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## COMMITTEE ON FISHERIES

### SUB-COMMITTEE ON FISH TRADE

#### Thirteenth Session

Hyderabad, India, 20-24 February 2012

**COFI Sub-Committee on Fish Trade as International Commodity Body for the Common Fund for Commodities**

#### Executive Summary

This paper describes progress in projects that are currently funded by the Common Fund for Commodities (CFC). The Sub-Committee's approval is also sought in relation to three new project proposals that are being submitted for funding by the CFC. Members are requested to present further project ideas or profiles for consideration.

#### The Sub-Committee is invited to:

1. Comment on the ongoing CFC projects and to approve the following project proposals for funding by the CFC:
  - diversification and Marketing of Marine Aquacultured Cobia in Indonesia, Thailand and India;
  - improvement of Fish Processing and Marketing by Women from Fishing and Aquaculture Communities in Latin America; and
  - support to Women for Value-Addition and Small-scale Fisheries Enterprise in Cote d'Ivoire and Togo.
2. Suggest additional avenues to be followed in the identification of possible co-financing sources for the approved projects.
3. Suggest further project ideas or profiles for consideration.

## INTRODUCTION

1. The Sub-Committee on Fish Trade (COFI:FT) was designated as the International Commodity Body (ICB) for fishery products by the Common Fund for Commodities (CFC) in February 1991. In this capacity the COFI:FT submits fishery commodity projects for funding by the CFC. The Sub-Committee is also the Supervisory Body (SB) for CFC approved projects. The following sections describe new projects that are seeking the COFI:FT's approval for submission for funding by the CFC and progress in ongoing projects.

## NEW PROJECT PROPOSALS

2. Three new project proposals have been received for approval by the Sub-Committee. A short profile for each of these proposals is provided in Annex I. In addition, the complete project proposals are available upon request. The project proposals are:

- The first project deals with product diversification and marketing of cobia from Indonesia, Thailand and India for USD 1.14 million. Project Executing Agency (PEA): INFOFISH.
- The second project proposal will assist women working in fisheries in Ecuador, Nicaragua and Honduras for USD 2.17 million. Project Executing Agency: CETMAR.
- The third project proposal is in support to women for value-addition and small-scale fisheries enterprise in Cote d'Ivoire and Togo for USD 3.1 million. Project Executing Agency: INFOPECHE.

## STATUS OF PROJECTS APPROVED BY THE TWELFTH SESSION OF THE SUB-COMMITTEE ON FISH TRADE

3. Two full-fledged projects and two fast-track project proposals for CFC funding were approved by the Twelfth Session of the Sub-Committee on Fish Trade.

- The first full-fledged project proposal: "Reduction of post harvest losses and market diversification for fish products from Lake Malawi/Nyassa" is being reviewed, taking into account comments made by the CFC project committee.
- The fast track proposal "Promotion of quality, health and safety systems for the trade of artisanal fishery products", was not accepted by the CFC.
- The second fast track proposal "Improvement of fish processing and marketing by women from fishing communities in Argentina, Brazil, Colombia, Ecuador, Guatemala, Honduras, Mexico, Nicaragua and Peru" was considered important by the CFC committee and is being re-submitted as a new full-fledged project proposal, as described in the Annex I.
- At the time this paper was written, the project proposal "Improving access to markets for Latin American marine farmed seafood" remained to be considered by the CFC Consultative Committee. It is anticipated that it will be discussed by the CFC Consultative Committee in January 2012.

## ONGOING PROJECTS

4. The project "Promotion of Processing and Marketing of Freshwater Fish Products: Bangladesh, India, Indonesia and Sri Lanka" (PEA: INFOFISH), was approved in 2009 and launched in early 2011. The main purpose of the project is to encourage the sustainable utilization of fresh water resources to improve the welfare of the population as a whole, and inland communities in particular, in the target countries and beyond. The project will improve domestic marketing of production and focus on exports of value-added products, where appropriate, through environmentally-friendly processing and marketing activities. The project also aims to achieve a regular flow of freshwater fish products to major markets/emerging markets as well as regional markets, adhering to internationally accepted quality and safety standards and market specific requirements. The project will lead to sustainable growth of the freshwater sector through improved income generation and employment.

5. The project “Technical Assistance for the Upgrading of the Small-scale Fisheries and their Integration in International Trade” is assisting the small-scale fisheries industry in Djibouti, Morocco and Yemen (PEA: INFOSAMAK). The project’s main objectives are: upgrading of small-scale fisheries; reinforcement of quality control; strengthening the fish inspection services, training of fisheries professionals on new techniques of storage, processing, marketing and distribution of fish and fishery products; improvement of the domestic fish marketing, and access to export markets. The project was approved in late 2007 and was launched in June 2008. During the implementation, training in hygiene, safety at sea and preservation of marine resources was carried out in all participating countries. The project is expected to end in early 2013.

6. The project “Enhancing Amazonian Seafood Products on the World Market” was approved by CFC in 2008 and launched in September 2009 (PEA: INFOPECA). The project aims at developing processing, quality assurance, trade and marketing aspects of Amazonian fisheries products. Freshwater species from the Amazon region are not featured in the international market, but could have a significant potential in world supply and trade. The project will promote regional (and international) markets for species with white flesh, few bones and offering good filleting possibilities, and those species for which fish farming technology already exists. The project will continue throughout 2012.

## RECENTLY COMPLETED PROJECTS

7. The project “Improved Market Access for Organic /Aquaculture Products from Asia” was approved by the CFC in 2005 (PEA: INFOFISH) and completed in 2011. The project aimed at developing standards and market access for products from organic aquaculture in three countries (Thailand, Malaysia and Myanmar). Shrimp and tilapia were the main species. Another important and successful activity was the market analysis for organic aquaculture products and buyer-seller matching through the participation in international trade fairs and promotion in domestic markets. The project has determined that there are important domestic markets for organic fishery products in South East Asia, often offering higher prices than export markets. The project has encouraged regional cooperation on the development of organic standards by building on local expertise in standards and certification.

8. The project “Assistance to small-scale fisheries in Mozambique and Angola”. (PEA: INFOSA) was approved in 2006 and completed in 2011. The project aimed at improving the performance of small-scale fisheries in Mozambique and Angola with respect to fish trade. The project showed positive effects on intra-regional trade and on an improved product range for this market. Training material on improved fish handling was published by the project in Portuguese.

9. The project “Consolidation and Expansion of Small-scale Fish Production for Export in Central America and Caribbean” started in early 2007 (PEA: INFOPECA). The project aimed at improving income and standards of living in the small-scale fishing communities in general and in rural fishing communities in particular. To achieve these objectives, the project includes market analysis activities and improvements in the distribution chain for fishery products from small-scale fisheries. The project carried out various training activities in the participating countries – Mexico, Honduras and Cuba –and installed ice plants in participating firms with the aim of improving the quality of the products. The project was completed in early 2010.

10. The project “Diversification and Marketing of Value-Added Fishery Products in Guinea and Mauritania” was approved by the CFC in 2005 (PEA: INFOPECHE). The project aimed at organizing pilot production of value-added fishery products relying on transfer of appropriate processing technology and know-how, and to develop new market opportunities. The longer-term investment needs for expansion of fish processing in the region was also assessed. Project implementation was impacted by several problems encountered in both countries. In addition, Guinea was banned from exporting to the European Union (EU), which changed the focus of this project. The project was launched in 2007 and will terminate in December 2011.

## ANNEX I

### DIVERSIFICATION AND MARKETING OF MARINE AQUACULTURED COBIA IN INDONESIA, THAILAND AND INDIA

PEA: INFOFISH

#### BACKGROUND AND JUSTIFICATION

The marine fish “cobia” (*Rachycentron canadum*) has a worldwide distribution in warm marine waters. Since they are generally not found in groups, they do not support a commercial fishery, but during the last decade, aquaculture of this species is becoming popular in many countries. Cobia shows rapid growth rate reaching 5-6 kg in one year, and 8-10 kg in two years. Due to its fast growth, favourable flesh qualities and versatility in product preparation, cobia production is spreading rapidly. According to FAO sources, global aquaculture production is estimated at 32 000 tonnes in 2009. China is currently the leading producer with a 90 percent share of production. The greatest challenge for increasing commercial production of cobia is the development of markets. Cobia has never been landed in any large volume in commercial fisheries of the world and is much less promoted in mainstream distribution networks. This necessitates significant generic marketing initiatives to handle the anticipated increases in product volume.

#### OBJECTIVES

The major objectives of the project are:

- To improve product diversification and presentation to enhance consumer acceptance.
- To improve the market for cobia by enhancing consumer awareness about nutritional features, product versatility, sustainability of aquaculture production in an environmentally responsible manner.
- To promote cobia in major markets such as the EU, United States of America (USA), Japan and emerging markets in Asia and Latin America.
- To promote technology transfer in cobia production, processing and marketing among countries in Asia.

#### ACTIVITIES

- Develop different product formats: frozen fillets, sushi and sashimi, smoked cobia
- Work with cobia farms to improve practices to meet requirements of environmental responsibility and sustainability.
- Disseminate information on good practices followed in production, product diversity available, nutritional qualities, culinary versatility through trade shows.
- Promote trial marketing to restaurants in new markets.
- Promote cobia through seafood shows and restaurants of potential markets.
- Arrange potential buyer-seller meetings.
- Organize exchange visits of cobia producers and processors in Asia-Pacific region to improve performance of recent entrants.

#### BUDGET AND TIME FRAME

The total budget is USD 1 143 000. The time frame of implementation is three years.

## IMPROVEMENT OF FISH PROCESSING AND MARKETING BY WOMEN FROM FISHING AND AQUACULTURE COMMUNITIES IN LATIN AMERICA

(Ecuador, Honduras and Nicaragua)

PEA: CETMAR

### BACKGROUND AND JUSTIFICATION

Women have traditionally played an important role in fish marketing in all Latin American countries, although their role is jeopardized by the lack of access to new fish processing technology and knowledge on modern marketing techniques. The increasing presence of supermarkets and their role in seafood distribution is putting women, especially from indigenous groups, into a difficult position. The pressure on traditional fishmongers is strong, and only the creation of associations of women will help them to strengthen their position and regain their strength in seafood distribution. The creation of professionalism among the small scale traders will contribute to protect their niche. If the quality of their product is improved and the marketing more convenient for the consumer, their role will be protected sheltered and preserved for future generations.

### OBJECTIVE

The main objective of the project is to increase the income of small scale female fish processors and marketers, in order to improve their conditions of life and the food security in their families. The specific activities will support women by promoting the formation of small, community-based fish marketing enterprises, charged with the processing and marketing of fishery products. With these new enterprises, the community will have an opportunity to increase their income and food security. Improved processing and marketing will be one of the objectives of the project to improve the quality of the products and to guarantee the safety of the consumers.

### ACTIVITIES

- Evaluation of the present status of women working in the fish processing and marketing sector, their needs and means for capacity building and employment diversification.
- Participatory training of women and trainers involved in fish production, processing and marketing in the preservation of the quality of the catches all the way to the final consumer.
- Value chain analysis of products presently produced and competitive products to be found in the market.
- Publication of reports about the seafood markets in five regional seafood consumption centres with specific reference to opportunities of female fish processors and vendors.
- Training of trainers to accompany process of training and entrepreneurship to women organization.
- Definition of an entrepreneurship programme within the artisanal fisheries and aquaculture sector aimed towards women.
- Definition and implementation of pilot initiatives (in each of the organizations already selected).

### BUDGET AND TIME FRAME

The total budget is USD 2 126 468, of which USD 1 510 043 as CFC Grant. The time frame of implementation is three years.

**SUPPORT TO WOMEN FOR VALUE-ADDITION AND SMALL-SCALE FISHERIES  
ENTERPRISE DEVELOPMENT IN CÔTE D'IVOIRE AND TOGO**

PEA: INFOPECHE

## **BACKGROUND AND JUSTIFICATION**

Fisheries are an important source of animal protein, employment and income earning to the coastal communities, and in particular to women in West Africa. Women are involved in the downstream activities to harvesting, where they constitute the majority of the operators, be it as self-employed smallholders or employees in industrial plants. They depend on fish handling, processing and trade for their livelihoods and those of their family, given that they dedicate most of their income to household and children's needs. Smoked and dried products make up the main products marketed locally and regionally.

The project targets small-scale fish handling and processing involving women and their eventual suppliers to ensure quality and safety throughout the chain as well as exploring sustainable commercial partnerships to develop some commercial enterprises. Interventions will focus on assessment and mapping of the existing operators involved in Côte d'Ivoire and Togo, making available up to date technical knowledge and technology, business management skill development through training, pilot demonstrations, participation in national and regional fairs and events, and to at least one seafood exhibit in EU, identification of potential buyers, assessing the requirements and establishment of sound buyers-sellers partnerships.

## **OBJECTIVE**

The project on "Support to women for value addition and small-scale fisheries enterprise development in Côte d'Ivoire and Togo" aims to enhance food security and economic empowerment in West Africa through improvement of processing activities, value addition and marketing of fishery products. It will contribute to increase the revenues of women who actively participate in community development. This will be achieved through:

- Improved supply of animal proteins through a better technical control of preservation and processing operations;
- Strengthened business management skills; and
- Expanded outlets of products with enhanced marketing of safer and value added fishery products in lucrative markets.

## **ACTIVITIES**

- Inventory of small-scale post-harvest fisheries operators, their current operational context and needs for sound "enterprises".
- Setting up a database of operators and selection of women beneficiaries.
- Creation of socio-professional organizations or improvement of the existing organizational development of women.
- Technical assistance for the establishment of compliant clusters of processors of smoked fish and other value added products.
- Support to sound commercial partnerships development and placing on more lucrative markets.
- Promoting regional cross border trade.

## **BUDGET AND TIME FRAME**

The total budget is USD 3 047 940, of which USD 1 764 130 as CFC Grant. The time frame of implementation is three years.