



THE OCEANS AND FISHERIES PARTNERSHIP

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Presentation Outline

I. IUU & Unsustainable Fishing
IUU&U Fishing: Why Traceability ?
USAID Oceans' Approach/Components



"Fishing activities that are carried out in a manner that is inconsistent with the conservation and management measures"

IUU?

Unregulated

Unsustainable

FAO 2001. International Plan of Action to prevent, deter and eliminate illegal, unreported and unregulated fishing.

ASIA-PACIFIC'S WATERS

Provide daily food and income

200 million

people living in Southeast Asia



Account for...

- More than 50% of world's catch
- 93% of those employed in fisheries & aquaculture (worldwide)
- 10% of world's working population, employed in downstream services
- 3 million fishing vessels

ENVIRONMENTAL IMPACTS

90% of world fish stocks are currently at or near unsustainable levels.

Stocks assessments in 2013 showed that 58.1% were fully fished and 31.4% overfished.

Manila Bay's fish stocks at 2% compared to pre-war levels, resulting in critical loss of biodiversity.

ECONOMIC IMPACTS

"Due to IUU fishing's illicit nature, the size of the problem and its negative consequences can only be roughly estimated."



5-30% of global annual catches; 8-16% in Asia-Pacific region

Loss of revenues equal to that generated by **Nearly half** of all tuna fisheries and substantive **economic rent losses**.

Up to 1/3 of all seafood imported into the U.S. (2011)

SOCIAL IMPACTS

Human Welfare impacts are widespread (and vary across the region) including decreased incomes, increased competition/conflict and greater poverty, particularly among rural households...

As savings are taken downstream,

workers and their families can suffer labor abuses

and even be subject to Slave labor.

POLITICAL IMPACTS

IUU and Unsustainable fishing has become a source of...

Transnational tensions as countries are subject and respond to poaching and piracy.

"Global fisheries face an existential threat in the decades ahead from surging worldwide demand, declining ocean health, and continued illegal, unreported and unregulated (IUU) fishing. IUU fishing also harms legitimate fishing activities and livelihoods, jeopardizes food and economic security, benefits transnational crime, distorts markets, contributes to human trafficking, and undermines ongoing efforts to implement sustainable fisheries policies. It can also heighten tensions within and between countries and encourage piracy. The illicit nature of IUU fishing means that the size of the problem and its negative consequences can only be roughly estimated."

Global Implications of Illegal, Unreported and Unregulated (IUU) Fishing. U.S. National Intelligence Council, 19 September 2016

ADDRESSING IUU & U: WHY TRACEABILITY ?



YOU CAN'T MANAGE WHAT YOU DON'T KNOW/SEE.

TRACEABILITY allows a product to be tracked through all stages of its production, processing and distribution in the complete supply chain – visibility from plate to bait.

TRACEABILITY ALLOWS...

• A market-based approach to combatting IUU

fishing that also offers a significant opportunity for governments to strengthen fisheries management and potentially improve the labor conditions of fishers. Deters illegal trade by protecting and potentially enhancing the value of legally caught fish.

- Improvement in the efficiency of fish purchasing and processing, enhancing industry profitability and reducing risks.
- More accurate information about harvesting levels, strengthening sustainable fisheries management.

 Enhanced evidence-based policies and decision-making for enforcement, management, and port security.

TRACEABILITY VS. DOCUMENTATION



Paper-based Documentation \rightarrow Digital Traceability

HOW DOES TRACEABILITY COMBATIUU FISHING?



THE "FIRST MILE"



WHY NOW?



USAID OCEANS' APPROACH

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THE MISSION

To combat illegal, unreported, and unregulated (IUU) fishing and seafood fraud, promote sustainable fisheries, and conserve marine biodiversity.



OCEANS OVERVIEW

Oceans is a five-year (May 2015 – May 2020), US \$19.95 million program, engaging ASEAN and Coral Triangle Member Countries.

Objective I: Develop a financially sustainable regional catch documentation and traceability system (CDTS) to combat IUU fishing and seafood fraud in areas where sustainable fisheries management plans (SFMPs) are being applied.

Objective 2: Expand use of the CDTS to priority biodiversity areas in the Asia-Pacific region.

Objective 3: Strengthen human and institutional capacity of regional organizations to conserve marine biodiversity through CDT and SFMPs, including actions to combat IUU fishing and seafood fraud.

Objective 4: Enhance public-private partnerships (PPPs) to conserve biodiversity, promote sustainable fisheries management, and combat IUU fishing and seafood fraud.

LEARNING AND EXPANSION SITE ENGAGEMENT



OBJECTIVES AND STRATEGY

Aims to improve marine biodiversity conservation and increase sustainability of Asia-Pacific's international seafood trade through:



Catch Documentation and Traceability



Ecosystem Approach to Fisheries Management



Human Welfare: Labor Rights and Gender Equality



Public-Private Partnerships

CATCH DOCUMENTATION AND TRACEABILTY

CATCH DOCUMENTATION AND TRACEABILITY THROUGH THE SUPPLY CHAIN



CDTS: DESIGN AND IMPLEMENTATION PROCESS

Study of current regulatory landscapes in each country, existing systems, best practices (EU, Sweden, U.S., ACDS); existing technology services and solutions

Consultations with USG, NOAA, WWF, FAO, other NGOs



Partnerships with experts, like GFTC, Future of Fish Tapped into network of fisheries, traceability, and tech experts → Technical Advisory Group **CDTS: DESIGN AND IMPLEMENTATION** ROCESS The "First Mile" = The Key Missing Link Small & Large-Scale Inclusivity Data Privacy & Security Establishing Common References: Data Standards & **KDEs** Interoperability Connectivity (and accommodation for lack thereof) **Data Accuracy & Validation Financially Sustainable**

CDTS:WHAT WOULD YOU SEE?

At Sea and Landing Site

- VMS continuous GPS tracking
- Satellite to Wi-fi to enable 2-way communications
- Laptop / Desktop
- Smartphone and Tablet





Benefit

- Realtime and near realtime data
- 2 way communications
- Crew messaging
- Emergency

Operation Room Computer network at port authority and **gov't** agency

Company IT system Computer network at company facility





Benefit

- Realtime and near realtime data
- Fleet management
- Resources management planning
- Emergency response

Benefit

- Realtime data
- Fleet management
- ERP
- Better operation
- Improve bottom line

PARTNERSHIPS

USAID OCEANS: PARTNERING FOR SUCCESS



Monterey Bay Aquarium Seafood Watch[®]





U.S. BUYER ENGAGEMENT

- Supply Chain Mapping of Fresh/Frozen Yellowfin Tuna entering the USA from Southeast Asia
- Develop recommendations for engaging buyers to support the implementation of traceability for tuna products from the region
- Build seafood industry partnerships in the North American seafood market

PARTNERSHIPS (Philippines)



SUSTAINABLE FISHERIES MANAGEMENT PLANNING

COMPLEMENTARY SFMP

Strategies

Regional

• Develop SFMP for Sulu Sulawesi Seas and Strengthen regional capacity on fisheries management planning

National

• Develop and build capacity to use CDT to inform fisheries management

Learning Site

 Develop SFMP that incorporates CDTS/FIS and human welfare considerations



CORAL TRIANGLE REGIONAL ECOSYSTEM APPROACH TO FISHERIES MANAGEMENT (EAFM) GUIDELINES





A publication supporting the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF) www.condriangleintative.org

Crafting of SFMP or EAFM Plan for Sarangani Bay and Sulawesi Sea (Philippines)



HUMAN WELFARE – GENDER AND LABOR

Strategies in Addressing Relevant Gender and Human Welfare Aspects

- Mainstreamed in *all aspects* of program activities and interventions
- Gender & Labor Technical Working Group
 - Provides support and close collaboration with SEAFDEC, CTI-CFF, Government of Sweden, others
- Gender and Labor Studies
- Capacity building
- CDT Key Data Elements



Fisheries Value Chain: Relevant Gender and Human Welfare Aspects



WHERE ARE WE NOW?

PROJECT TIMELINE



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• AHEAD IN 2017 - 2018

- Regional/National Technical Working Groups
- Stakeholder Validation Workshop(s)
- Learning Site In-Depth Analyses and Studies
- "First Mile" CDTS implementation & testing
- Build out of interoperability Data Exchange Server (DEX) Model
- Build out of Operations Center in General Santos and Bitung

ENDGAME: THE BIG PICTURE

By 2020, USAID Oceans will deliver:



An **electronic CDT system/ACDS**, demonstrated at 2 learning sites (and implemented through the complete supply chain – from catch to import), integrated with a national Fisheries Information Systems (FIS)

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EAFM Plans developed for Sulu Sulawesi and learning sites

ACDS/CDT Guidelines developed and applied (include Key Data Elements; CDT Electronic Architecture; Roadmap for Implementation)



Concrete **public-private partnerships**, with at least 8 partnerships formed and \$4 million leveraged from private sector



Incorporation of **labor and gender considerations** into CDTS to capture Key Data Elements, as appropriate for each country



TWG member network developed to support regional cooperation

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