

## CONCEPT NOTE FOR PUBLIC AND PRIVATE SECTOR PARTNERSHIP

# IMPROVED MANAGEMENT AND CO-ENFORCEMENT MODEL FOR THE COASTAL HANDLINE YELLOWFIN TUNA FISHERY IN THE PHILIPPINES AIMING AT COMPLIANCE WITH THE STANDARDS OF THE MARINE STEWARDSHIP COUNCIL (MSC)

## 1. BACKGROUND AND INTRODUCTION

- **Blueyou Consulting** is a globally active consulting and service company in the field of sustainable fisheries and aquaculture. The company's key focus area is the **design and implementation of fisheries improvement programs in developing countries**, focusing on coastal, community-based fisheries in SE Asia and Latin America. Blueyou has a track record of more than 20 years working on private sector solutions and models for more sustainable marine resource management.
- **ARTESMAR®** is a **fishery improvement program** which has been developed by Blueyou Consulting in 2012, focusing on the specific challenges of **small-scale fisheries' improvement** needs in order to achieve **compliance with the Marine Stewardship Council (MSC)** standard. Since 2013, Blueyou has been operating fishery improvement program under the ARTESMAR banner in the Philippines, working with the coastal tuna handline sector in 6 different provinces.
- **Meliomar** is a local Filipino company which has been set-up and established by Blueyou in 2013 in order to create a **strong private sector partner for the tuna fishery improvement program** in the Philippines. Meliomar is sourcing fresh Yellowfin Tuna from the fishery sites of the ARTESMAR program and is **manufacturing fresh and chilled tuna products for exports market** (North America, Europe, Asia). So far, more than 1'000 fishing vessels have been participating in the ARTESMAR program, the total volume of tuna raw material sourced by MELIOMAR amounts to 750 MT per year, at a primary landing value of USD 3 Mil per year. In 2019, Meliomar will achieve a total sales turnover of 8.5 Mil USD.
- During the past 7 years, both Blueyou and Meliomar have been **investing into capacities and resources to support the tuna handline fishery in all aspects of improvement** (introduction of Non IUU fishing, vessel registration, licensing, catch documentation, traceability, food safety, quality, cool chain logistics and value chain promotion). Under the ARTESMAR FIP program, both companies have developed a unique **electronic traceability system** which allows for monitoring and tracking of all tuna which are caught by the fishermen participating in the program.
- Blueyou and Meliomar are currently developing the **strategic plan for the tuna fishery 2020 – 2025** which shall take the program towards certification by the MSC and create the basis for long term responsible and effective management of the coastal tuna resources in the Philippines. In the realm of this program, Blueyou is interested to reach out to public sector initiatives in order to identify opportunities for collaboration, synergies and structuring of private public partnership (PPP).
- Blueyou and Meliomar have been improving many aspects of the tuna fishery during 2013 – 2019 in order to make the fishery eligible for the MSC certification – the **last remaining component of critical concern** is the **missing effectiveness of a fisheries management system**, including an effective enforcement of the existing local ordinances in the Philippines. A detailed analysis of the status of the fishery is available and provided on the fishery improvement website: [www.fisheryprogress.org](http://www.fisheryprogress.org)

## 2. OBJECTIVES AND GOALS

Blueyou and Meliomar seek to develop strategic collaboration with the public sector in order to address and implement the following key areas of concern:

- **Strengthen Role of Local Authorities:** Increase awareness of local authorities on the correct implementation of existing fisheries ordinances such as the registration of catch vessels, licensing of fishermen and the effective documentation of fishing effort and catch documentation. By using the electronic traceability system developed by Meliomar and Blueyou, this private sector solution can be used as leverage for fishery stakeholder to comply with existing rules and regulations and foster participation in the improvement program.
- **Introduce Co-Enforcement Model for existing Fishery Regulatory Framework:** Develop and implement a co-enforcement model for the correct implementation of the existing rules and ordinances, by using Meliomar sourcing supply chain as incentive and hub for fully compliant tuna – by the support of vessel monitoring systems (VMS) and the electronic catch documentation system (CDS) – as basis for the traceability system. The co-enforcement model shall be introduced in 2-3 major fishing grounds for handline tuna fishing fleet (Mindoro, Quezon, etc.)
- **Achieve effective enforcement for fleet of 2' – 3'000 fishing vessels:** Integrate a fleet of 2-3000 tuna handline vessels as future unit of certification for the MSC (Target Volume of Catch: 3 – 4'000 MT per Year)
- **Strengthen the Position of Tuna Handline Sector in the RFMO:** Create active advocacy for strengthening the position of the tuna handline sector in the Philippines (as most important coastal fishing sector) in the overall tuna management process of the Regional Fisheries Management Organization (RFMO) for the Western Central Pacific Ocean (WCPO)
- **Undertake MSC Full Assessment and Certification:** Undertake full assessment of the fishery by the Marine Stewardship Council (MSC) and achieve certification within 4-5 years for the participants of the program (2 -3'000 fishing vessels | 8 – 12'000 fishermen).

## 3. NEXT STEPS

Blueyou and Meliomar seek to reach out to existing public sector programs and initiatives in the Philippines and abroad which address the sustainable use of aquatic resources in the Philippines, improved fisheries and coastal sector management, Blue Economy development, local seafood value chain promotion and secure long term market access for Filipino fishermen and coastal communities in global seafood markets.

## 4. ANNEX

1. ARTESMAR Fishery Improvement Program Brochure (PDF)
2. ARTESMAR Fishery Portrait: Yellowfin Tuna Fishery Philippines
3. Overview of Supply Chain and Traceability System ARTESMAR FIP in the Philippines
4. Marketing Leaflet Fresh and Chilled Yellowfin Tuna ARTESMAR