



Blue Economy and the Role of Private Sector

SUSTAINABLE FISHERIES AND AQUACULTURE

East Asian Seas Congress 2018

From Potential to Reality: Business Leadership for a Blue Economy in the Seas of East Asia

Ilo Ilo | Philippines | November 28 2018

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About Meliomar and Blueyou

Committed to the Transformation of the Seafood Industry

Blueyou

- Private sector group of companies focusing on sustainable seafood solutions
- Active in services, manufacturing, trading and distribution of seafood
- Engage with fisheries and aquaculture sector on transition towards sustainability
- Partnering with GO and NGO on private-sector-led programs and projects
- Strong focus on SE Asia and Latin America – and market presence in North America, Europe, SE Asia, China and Japan
- Owns company in the Philippines: Meliomar Inc.

Meliomar Inc.

- Seafood company in the Philippines
- Founded by Blueyou as private sector partner for its fishery improvement program
- Operates a fishery improvement program for handline-caught Yellowfin Tuna
- Manufacturing and distribution of high quality, fresh and chilled tuna products
- Import, Export and local market distribution in Metro Manila







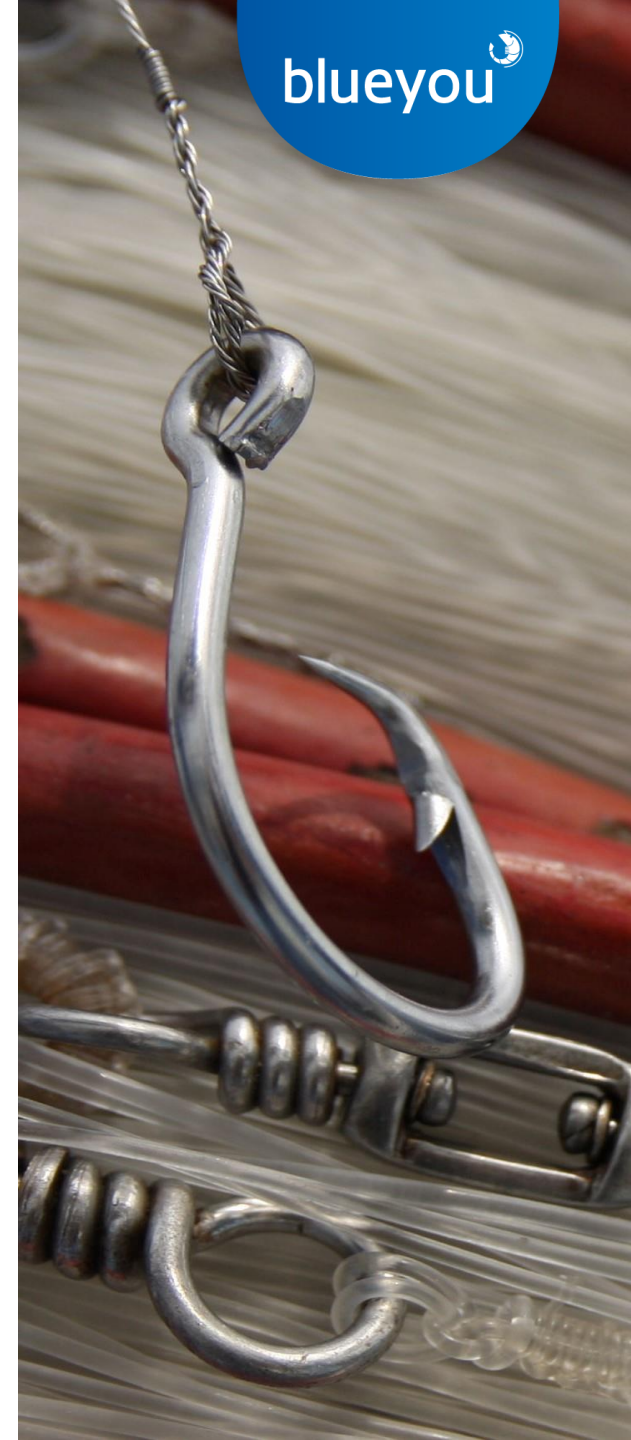




Example of Private Sector Program

Fishery Improvement Program (FIP)

- ARTESMAR® is a private sector driven program for improvement of artisanal, small-scale fisheries
- Developed and managed by Blueyou
- The program is partnering with small-scale community fisheries, local authorities, NGO and private sector in order to create a beneficial environment for change and reform
- Creation of value chain-based incentives and upside value as driver for change and improvement
- Focus on legalizing fisheries, documentation of catch, traceability, food safety and quality, fishery management plan and co-enforcement of existing regulations
- The program offers fishermen and local authorities a functional framework for co-management of marine resources



Example of Private Sector Program

ARTESMAR FIP Philippines

- Target Species: Yellowfin Tuna
- Participating fishermen: 2'500
- 8 provinces in the Philippines
- Focus of improvements:
 - Vessel registration with LGU
 - Catch documentation
 - Traceability from vessels to packed products
 - Electronic traceability system
 - Quality and value improvement of catch
- Products are sold on local and export market
- Collaboration with local LGU and international NGO
- Promotion and recognition for hand-line, single-hook caught tuna as sustainable seafood choice on global markets



Example of Private Sector Program

SELVA SHRIMP® Program in Vietnam

- Aquaculture program by Blueyou
- SELVA SHRIMP® acknowledges the specific benefits of naturally raised shrimp in Silvofisheries in the Southern Mekong River delta in Vietnam
- Works with 4'500 farmers and families which grow shrimp according to organic standards
- Blueyou manages farmer group auditing and chain of custody, traceability and food safety
- Collaboration with local authorities for co-management and enforcement of regulations
- Incentive system for farmers to comply with regulation --- maintaining mangrove forest as important eco-system and habitat



SELVA SHRIMP®

Consumer Marketing for Mangrove Conservation



Seafood Sector and Blue Economy

LESSONS LEARNED AND CHALLENGES IN SE ASIA

LEARNINGS

- Private sector has responsibility and self-interest in sustainability of our oceans
- Seafood industry is highly competitive and still based on exploitation at lowest cost
- However: Responsible practices and transformation towards sustainability do come at a cost – which can only partly be carried-on by the private sector and the underlying local and global seafood value chains
- Co-management models work if all stakeholders are fully committed to the job!

CHALLENGES AND OPPORTUNITIES

- Increasing demand for healthy / high protein diet will further drive seafood demand
- Fisheries: 80 Billion \$ are lost due to mismanagement, overfishing and bad practices
- SE Asian fisheries are most overfished – need for reform and stock rebuilding!
- Huge potential to do much better: Up-side potential of 20-25 Bio \$/ Year (SE Asia)
- Unlocking private capital to fund reform must involve new models for blended financing of transition and professional project development capacities in the region

