

WWF IN PERU

Our national vision is that by 2020 Peru conserves its biological diversity in priority landscapes and maintains its environmental and cultural contribution to the world, in a framework of equity, enhanced livelihoods, and reduction of ecological footprint.



© MARTIN HARVEY / WWF CANON

This publication was printed on Cyclus Print Matt, paper made with 100% recycled fiber, chlorine free, and certified by the National Association of Paper Merchants (NAPM). This paper is also made with Bioenergy (non-polluting energy) and certified by Ecoflower and Blue Angel, which identify products made under environmentally appropriate and socially responsible processes. The benefits from the use of this 100% recycled fiber paper are reflected in a lower impact on the environment, equivalent to:

- 20.5 kg of rainforest fiber not consumed
- 345.5 liters of water saved
- 2.5 kg of solid waste not generated
- 1.5 kg of greenhouse gases prevented
- 32 KWH of energy not consumed
- 24.5 km of distance in an average car not driven

OTHER CERTIFICATIONS:

- License 544.021 Nordic Swan
- ISO 9001 Quality management
- EMAS, ISO 1400 EU environmental management/certification scheme
- DIN 6738 Archive properties, LDK class 24-85 (> 200/g years)
- EN 71-3 Safety of toys, migration of certain elements



Why we are here
To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwfperu.org

WWF Peru

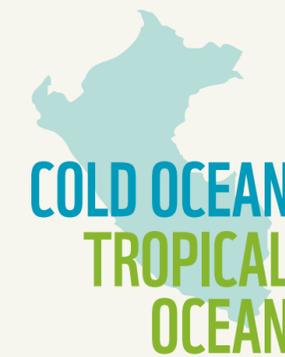
Trinidad Morán 853 Lince
Lima 14 – Peru
Tel.: +51 (1) 440 5550



© DIEGO PEREZ / WWF PERU

MARINE PROGRAM

PRESERVING THE MOST PRODUCTIVE OCEAN IN THE WORLD



PERUVIAN OCEAN: BIODIVERSITY AND PRODUCTIVITY

The Peruvian ocean combines the best of two natural worlds: the biodiversity of the northern tropical ocean and the unusual productivity of the central and southern cold ocean. Despite its tropical latitude, the Peruvian marine current is made up of cold waters (13 °C – 17 °C) full of plankton produced by coastal upwelling (i.e. when cold waters and nutrients rise to the surface from the seabed), that sustain the largest fishing productivity worldwide. This is reflected **through the presence of the largest seabird colonies in the world – with historic populations that reach nearly 20 million – , as well as in the exports of over US\$ 1500 million per year in fishmeal and fish oil.** The northern coast is quite different. The tropical current has temperatures that surpass the 20 degrees required for the existence of completely different species and ecosystems, such as mangroves, whose southern distribution limit in the Eastern Pacific is here.

Whether working directly with fishermen, authorities or companies, WWF Peru fosters marine biodiversity conservation initiatives, such as efficient management of marine protected areas, as well as best spatial planning practices for infrastructure activities within the coast. Moreover, the WWF marine program promotes the sustainability and transparency of industrial fishing, including that of anchoveta (*Engraulis ringens*), mahi-mahi (*Coryphaena hippurus*), and other key fisheries through a market transformation approach that prompts responsibility in extractive and productive activities.

2020 GOALS

Biodiversity

- At least 80% of critical marine and coastal habitats are ecologically functioning and support healthy populations of marine fauna (birds, fur seals, etc.)
- Peruvian dolphins maintain viable populations within conservation areas and abroad

Ecological Footprint

- Key fisheries in Peru are managed sustainably with emphasis on anchoveta, mahi-mahi, tuna and jack mackerel
- Measurable reduction of bycatch in key fisheries
- Reduction of environmental impacts from infrastructure and industrial activities and pollution in marine ecosystems



© KIELO NIELSEN

MARINE SPECIES CONSERVATION PROTECTING THE BIODIVERSITY OF OUR OCEANS

The Peruvian coastline borders one of the most biodiverse and productive oceans worldwide. It is home to 750 fish species, 18 dolphins, 5 marine turtles and over 1000 mollusk species. However, unsustainable fishing practices, lack of continuous monitoring of artisanal vessels and policy gaps in industrial fishing regulations, among other factors, are threatening this incredible patrimony.

WWF Peru works with the aim that by 2020, critical conservation areas have been identified to maintain healthy populations of emblematic marine fauna, such as dolphins, whales and marine turtles, among others. WWF Peru also

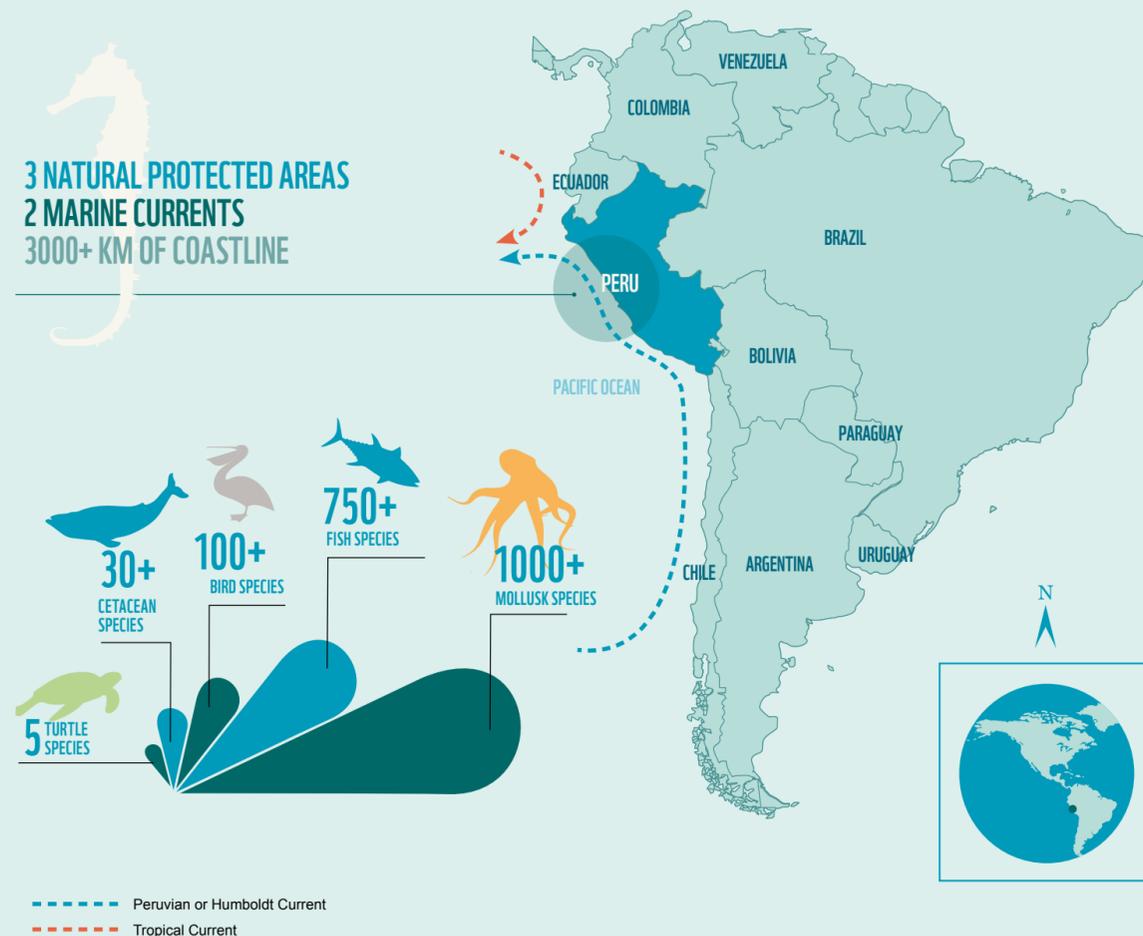
works towards increased prioritization of marine conservation and exclusion from marine-coastal development by the year 2020.

In this regard, WWF Peru also fosters the use of improved fishing gear to avoid bycatch of marine turtles. Through different trainings on more sustainable methods – for example encouraging the use of circular hooks instead of traditional “J” hooks – with hundreds of artisanal fishermen from the five most important ports in Peru, bycatch of marine turtles has been reduced in mahi-mahi longline fishery, in some cases, up to 70%.



**BIODIVERSITY+
PRODUCTIVITY**

AT A GLANCE



Key Facts:

- Despite the tropical location of Peru, the Peruvian or Humboldt current contains cold waters that give way to the largest fishing productivity in the world.
- The north coast (off Piura), is the transition point between the Peruvian and tropical current that comes from the north, which temperatures above 20 degrees provide the conditions for the existence of other species and ecosystems such as mangroves.
- Dolphins and sea turtles are key conservation species prioritized by WWF, which is why WWF Peru centers its efforts in reducing their bycatch during artisanal fishing.
- WWF Peru promotes the sustainable management of the anchoveta (*Engraulis ringens*), one of the main natural and economic resources in Peru and the Pacific, for being a key part of the marine food chain.

MARKETS AND SUSTAINABLE FISHING TOWARDS FISHERY CERTIFICATION

In Peru, the sea is a very important source of income. From seabird guano sales to industrial and artisanal fishing, marine resource management has always been decisive for the national economic growth. The anchoveta (*Engraulis ringens*) is a clear example in this regard. Thus, it is considered a global priority by WWF, since aside from supporting the largest fishery in the world, it also plays a key role in the eastern Pacific food chain. In spite of this, the many challenges in properly implementing legal frameworks to ensure the anchoveta's sustainability have led to serious problems such as resource overexploitation.

WWF Peru aims by 2020 that key fisheries, such as anchoveta, mahi-mahi and tuna are managed under an ecosystem approach and with a Marine Stewardship Council (MSC) certification, which ensure a

self-regulated industry and best management practices in extractive, processing and commercial activities.

WWF Peru is supporting the first steps towards the implementation of “Fishery Management Projects” that foster best management practices with emphasis on anchoveta – which market value can reach up to US\$ 2 billion per year – and mahi-mahi – which catch size has recently doubled, reaching 50 thousand tons in 2011 – in the path towards a possible MSC certification.

US\$ 2 BILLION
ANNUALLY IN ANCHOVETA EXPORTS

COMPREHENSIVE MANAGEMENT OF MARINE-COASTAL AREAS AN INTEGRATED EFFORT FOR THE PERUVIAN OCEAN

Referred to by WWF as priority conservation areas, the marine ecosystems in Peru are highly productive, representing up to 10% of the world's catch and are habitats for biological diversity of global importance. However, despite its high value for conservation and food security, the Peruvian ocean still lacks a full representative network of marine protected areas to ensure its sustainability.

WWF's goal is that by 2020 a representative network of marine protected areas contributes to biodiversity conservation and sustainable fisheries, while helping guarantee the sustainable

development of our coastlines and reduce its vulnerability to the impacts of climate change, through strengthened legal frameworks.

WWF Peru efforts align with the Convention on Biological Diversity, the National Strategy of Biological Diversity and WWF's Southern Cone Partnership – Argentina, Chile and Peru – with the objective of bulding government capacity, and ensuring that by 2020 at least 80% of critical marine and coastal habitats maintain their ecological functions.



© DIEGO PEREZ / WWF PERU