

Mexico (Yucatan) Red and black grouper FIP Action Plan
(January - December 2017)

The Mexican groupers Fishery Improvement Project has the following objectives:

1. To promote the adoption of an adequate Management Plan based on the best scientific information available.
2. To promote the adoption of a consistent recovery strategy for the Mexican grouper stocks, including measures aimed at reducing fishing effort and setting catch quotas.
3. To help improve the fishing registry and the traceability of fishery production.
4. To help define an adequate Research Plan that includes data collection on target and non-target species, and on the impact of the fishery on other ecosystem components.
5. To help establish participatory mechanisms that allow fishery stakeholders to participate from data collection activities and from the assessment of the Management Plan's performance.
6. To achieve an MSC certifiable status and enter into an MSC full-assessment process.

During the period January-December 2017, the following Action Plan will be implemented to advance the aforementioned objectives:

Action 1. Promoting the improvement of fishery management and research practices.

- Task 1.1. Promotion of the adoption of measures to reduce fishing effort.
- Task 1.2. Promotion of the adoption of a Management Plan that allows for the establishment of a quota system for the fishery.
- Task 1.3. Working with other stakeholders to spread sustainable fishing management practices.
- Task 1.4. Encourage participation of fishers and other stakeholders in the management process.
- Task 1.5. [NEW] Encourage the creation of the Committee for the Sustainable Management of the Grouper Fishery, or the FIP's Sustainability Committee of FIP.
- Task 1.6. [NEW] Encourage the publication of the document "Ordenamiento Pesquero" (Management rules, final version) by Federal Authorities
- Task 1.7. [NEW] Promotion of implementation of the document "Ordenamiento Pesquero" (Management rules, final version)

Action 2. Communicating the importance of having a complete fishing registry and full traceability.

- Task 2.1. [UPDATED] In 2017, conduct eight workshops in fishing communities to promote a better register of their catches and to promote sustainable fishing practices.

- Task 2.2. [UPDATED] In 2017, conduct eight meetings with local organizations, processors and exporters to encourage the implementation of a traceability program and the adoption of good manufacturing practices.

Action 3. Promoting data collection among fishers and local processors and exporters.

- Task 3.1. Promote data collection among fishers, local processors and exporters.
- Task 3.2. [NEW] Creation of a species catalog and identification key available and understandable to fishermen.
- Task 3.3. [NEW] Make data collected available to researchers.

Action 4. Raising awareness in the domestic market regarding the importance of not indulging in buying illegal products.

- Task 4.1. [NEW] To establish links with key restaurant sector contacts to promote sustainability.
- Task 4.2. [NEW] To design a publicity campaign with restaurant sector to promote diffusion of regulations and supporting efforts of the fishery.
- Task 4.3. [NEW] To obtain alliances in order to promote publicity campaign.
- Task 4.4. [NEW] Design of cartoon characters to represent the Project as part of the publicity campaign.

Action 5. [NEW] Implementing project traceability.

- Task 5.1. Discussions with partners in order to establish a traceability program for the Project (and its products) and the verification procedures.
- Task 5.2. Design of the traceability program and search for funding opportunities.

SUPPLEMENTARY ACTIONS

A. Disseminating the FIP's progress among partners and other interested parties.

- Task A.1. To update the FIP's Public Report at CeDePesca's website, quarterly.
- Task A.2. To update the follow-up and assessment tools once a year (MSC Benchmarking Tool, SFP ranking tool).
- Task A.3. To update the FIP's profile at FisheryProgress.org website, biannually.
- Task A.4. To disseminate the advances of the FIP during international tradeshows, exhibitions and at any other event that is of the interest of FIP Partners.
- Task A.5. To keep FIP Partners informed about FIP activities and to promote their participation in all activities that require it.
- Task A.6. To elaborate and to present a biannual and annual report to FIP Partners.

