



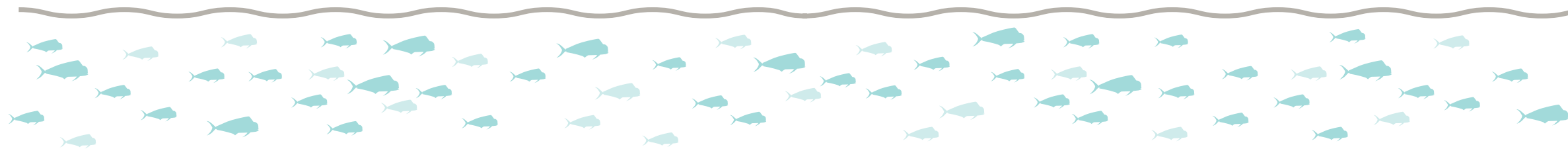
Alliance to preserve the Peruvian mahi mahi

Peru Mahi Alliance

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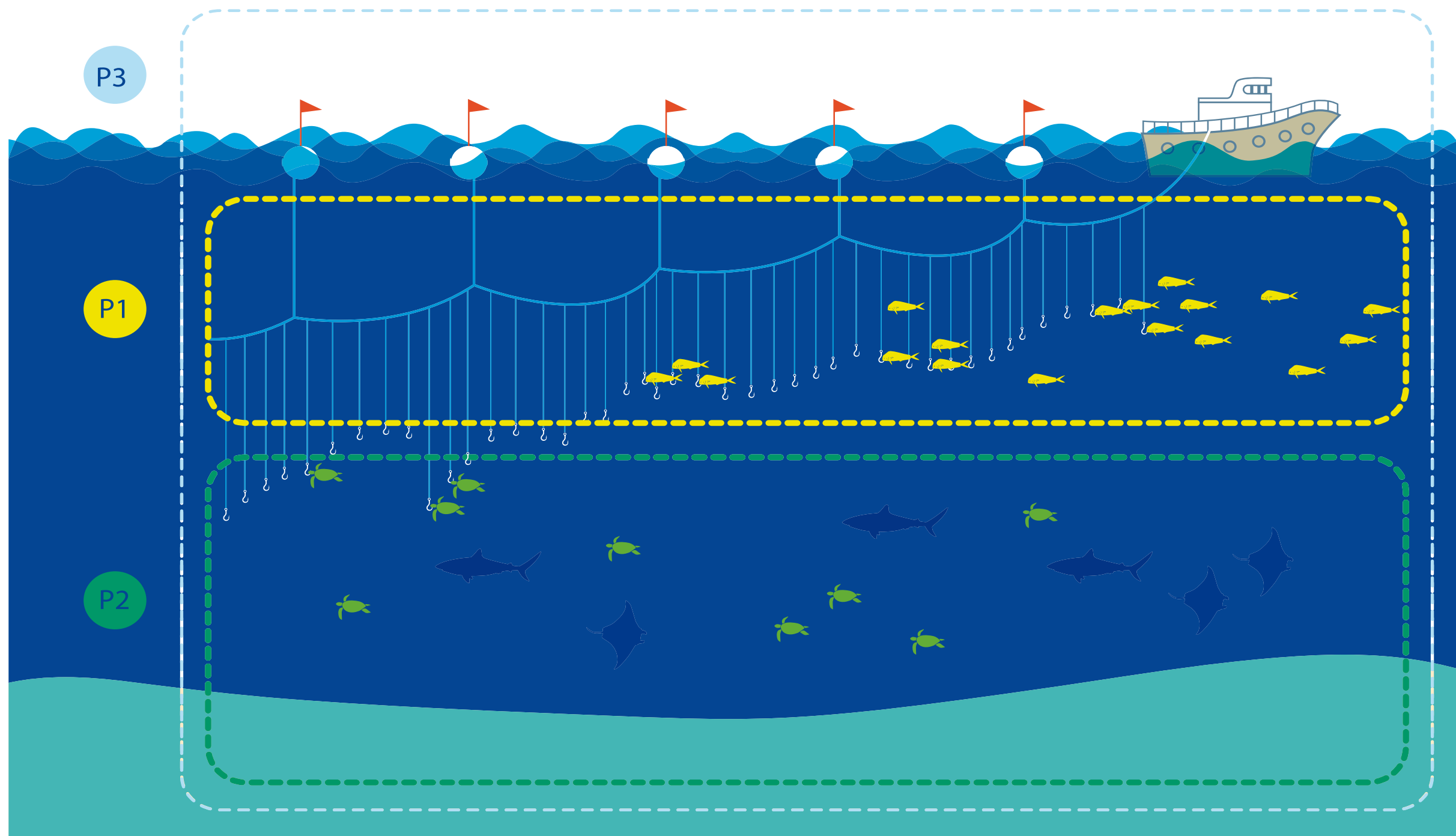
Mahi mahi fishery in Peru represents **50% of the world's catch** of this resource, i.e., **90-100 USD millions** in exports for the country, with **United States as the main market**. Both the US and foreign markets worldwide are now demanding that products come from sustainable and legal fisheries, including the Peruvian mahi mahi. In this regard, buyers around the world commit to sustainability standards when choosing products with MSC certification (Marine Stewardship Council) or products on the path towards the certification.

There is a long way ahead to ensure that the Peruvian mahi mahi is sustainable and certified. However, **the route has been paved** and the steps are identified in the Mahi Mahi Fishery Improvement Project (Mahi Mahi FIP). Therefore, WWF has created the **"Peru Mahi Alliance", a partnership between mahi mahi processing and exporting companies in Peru**, with the final aim of fostering the mahi mahi FIP implementation and providing resources to carry out actions that **secure its sustainability**.



What is the MSC certification?

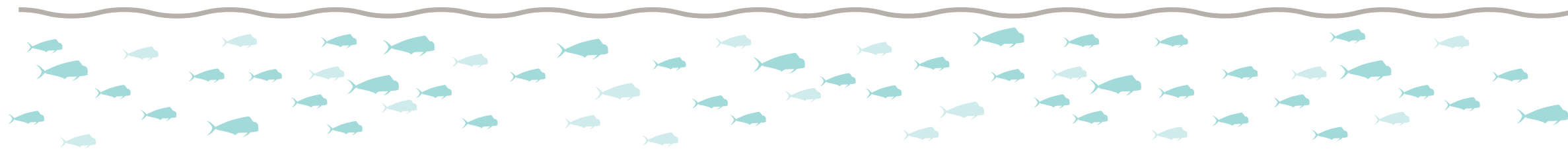
The **MSC certification** (Marine Stewardship Council) is a sustainability standard that **certifies that a fishery is developed under international fishing sustainability criteria**. The assessment criteria are based on three core principles: (1) Sustainable fish stocks, (2) Minimizing environmental impact, and (3) Effective fisheries management. If the principles are met, certification can be obtained. If not, a Fishery Improvement Project (FIP) can start in order to implement improvements in the fishery to reach a certifiable status.



P1 Principle 1
Sustainability of the stocks

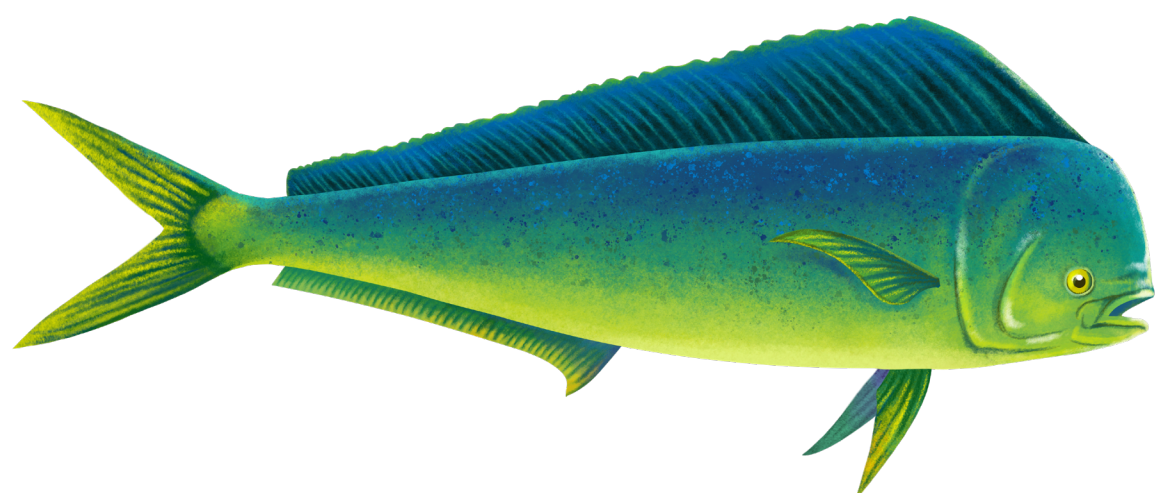
P2 Principle 2
Ecosystem impacts

P3 Principle 3
Effective management



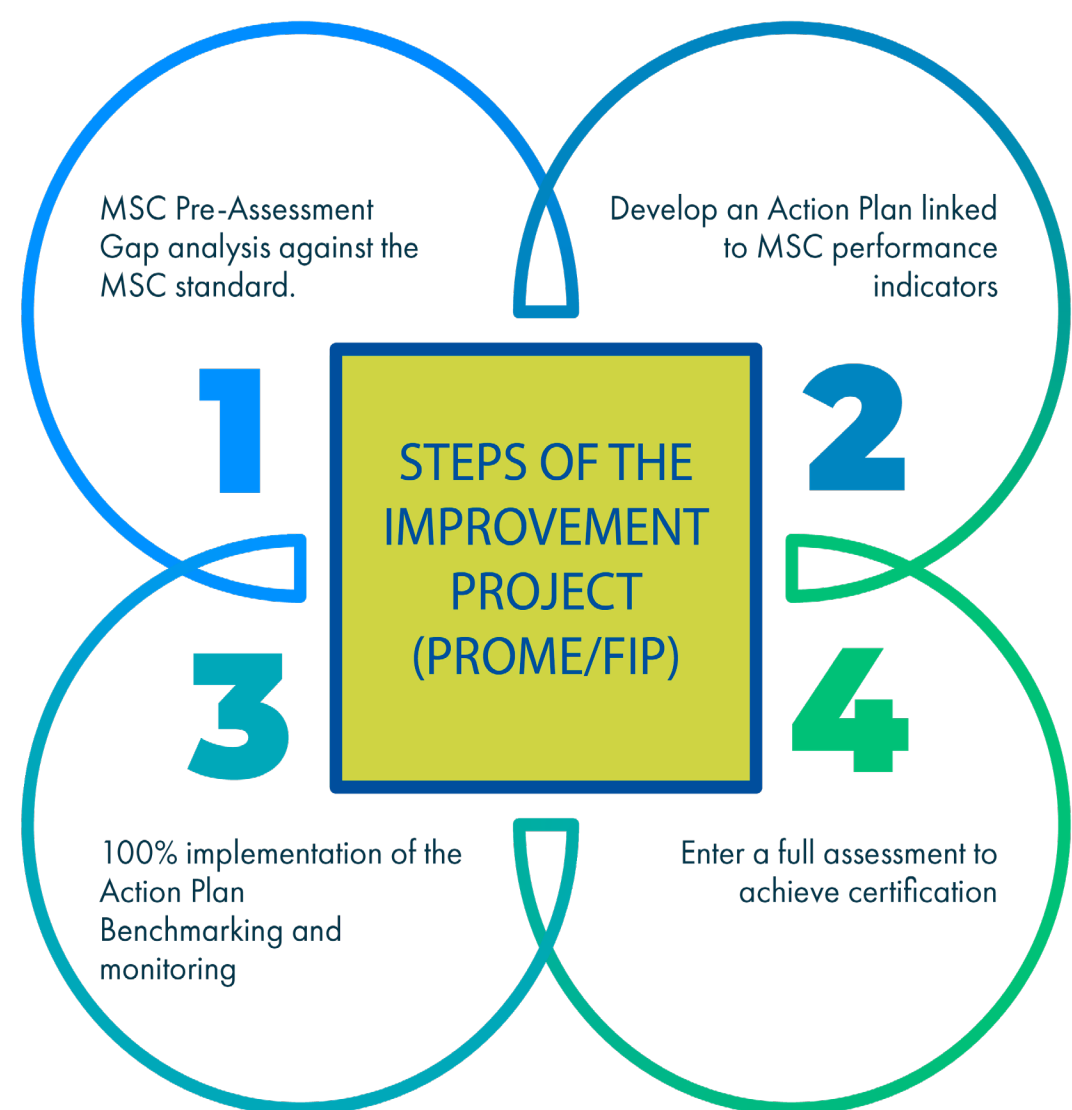
What are the benefits of a certified fishery?

- It is a tool to strengthen fisheries management in order to reverse the global decline of fish stocks.
- Fosters transparency in fisheries management and decision-making.
- Certified products can mean an increase in the sale price since the global trend is to have consumers aware of the impact of their consumption decisions, who prefer more environmentally friendly options.
- It can open new international markets that demand products from sustainable sources.



What is a FIP?

It is a **Fisheries Improvement Project**; also known as **PROME or FIP**. In this project, an action plan or roadmap is developed with aspects that must be improved in order to achieve sustainability based on the three MSC principles. This requires a multi-stakeholder approach to address the environmental challenges of a fishery, as well as the social and economic aspects of the sector.



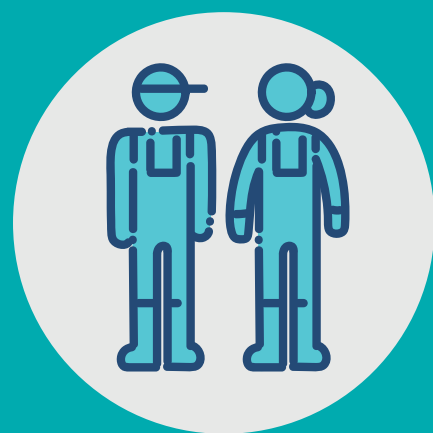
Mahi mahi fishery



The mahi mahi fishery is critical for the socioeconomic activity in Peru. Even though this fishery creates many jobs and foreign currency from exports, there are still some aspects that must be strengthened. Ensuring its sustainability requires both participation and willingness of all stakeholders involved in its value chain, mainly the government and companies.



2nd
artisanal fishery



4,000+
fisherman



2,000+
vessels



Top 5
species with the highest
domestic consumption



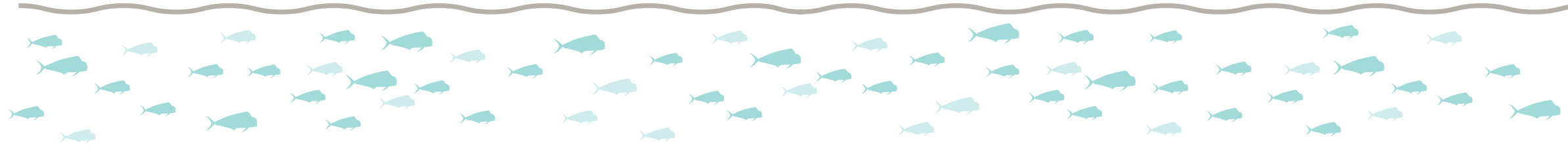
~50-60
thousand tons caught



~90-100
million USD in exports



Nearly **50%** of
world's catch



Partners in the United States

Mahi mahi import companies in the US, in alliance with WWF, are fostering the implementation of a mahi mahi FIP to achieve sustainability through the MSC Standard, as well as the implementation of a traceability system that guarantees the legal origin of mahi mahi catches in order to comply with the Seafood Import Monitoring Program (SIMP) of the United States government. These companies have committed to only purchase MSC-certified mahi mahi or with FIPs underway. Below are the companies that partake this alliance:



Hyatt Corporation

Orca Bay Seafoods, Inc.

Pescanova USA

Sea Delight, LLC

UNFI

Sysco Corporation

The Kroger Co.

D&E Import LLC

AFFCO Trading, Inc.

Costco Wholesale

The Fishin' Company

IncredibleFish Inc.

Inland Seafood

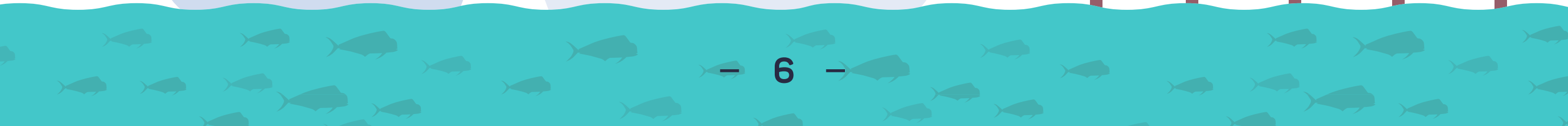
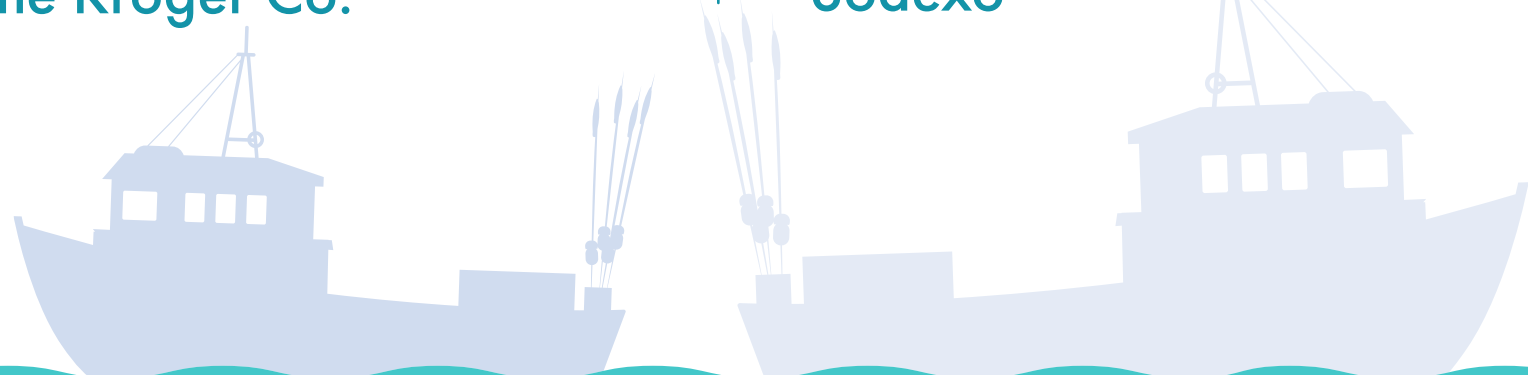
Sodexo

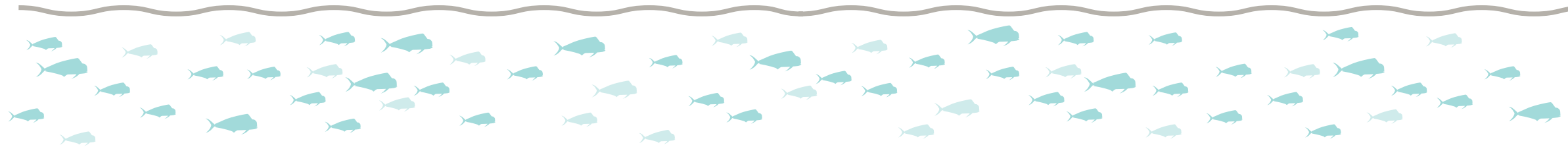
Chicken of the Sea Frozen Foods/Thai Union

Marriott International

Royal Caribbean Cruises Ltd.

Walmart





What does the Peruvian mahi mahi need to be certified as sustainable?

Below are the main aspects identified in the Action Plan to improve:



1) Generate data and strengthen research:

Increase and strengthen scientific monitoring to generate biological-fishing data that help develop assessments and reduce potential ecosystem impacts. This will be possible through a remote electronic monitoring program with cameras on board, a program to collect and donate mahi mahi samples to IMARPE each season, and the information record via TrazApp regarding fishing activities.



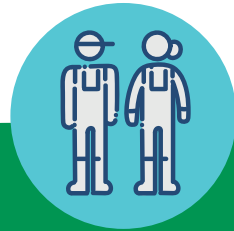
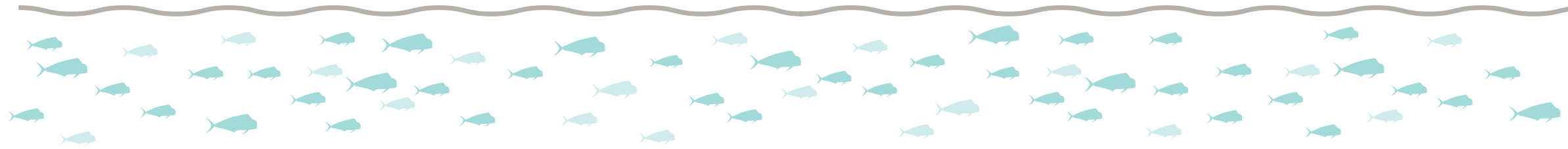
2) Strengthen monitoring, control and surveillance of fishing activities:

Ensure the implementation of mechanisms to monitor and control mahi mahi fishing fleet through compliance with the use of satellite monitoring systems, authorized ports, catch record system, among other measures to fight back IUU fishing, in order to safeguard fishing transparency and traceability to avoid possible market closures.



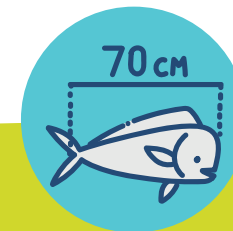
3) Reduce sea turtle bycatch:

Each season, carry out training sessions for fishermen on good practices for handling and releasing sea turtles, as well as the use of release tools (seine nets, line cutters, and unhookers) to reduce the mortality of these endangered species.



4) Implement and evaluate the fishery regulatory framework:

Implement the measures outlined in the ROP, as well as establishing indicators and mechanisms to monitor and evaluate regulations, in order to determine that the ROP meets its sustainability objectives.



6) Reduce IUU fishing:

Implement and foster the institutionalization of a traceability system and other types of measures that contribute to tackle national and foreign illegal fishing.



5) Strengthen a transparent and participatory governance for this fishery:

Through workshops and informative material that highlights the importance of regulations and explains its provisions, we encourage the participation of different stakeholders in the mahi mahi value chain pertaining management decision-making. Furthermore, establish a guide on the regulatory framework for conflict resolution that reinforces both organization and representation of artisanal shipowners and companies dedicated to mahi mahi fishing and trade.

A solution called "Peru Mahi Alliance"

To achieve necessary changes, it is crucial to have the participation and leadership of the Peruvian industry in the promotion, dissemination and implementation of the mahi mahi FIP in Peru. In this regard, the "Peru Mahi Alliance" was created, an alliance between processing and/or exporting companies of mahi mahi in Peru that come together to demand and promote the implementation of the FIP Action Plan for mahi mahi in Peru.

Current Members of the Peru Mahi Alliance:

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MEMBERS



Our mission

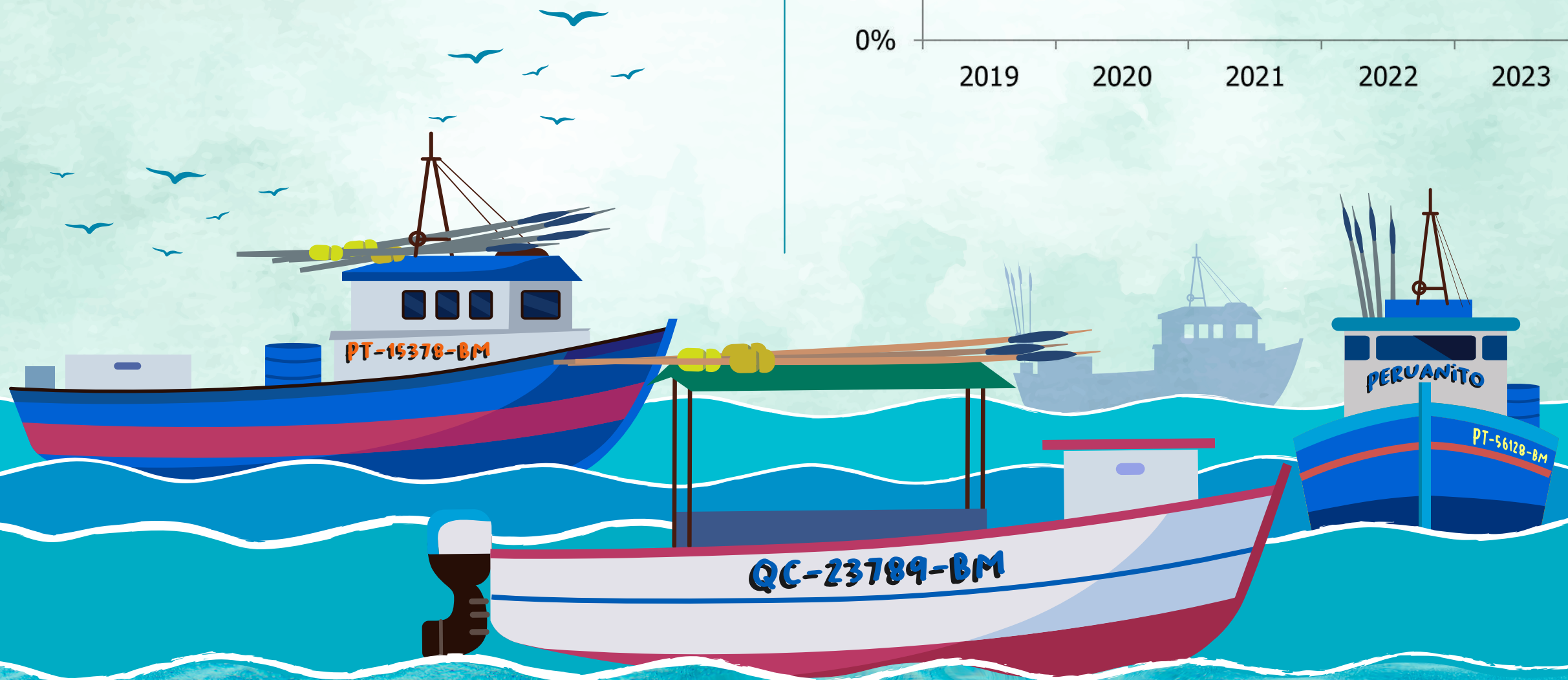
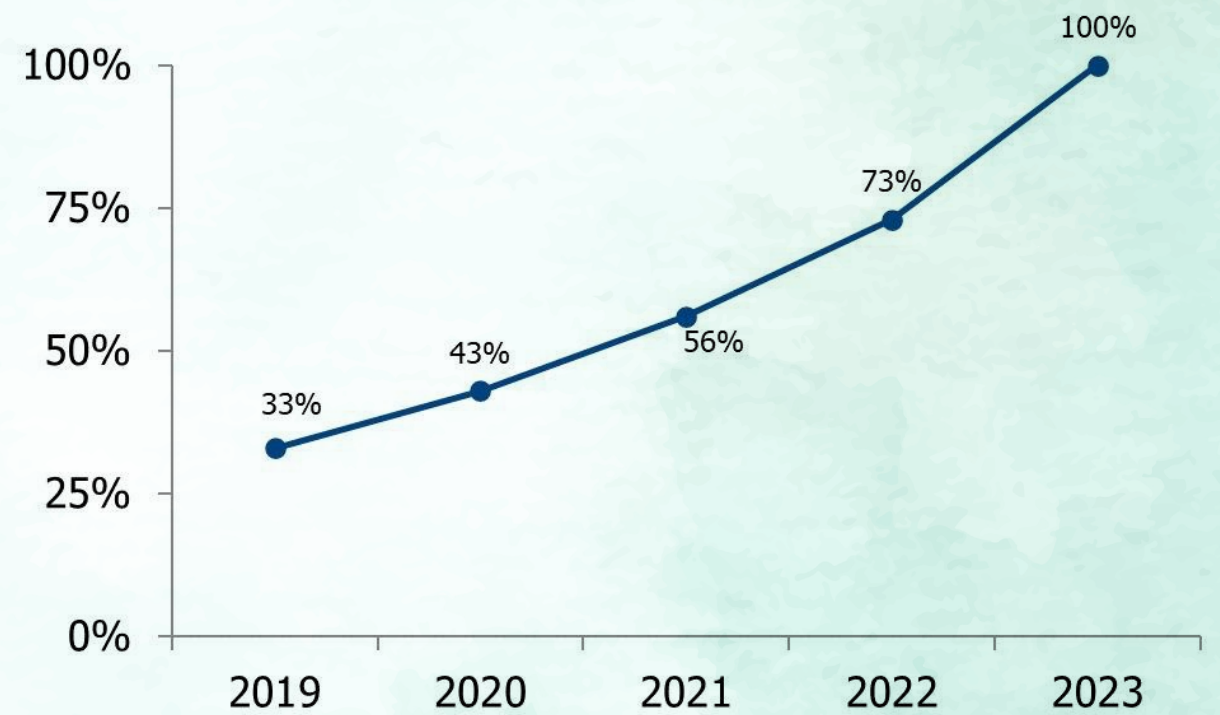
Contribute to the conservation and sustainable development of the mahi mahi fishery legally, by fostering and articulating strategic projects among all stakeholders involved in its value chain.

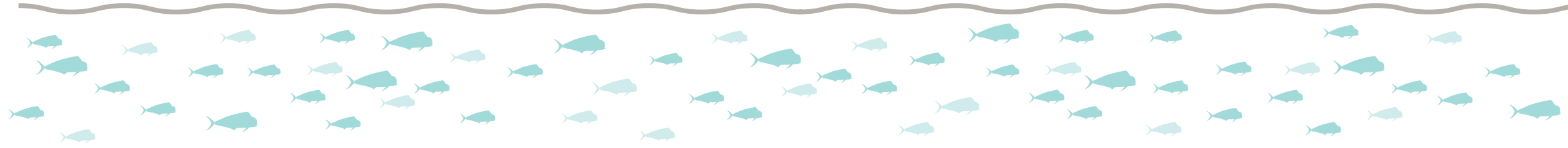
Our vision

To be recognized as a leading association in the fishing sector that actively contributes to the sustainable development of the mahi mahi fishery and strengthening of its value chain.

Our goal

By 2023, 100% implementation of the sustainability indicators of the mahi mahi FIP Action Plan, which is currently 56% complete since its creation in 2012.





PMA Main achievements:

Implementation of the collaborative research pilot between IMARPE and Fishing companies dedicated to the collection of mahi mahi samples.

From the October 2020 – April 2021 season, Peru Mahi Alliance has collected over 30 mahi mahi specimens to donate them to IMARPE, in order to contribute to biological studies of species in each season.

02 de Marzo 2021
 EMPEZO 10.PM TERMINO 3 a.m
 COORDENADAS 5'56' 81'30'

¿Y.. POR QUÉ?

CON EL ROP* EL PERICO ESTÁ CON EL PESCADOR ARTESANAL

SIN EMBARGO TAMBIÉN CONSIDERA A EMBARCACIONES DE MAYOR ESCALA, YA QUE EXISTEN 7 BARCOS CON PERMISOS DE PESCA VIGENTES

#REGLAMENTO DE ORDENAMIENTO PESQUERO

ESTAS EMBARCACIONES OBTUVIERON SU PERMISO LEGALMENTE HACE VARIOS AÑOS Y NO SE LES PUEDE ANULAR PORQUE ES UN DERECHO OTORGADO

ANULAR ESOS PERMISOS SIN MOTIVO ES ILEGAL

A VER, UN MOMENTITO POR FAVOR

PERO ESTOS NO SON PARA SIEMPRE, EXISTEN MECANISMOS PARA REVISAR SU VIGENCIA SI NO PESCAN

EL ROP TAMPOCO PERMITE QUE SE INCREMENTE LA FLOTA. SOLO CONSIDERA A ESAS 7 EMBARCACIONES Y NO DARÁ ACCESO A OTRAS MÁS

¡EL PERICO ESTÁ PLENAMENTE EXPLOTADO! EL ROP CONTRIBUIRÁ CON SU SOSTENIBILIDAD Y QUE NO ENTREN MÁS EMBARCACIONES A PESCARLO



¿POR QUÉ EL PERICO NECESITA UN ROP?*

#REGLAMENTO DE ORDENAMIENTO PESQUERO

EL PERICO ES LA SEGUNDA PESQUERÍA ARTESANAL MÁS IMPORTANTE DEL PERÚ

MEIDAS DE MANEJO VIGENTES:

1. TALLA MÍNIMA DE CAPTURA DE 70 CM HASTA LA HORQUILLA RM Nº 249-208-PRODUCE
2. EL PERIODO DE VEDA: (1 DE MAYO HASTA EL 30 DE SEPTIEMBRE) RM Nº 245-208-PRODUCE

SI YA SE CUENTA CON ESTAS MEDIDAS, ¿POR QUÉ SE NECESITA EL ROP?*

PARA ASEGURAR LA SOSTENIBILIDAD DEL PERICO Y LA OBTENCIÓN DE MÁXIMOS BENEFICIOS ECONÓMICOS Y SOCIALES

COMPRAR PARA ROP

PARA DETERMINAR PERMISOS QUE CONTRIBUYAN A LA GESTIÓN DE LA PESQUERÍA, BASADOS EN INFORMACIÓN BIOLÓGICA, ECONÓMICA Y SOCIAL

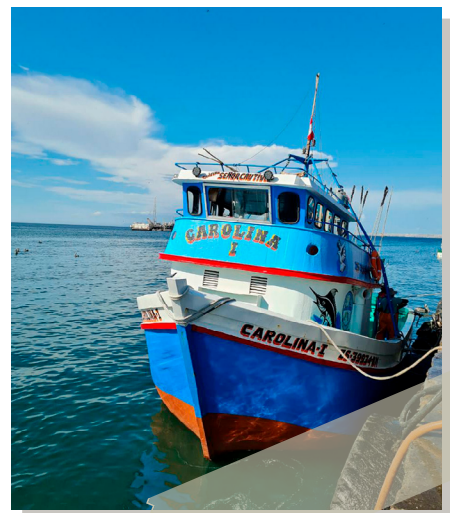
DE PUBLICARSE EL ROP DEL PERICO, ESTAREMOS MÁS PRÓXIMOS A LOGRAR LA CERTIFICACIÓN MSC.

EL ROP AYUDA TAMBIÉN A LA CONSERVACIÓN DE OTRAS ESPECIES, COMO LAS TORTUGAS MARINAS, QUE INTERACTUAN CON LA PESQUERÍA DEL PERICO

¡NO DEJEMOS QUE NOS METAN GOL!

GRACIAS A NUESTROS

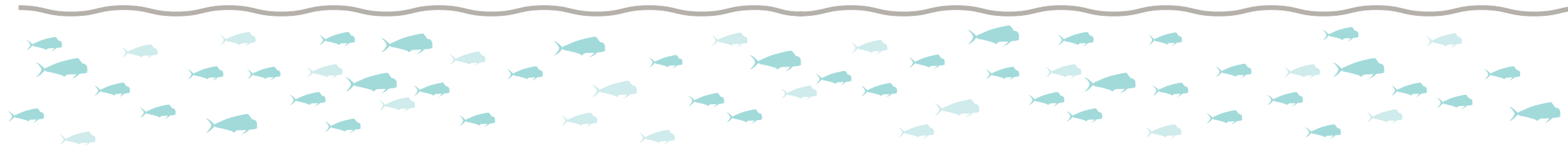
ADemás, EL ROP VA A CONTRIBUIR A MEJORAR LA IMAGEN INTERNACIONAL DEL PERICO PERUANO FRENTE A NUESTROS PRINCIPALES COMPETIDORES



Good practices of sea turtle handling and release.

Since 2019, Peru Mahi Alliance began its efforts on marine ecosystems conservation by having over **20 trainings on the correct handling and release of sea turtles for their company staff and artisanal fishermen** who provide them with mahi mahi. Moreover, they complement these efforts by equipping vessels with sea turtle release and handling toolkits. So far, **44 toolkits** have been delivered.





Creation of the responsible sourcing policy

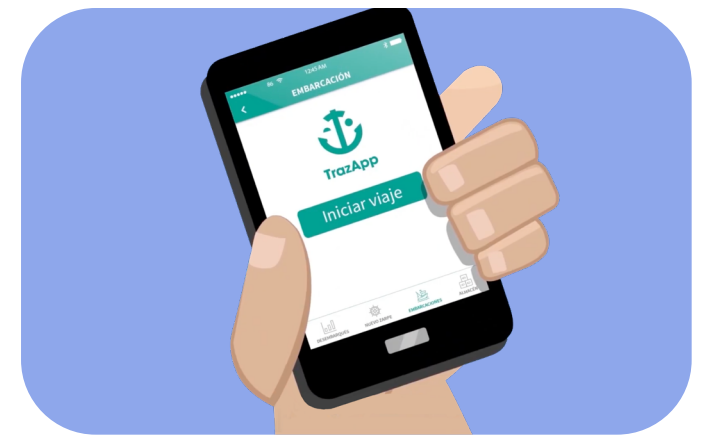
Since 2020, PMA partner companies have signed the responsible sourcing policy for mahi mahi, which is governed by the following 9 pillars:



1. Integrity and regulatory compliance



2. Customer focus



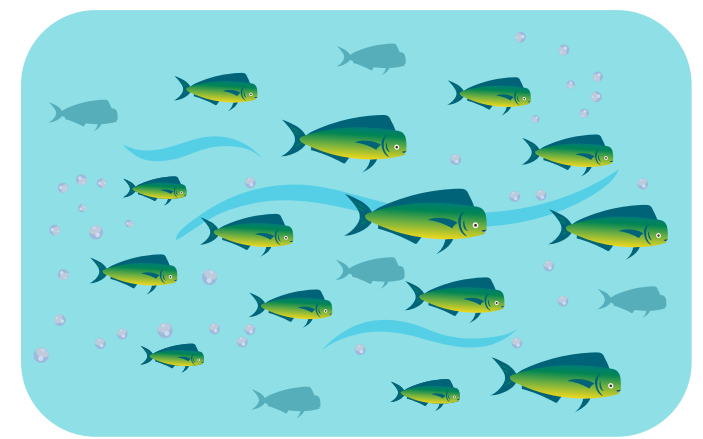
3. Traceability and transparency



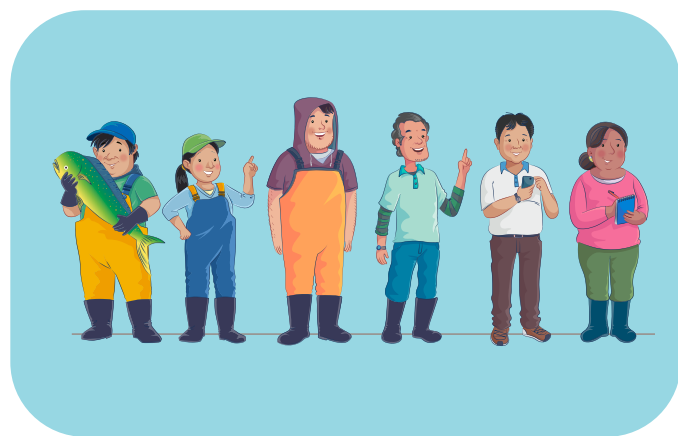
4. Ecosystem approach and marine conservation



5. Strategic Alliances



6. Value chain approach



7. Human rights, equality and people-centered approach



8. Continuous improvement



9. Business ethics

Each new company that is keen to become a member must commit to make the best possible effort to comply with the best fishing practices outlined in the policy.

How to be part of this?

In order for mahi mahi processing companies in Peru to become part of the PMA, they must sign an agreement with WWF and commit to:

1. Actively participate in the annual planning meetings of the mahi mahi FIP activities, as well as in monthly meetings for coordination and monitoring of its implementation.
2. Designate at least one representative of the company to participate in workshops or other meetings organized within the framework of the alliance that directly contribute to the compliance of the mahi mahi FIP sustainability indicators.
3. Participate in PMA communications aimed to government authorities and other relevant stakeholders so that they prioritize FIP activities and give continuity to the actions agreed on the FIP Action Plan.
4. Be available to implement actions framed in the work plan designed to contribute to the progress of the mahi mahi FIP. For example, implementation of the collaborative research pilot through sample collection to IMARPE, pilot of good practices in sea turtle handling and release, traceability pilot, among others.
5. Sign the commitment to responsible mahi mahi sourcing.
6. Commit to the Human Rights and Social Responsibility Policy of Fishery Progress.
7. Provide funds that contribute to the implementation of FIP activities

Only companies member of the Peru Mahi Alliance will be recognized in different communications of the FIP work and on the official website of FIPs worldwide (FisheryProgress.org).



Contact:

For further information or to become part of the PMA,
please contact:

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