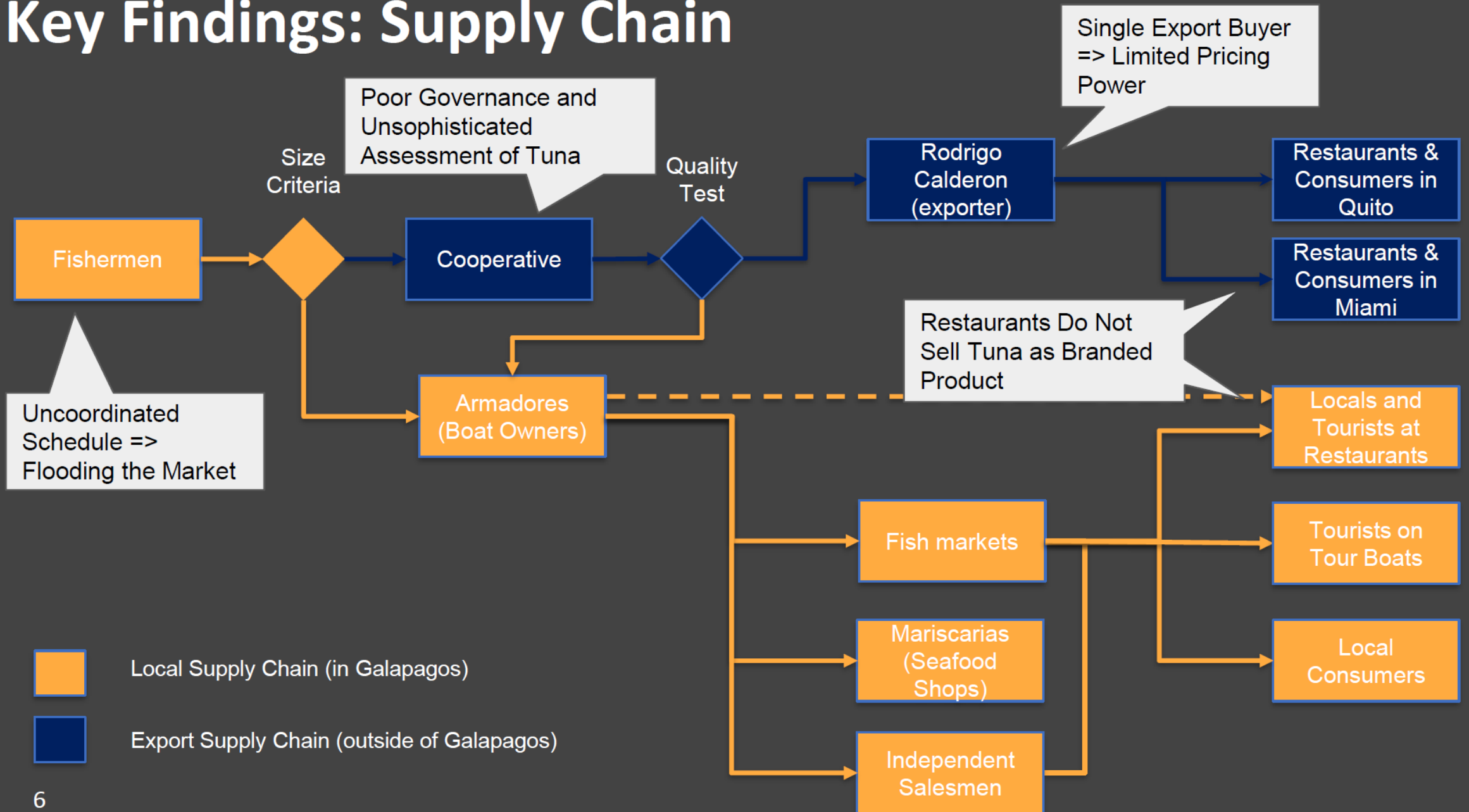
Innovations: Combines ecosystem-based management and blue finance approaches to improve human well-being and environmental sustainability through public-private partnerships, governance reforms, and beneficiary co-responsibility.

Activities

1. Coordination workshop (October 2017)
2. Analysis of the value chain of the Galapagos tuna fishery (October 2017-March 2018)
3. Comprehensive diagnosis of the fishery (March-May 2018)
4. Action plan agreement (May and October 2019)
5. Business plan development (May 2018-February 2019)

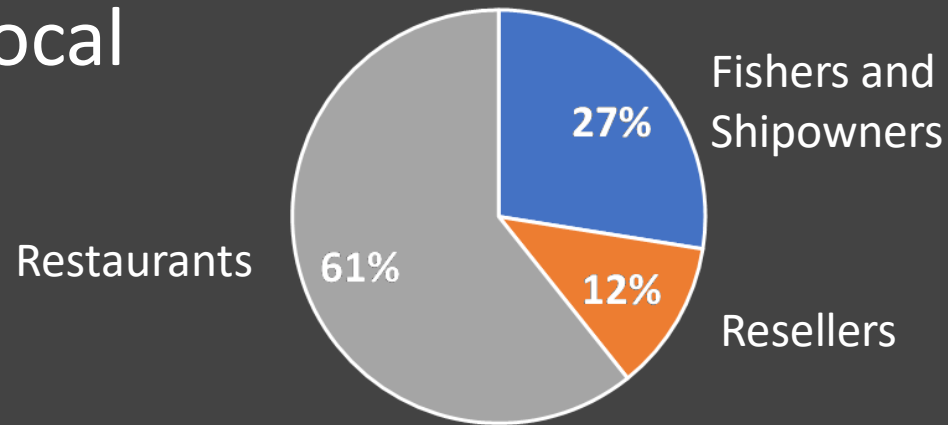


Key Findings: Supply Chain



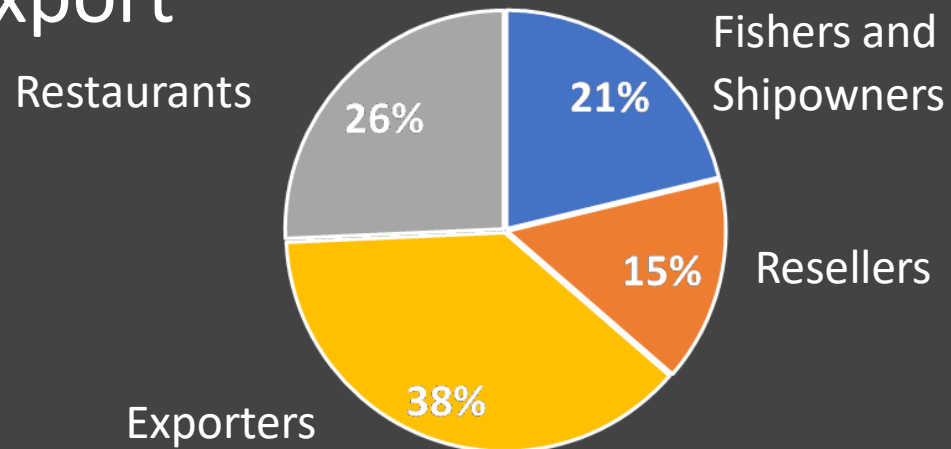
Value chain: distribution of benefits

Local



- Fishers capture a small portion of the value chain (21% to 27%)
- Fishers' portion of the value chain decreases for the export market

Export



- The buyer outside of the Galapagos captures almost twice the value that fishers do

Pelican Bay Fishing Shipowners Association



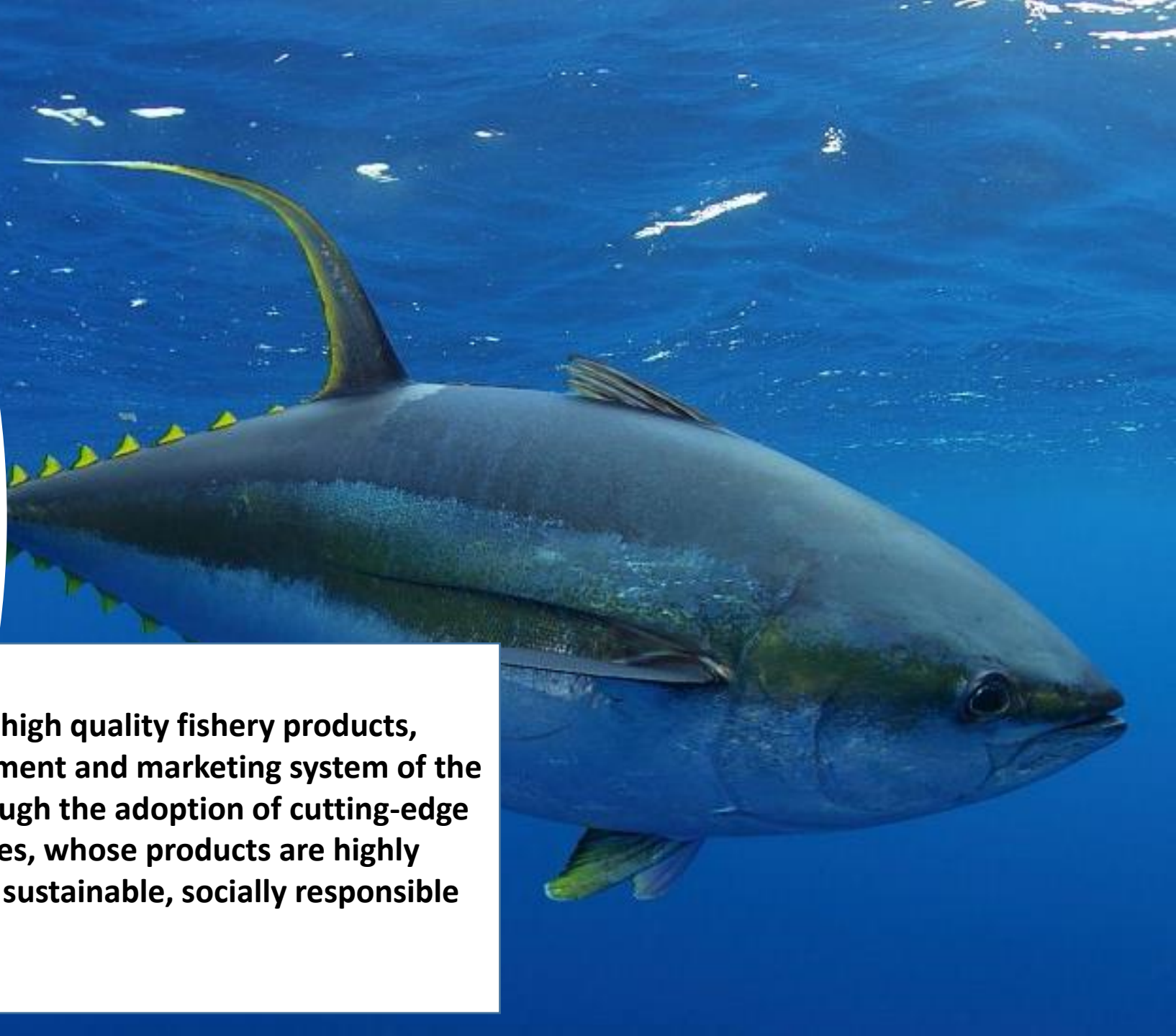
We are 14 certified shipowners dedicated to small-scale fishing in the Galapagos Marine Reserve

MISION



We are an association of certified small-scale fishing shipowners with more than 25 years of experience in the Galapagos Marine Reserve, who apply responsible, innovative and environmentally friendly fishing practices to generate high quality products with principles of sustainability and social responsibility directed to international markets

VISION



To be a leading company in the export of high quality fishery products, which generates a change in the management and marketing system of the Galapagos Marine Reserve fisheries, through the adoption of cutting-edge technology and innovative fishing practices, whose products are highly valued in international markets for being sustainable, socially responsible and environmentally friendly.

¿What is a high quality tuna (AAA)?



How to catch a high quality tuna (AAA)?

- Adequate fishing gear and method
- Fishing ground
- Minimum depth of 50m
- Bait
- Effective fishing time no more than 3 hours (longline)
- Fishing hours
- Processing
- Cold chain
- Market



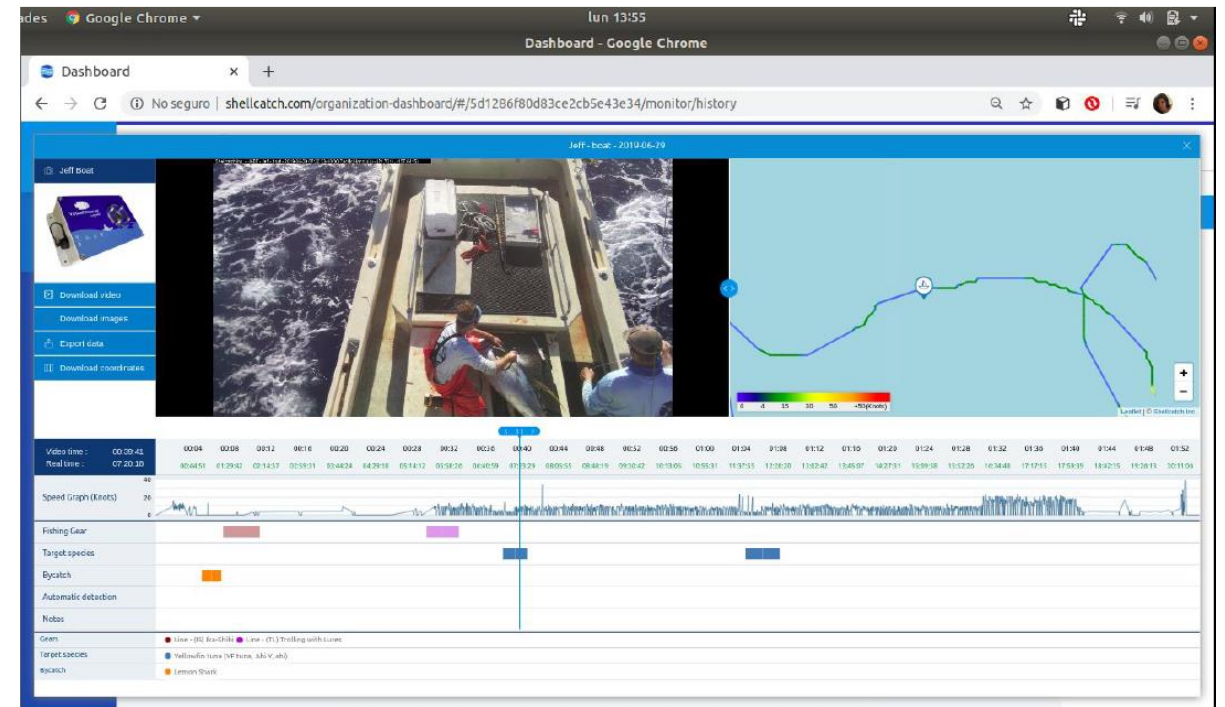
Actions

1. Preparation of the business plan for the company
2. Purchase of a Shellcatch camera (US \$ 2 858 plus shipping and customs costs)



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Cámaras en embarcaciones buscan garantizar la sostenibilidad del dorado



Actions

1. Implementation of artisanal Vehicle Monitoring System (VMS), called NEMO
2. Definition of vision and mission.
3. Training for data analysis (Shellcatch video camera).

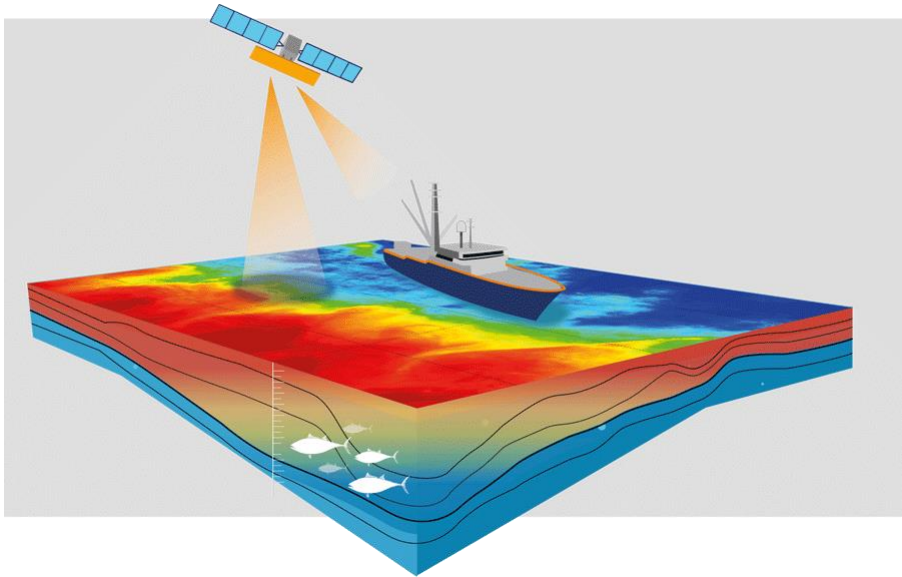
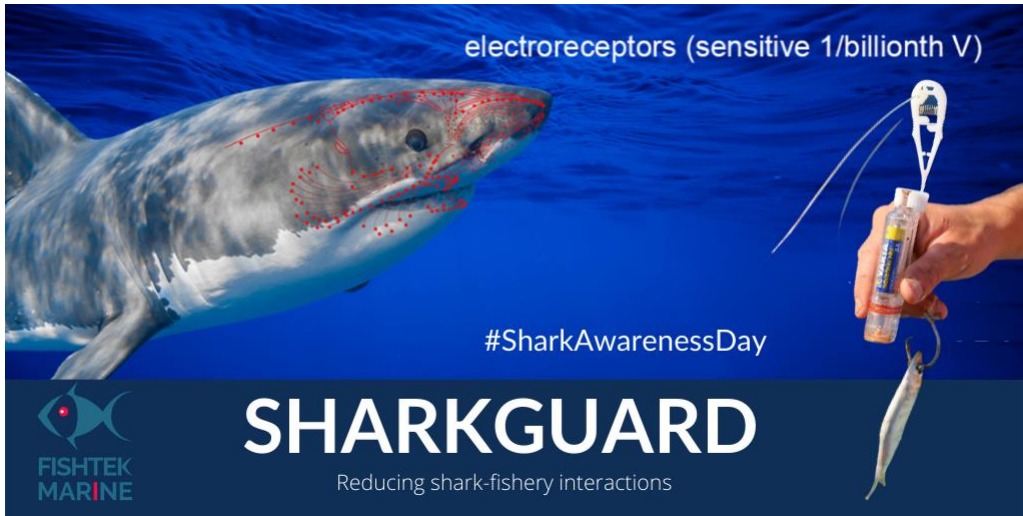


Next steps

1. Search for financing and creation of strategic alliances
2. Processing plant equipment
3. Legal creation of company, brand and logo
4. Definition of code of conduct
5. Implementation of a “blockchain” traceability system in combination with the “Galapagos Origin Seal”
6. Link with markets that offer fair prices for sustainable, socially responsible and environmentally friendly products



Innovation



1. Electronic monitoring system (Shellcatch)
2. Artisanal VMS (NEMO)
3. Blockchain traceability system
4. E-commerce
5. CATSAT technology
6. Evaluate SharkGuard Devices
7. Propose management measures, based on scientific data
8. Tuna tagging program

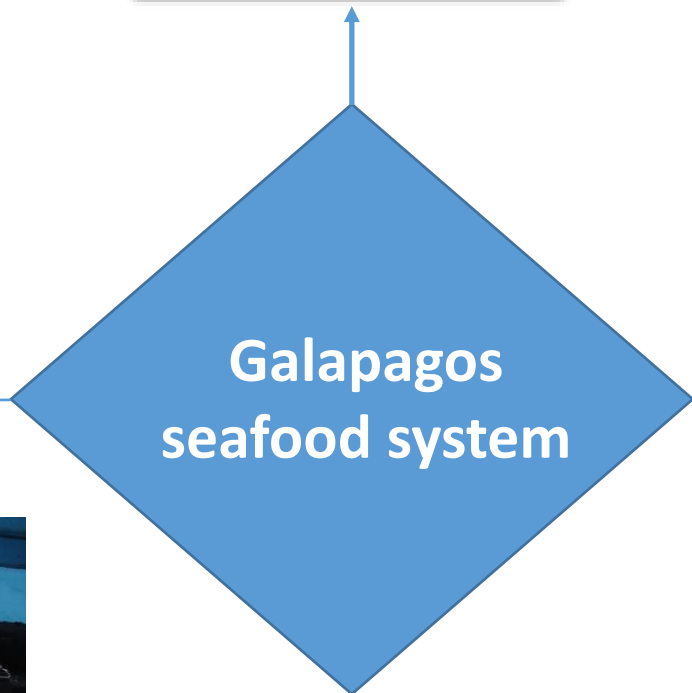


Social equity



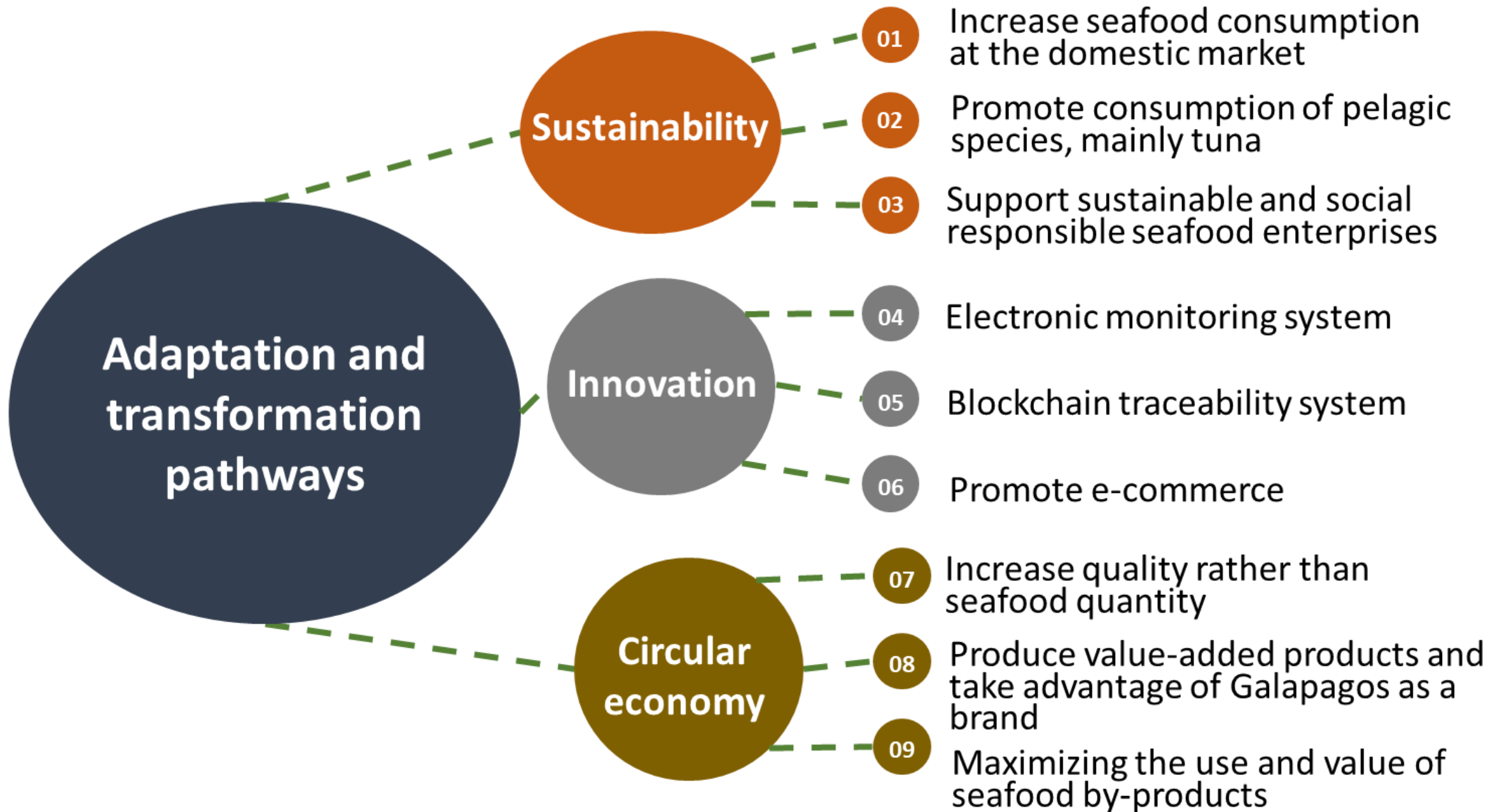
Financial viability

Sustainability



Food security





Financial viability

Strategy description	
Source of funding:	Soft credit
Amount:	\$ US 208 681 for staff, working capital and infrastructure
Interest rate:	8.5%
Term:	21 months
IRR:	79%
Market share:	Minimum 20%
Objective	Improve market access and price by marketing locally certified sustainable catches



Thank you!