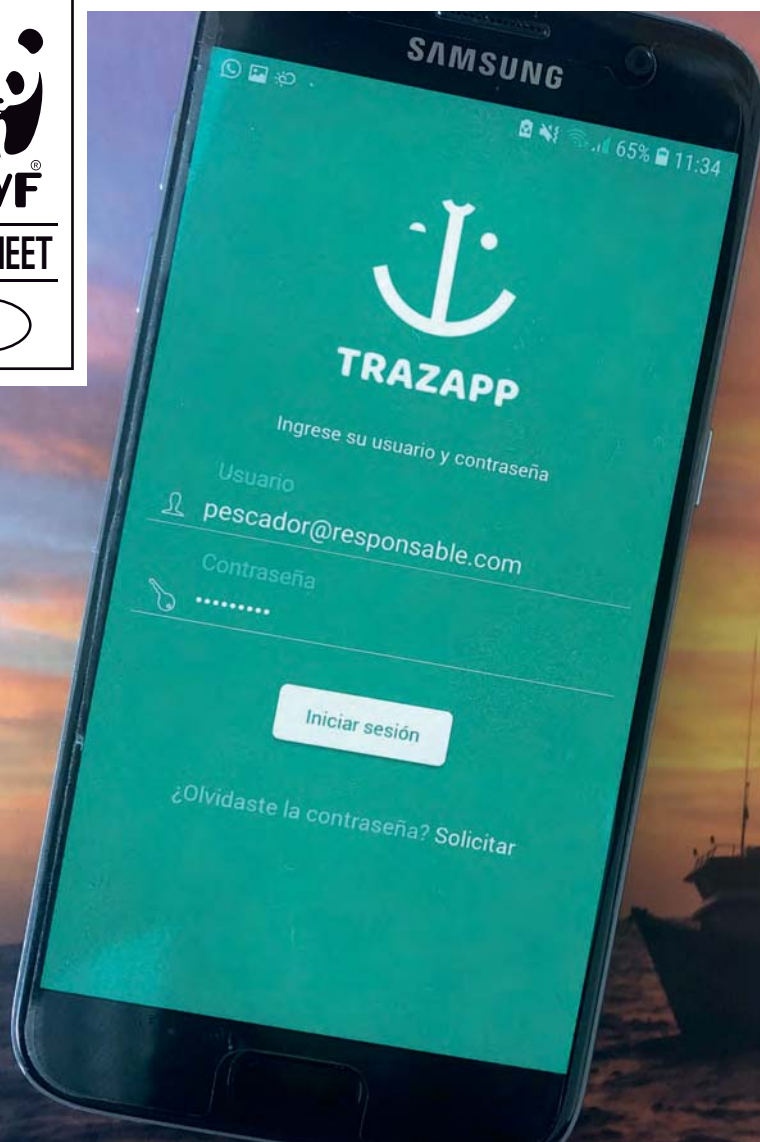




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MARINE PROGRAM

TOWARDS TRACEABILITY THROUGHOUT THE WHOLE PRODUCTION CHAIN

Implementation of TrazApp as a digital traceability system for the generation of information in the different links of the chain.

Around 78% of the fishery products traded worldwide are destined to international markets, so it is necessary to ensure that they do not come from fisheries that compromise the sustainability of resources and ecosystems, nor from illegal, unreported or regulated (IUU) sources.

In that sense, the main markets worldwide are strengthening their legislation for the import of fishery products as part of their commitment to combat these bad practices.

In this scenario **traceability is a very useful tool to combat these practices and ensure the legitimate origin of the products**, which is defined in other words, the ability to track the route of a product along the production chain through the registration of information. There is a lack of this capacity in artisanal fisheries in Peru, especially in the recording of their catches.



78% OF THE FISHERY PRODUCTS TRADED WORLDWIDE ARE DESTINED TO INTERNATIONAL MARKETS

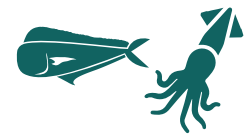
ARTISANAL FISHERIES IN PERU

Considering the landing reports and the value of exports, the most important artisanal fisheries in the country are the giant squid fishery and the mahi mahi fishery representing the first and second artisanal fisheries respectively, generating a great socioeconomic impact through labor and foreign exchange, and contributing to the country's food security.

Giant squid and mahi mahi fisheries involve at least 11 thousand and 4 thousand fishers respectively, generating about 60 thousand direct and indirect jobs along the productive chain. Between 2007 and 2017, the national landings of both fisheries represented around 50% of the total captured worldwide, reaching a value of \$405.5USD and \$ 90.1USD million respectively that year. The European Union is the main export market for the giant squid fishery, and the Unites States for the mahi mahi one.



60 THOUSAND WORKSTATIONS GENERATED THROUGHOUT THE SUPPLY CHAIN AND AT LEAST 15 THOUSAND FISHERMEN INVOLVED



50% OF THE TOTAL CAPTURED WORLDWIDE COMES FROM PERU



US\$ 405.5 AND US\$ 90.1 MILLION IN SQUID AND MAHI MAHI EXPORTS



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THREATS AND OPPORTUNITIES

- Peru's artisanal fishing fleet has been developed in an accelerated manner and with deficient supervision and control, generating high levels of informality. **It is estimated that 62% of the artisanal fishing fleet in Peru is informal.** Therefore, it is difficult to have essential product information along the production chain to ensure the traceability of these products traded nationally and internationally.
- The main critical point is in the links of resource extraction due to informality and lack of verification, which could have economic and social impacts on artisanal fisheries due to the potential closure of international markets.
- The international requirements in terms of traceability, as well as **the possible restrictions of the European and American market, are the perfect opportunity to promote change towards a fishing fleet of giant squid and mahi mahi** that operates under standards of sustainability and total transparency.
- In addition, the Peruvian state has been promoting the process of formalization through fishing cooperatives. One of the requirements is for the partners to register their landings in a digital system. It is expected that this can be replicated at the national level, obtaining better monitoring of fishing activity.

According to CENPAR (2012), there were 16 045 vessels in Peru, of which 62% did not fulfill all the requirements to exercise the fishing activity.

38% of the boats had registration and fishing permit

46% of the boats only had registration

15% of the boats did not have registration or fishing permit

TOWARDS SUSTAINABILITY AND TRANSPARENCY OF PERUVIAN ARTISANAL FISHERIES

The goal is to contribute to the sustainability and transparency of Peruvian artisanal fisheries, reinforcing the actors of the productive chain in the generation and transmission of essential information for traceability. In that sense, the priority has been given to working with fishermen and artisanal fishing wharves (DPA), because in the first link of the productive chain there are low levels of transparency and absence verification measures.

Thus, it is expected to achieve significant improvements in the short and medium term to demonstrate the responsible and legal origin of marine products for national and international trade, through reliable verification mechanisms. In the long term, it is proposed to incorporate more key players from the following stages in the production chain, such as merchants, processing plants, exporters and mainly to national authorities with an integral traceability system that follows the six Traceability Principles of WWF for Fishery Products.



Essential information from reliable sources to ensure legal products.



Traceability along the supply chain to verify the legal origin of the products.



Effective tracking of transformations of products.



Digital information and standardized formats along the different steps of the supply chain.



Verification through credible, transparent and periodic external audits.



Transparency and public access to the information to ensure the legal origin of the captures.

HOW WILL WWF PERU PROMOTE THIS?

WWF Peru has developed and tested a mobile traceability application, "TrazApp", for deep sea fisheries, which have been co-designed with the actors of the production chain. The application provides information in real time about the fishing activity, which will improve the processes of decision.

This way, fishermen will also have systematized information and a historical record of their activity to better manage their boats and differentiate them in a market where informality prevails. The Artisanal Fishery Wharf (DPA), will be able to validate and systematize the fishing information in a continuous and reliable way, this modernizing the internal management. In addition, the plants will have the tools to ensure the legal origin of their products and meet the import requirements of other countries. In the same way, foreign buyers will have reliable information that they can share with their consumers.

Likewise, this application is aimed at empowering the fishers as the main actors in the productive chain and the sustainability of the resource. For this, we are working to involve government institutions to generate incentives that allow the TrazApp to be adopted by the entire fleet nationwide.

“ **IT IS OF EXTREME IMPORTANCE TO IMPLEMENT INNOVATIVE MEASURES THAT CONTRIBUTE SUSTAINABLY TO THE CONSERVATION OF MARINE RESOURCES AND TO THE WELFARE OF THE ARTISAN FISHING COMMUNITIES.** ”



© Luis Carrera / WWF

Enrique Pazo Purizaca | Shipowner of high sea artisanal fishery
Fisher cooperative: Jehová Rey de Reyes. La Isilla, Paita

OUR OBJECTIVES TO 2020



At least two artisanal fishing communities use TrazApp during their landing operations.



Involve at least one fishing processing plant that can be integrated into the TrazApp electronic system as an integral information system.



At least one DPA uses the TrazApp as a tool for recording and generating reports of internal activities within it.



The largest fleet of the Peruvian mahi mahi and giant squid fishery will have the essential information on the origin of the catches efficiently and reliably.

OUR PROGRESS

In 2015, an analysis of the chain of value of the Peruvian mahi mahi was developed. It demonstrated the economic and social importance of this fishery for the country and for the artisanal fishing communities. Likewise, there were challenges for achieving traceability throughout the chain that need to be addressed: a high level of informality in the first links, deficiencies in state regulations, lack of control and surveillance, and a weak integration between the actors' information mechanisms.

In 2016, an evaluation of the traceability practices in the Peruvian mahi mahi fishery destined for export to the US market was developed. It identified the fragile information system of the origin of the catches as one of the main barriers. In addition, the design of an information collection system for the traceability of the mahi mahi and associated species was raised, with the following characteristics: digital, built with a participatory approach, interoperable between the different systems of the actors and the government, and with the possibility to serve as a platform for the collection of biological, quality, and accounting data, among others.

In 2017, a digital system for the documentation of catches information called the Virtual Capture Environment (ENVICAP) was implemented in two artisanal fishing cooperatives. The Ministry of Production accepted its use within the pilot program for the formalization of high seas' ships. This analysis showed that to build a traceability system it is necessary for the different government actors to articulate with each other, generating a robust and efficient system, compatible and interoperable between its parts, in order to monitor and track the required information as along the productive chain at the time that is required.

In 2018, the integrated mobile application TrazApp was developed and designed in a participatory and collaborative approach with the main actors in the productive chain and the various state agencies competent in these areas. The TrazApp application is available for its use by the following users: Fisher, Vessel Owner and Merchant.

The app is available on the Google Play and the App Store.

CONTRIBUTIONS OF THE ACTORS

Fishers and shipowners of high sea artisanal fishery have ensured the protection of the resources from unmemorable times, through the use of selective methods, inherited and strengthened for generations. Currently there are great challenges for fisheries sustainability as the global market demands more, the technologies improve rapidly, and the fisheries stocks seem to produce less.



TOWARDS TRACEABILITY THROUGHOUT THE WHOLE PRODUCTION CHAIN

TO ENSURE

traceable products to the point of origin from legal catches from regulated fisheries reports

TO COMBAT

illegal trade in fishery products and other illicit activities that could be taking place



TO FULFILL

the legal requirements of fishing activity, market demands and international sustainable fishing standards

TO IMPROVE

fishing regulations through better information of the supply chain and a greater transparency in the sea



Why are we here

To stop the degradation of the planets' natural environment and to build a future in which humans live in harmony with nature.

wwf.org.pe

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