

Summary

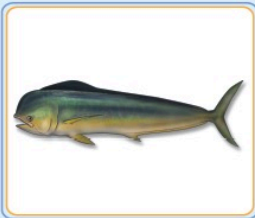


Ecuador Mahi-Mahi FIP

A fishery improvement project (FIP) is a multistakeholder effort to address environmental challenges in a fishery.

Summary

Sea Delight's financial contributions to improve the mahi-mahi fishery in Ecuador are an important source of revenue to maintain on-the-ground Action Plan activity implementation. A national scope mahi-mahi FIP coordinated by WWF was established in 2010 with the goal of MSC certification for the surface longline fishery.



Species	Mahi-mahi (<i>Coryphaena hippurus</i>)
Location	Territorial waters of Ecuador and international waters
Gear	Surface Longline
Stakeholders	Vice Ministry of Aquaculture & Fisheries, Sub-Secretary of Fishery Resources, Whitefish Exporters Association, Fishing Cooperatives, WWF and others
Start Date	January 2010

- Active supply chain participation?
- Public commitment?
- Timebound objectives defined?
- Published work plan?
- System for progress tracking & reporting?

Highlights

Sea Delight signed new MOU with WWF US in October 2014 to streamline FIP involvement



Sea Delight created long-term funding model with WWF US in October 2014 to support FIP activity implementation



Sea Delight sent letters to Ecuadorian government in July 2015 to encourage bilateral mahi management



Timeline



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2015-2016 FIP Highlights

- The second bi-national workshop between Ecuador and Peru took place on September 8-10, 2015 in Piura, Peru and the second international mahi-mahi scientific workshop was held on October 27-29, 2015 in Lima, Peru.
- Between August and September 2015 VMAP/SRP (Vice Ministry of Aquaculture and Fisheries Sub-Secretary of Fisheries Resources) authorities hired 70 additional fisheries officers to monitor and control landings along the Ecuadorian coastline.



3. WWF donated 9,000 additional circle hooks (C15) to continue the circle hook exchange program with artisanal fishing communities in Esmeraldas (northern Ecuador) during 2016.
4. The SRP continued to implement its communication/education strategy to ensure fishermen understand the fishing regulations and abide by them.
5. The Ecuadorian fisheries authorities and IATTC scientists met with representatives of the Peruvian Ministry of Production (PRODUCE) to discuss management of mahi-mahi in the Eastern Pacific Ocean (EPO) and the development of a stock assessment for mahi-mahi being led by the IATTC.
6. IATTC scientists conducted the first ever preliminary regional stock assessment for mahi-mahi in the eastern Pacific Ocean (EPO) in May 2016 as well as a Management Strategy Evaluation report for mahi-mahi to recommend different management strategies that the EPO countries can take for their mahi-mahi fisheries.

Sea Delight’s FIP Membership and Contribution – Sea Delight sources mahi from Muisne, Manta, and Esmeraldas, Ecuador. Prior to signing a MOU with WWF-US in October 2014, Sea Delight stated its desire to join the FIP and subsequently worked with WWF on implementing several improvement efforts within their supply chain, including work to increase its suppliers’ involvement in existing FIP activities and to verify that its mahi products were being sourced from fishermen implementing FIP activities. In October 2014, Sea Delight became an official FIP participant by signing a MOU with WWF. A new MOU was signed in March 2016 with WWF-US to bring Sea Delight’s FIP involvement with WWF in Peru, Ecuador, and Vietnam into alignment. The end goal for the improvement project is MSC certification in 2017.

2015-2016 Sea Delight FIP Activities

1. **Data Contribution** – Sea Delight provided WWF US with import data on mahi-mahi.
 - a. **FIP Activity Supported** – As an officially recognized FIP participant, Sea Delight supports the FIP in various ways, including providing company data that will help to inform a long-term funding model for the FIP that is based on annual import volumes.
 - b. **Importance** – Long-term funding is needed to push the FIP through its final stages towards MSC certification including completing a regional mahi-mahi stock assessment and encouraging the Ecuadorian and Peruvian governments to agree upon joint management measures for mahi-mahi.
2. **Traceability Pilot Project** – In July 2015, Sea Delight and WWF US began discussions with ThisFish about how to best develop a pilot project that would use their traceability/tagging system. ThisFish sent questions that were completed by Sea Delight regarding fishing activities on the ground.



- a. **FIP Activity Supported** – The traceability pilot project is not specifically outlined in the FIP Action Plan or FIP Tracking Sheet but its findings are expected to contribute towards the management and governance of the fishery; FIP Action 6.4 “Improved coordination between monitoring and enforcement”.
 - b. **Importance** – Although not outlined in the WWF FIP Action Plan or FIP Tracking Sheet, the creation of a pilot traceability project will assist the FIP in better understanding what gaps currently exist in traceability procedures for mahi-mahi and will help the fishery to meet MSC chain of custody requirements.
3. **Sent letters to Ecuadorian government** – On July 7th, 2015 Sea Delight sent letters by post and email to Ecuadorian officials to encourage them to support the Ecuador mahi FIP and work together with Peru to agree upon management measures for the fishery.
- a. **FIP Activity Supported** – The sending of letters is not outlined in the FIP Action Plan or FIP Tracking Sheet but will ultimately contribute towards the management and governance of the fishery (Task 6 in the FIP Action Plan).
 - b. **Importance** – Sending letters is an activity outlined in the Sea Delight/WWF US MOU to show the Ecuadorian government that there is interest from U.S. based seafood businesses in sourcing sustainable mahi-mahi products from Ecuador. These letters also help to encourage government engagement in the FIP, which is necessary for the fishery to meet the MSC standard.

Sea Delight Next Steps – As part of the current MOU with WWF, Sea Delight is working on a list of assigned activities. Progress on these activities will continue to be monitored by WWF and sustained participation within the FIP will depend upon verification of activities completed. Assigned FIP activities include:

1. As requested by WWF, send letters to Ecuadorian government representatives;
2. Support the Ecuadorian government’s sustainability efforts by participating in relevant FIP-related meetings as determined by WWF and working with WWF to implement activities identified in the FIP Action Plan;
3. Communicate with its local suppliers and urge them to support the government’s sustainability efforts by:
 - a) Participating in any FIP-related meetings as determined by WWF;
 - b) Urging the Ecuadorian government to continue working together with the IATTC and other countries in the eastern Pacific Ocean, particularly Peru, to develop a regional stock assessment for mahi-mahi and establish a mechanism for regional management of the mahi-mahi stock;
 - c) Conducting and helping to finance pilot traceability projects for the fishery that are in line with WWF’s traceability principles;



- d) Committing to purchasing only mahi-mahi that has been monitored by the SRP inspectors and has been issued a monitoring certificate;
 - e) Supporting the national observer program for the artisanal longline fleet;
 - f) Implementing activities identified in the FIP Action Plan and providing partial cost coverage for FIP activities; and
 - g) Publicly expressing a commitment to doing business with fishing cooperatives that are working towards improving their fishing practices under the FIP, as detailed by WWF;
4. Provide partial cost coverage for FIP activities;
 5. Cooperate with any audits of the supply chain and work related to verification of FIP implementation;
 6. Work with Sea Delight's suppliers to develop pilot traceability projects in Sea Delight's Ecuador mahi-mahi supply chain that are in line with WWF's traceability principles; and
 7. Provide, where appropriate, business data such as overall Ecuador mahi-mahi export (volume), product type and other data essential for tracking and verifying the marketing of FIP commodities.

