



Raising awareness about the contribution of the fisheries & aquaculture sectors

What strategies and tactics will work?

(a Latin-American vision)



FAO International Symposium
EXPO – 2012
Yeosu – Korea
9th August 2012

Antipodes Map

See the other side of the world

Original map

(-34.921971036163754, -56.162109375)

[Swap locations](#)



Antipodes of Montevideo

Antipode map

(34.92197103616377, 123.837890625)



**Greetings from
the other side of the world!**

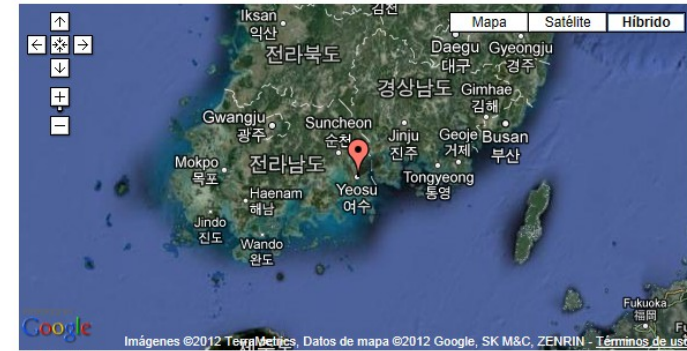
Original map

(34.75966612466248, 127.6556396484375)

[Swap locations](#)

Antipodes Map

See the other side of the world



Antipodes of Yeosu

Antipode map

(-34.75966612466248, -52.3443603515625)



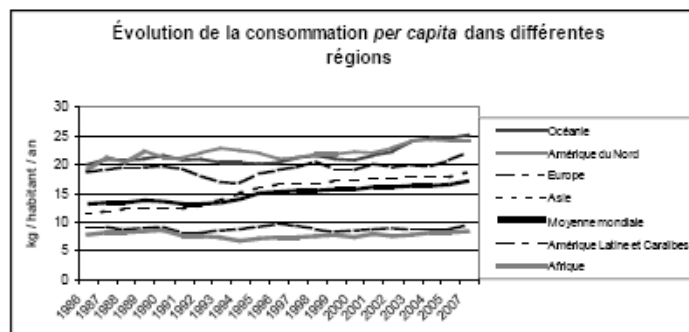
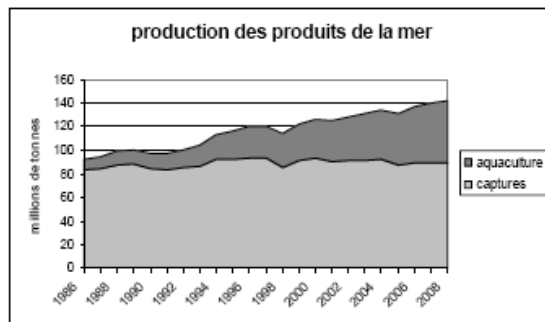
1st Step: Diagnosis of the situation

We can observe a very positive and promising fisheries and aquaculture sector:

- The **increase** of worldwide demand for seafood
- The **increase** of worldwide production of seafood, basically through fish farming
- The **increase** of Latin American demand of seafood
- The **increase** of Latin American production of seafood, basically through fish farming

All global curves go upwards
per capita Consumption

Production



Trade



2nd Step: Defining figures

Some important figures / orders of greatness about fisheries and aquaculture

World:

Seafood represents currently a business of over USD 535 billion per year (at retail level)

Average per capita consumption : 19,2 kg per year (expected by FAO for 2012)

Total 7 billion consumers

Each additional annual kg per capita consumed in the world means:

$7.000.000.000 \text{ kg} \times \text{USD } 4,00 \text{ (average retail price)} = \text{USD } 28 \text{ billion}$

Latin America:

Seafood represents currently a business of over USD 22.5 billion per year (at retail level)

Average per capita consumption : 9.4 kg per year*

Total 600 million consumers

Each additional annual kg per capita consumed in Latin America means:

$600.000.000 \text{ kg} \times \text{USD } 4,00 \text{ (average retail price)} = \text{USD } 2.4 \text{ billion}$

* Latin American countries with higher annual per capita consumption: Chile: 23 kg; Peru: 19.9 kg; Venezuela: 18.5 kg

3rd Step: Having good success stories to tell and images to show

Stories about the producers and their communities

Stories about the producing region (including geographical indications of origin)

Stories about the fishing grounds and the environment, fishermen stories

Stories about the species

Stories about cooking seafood and the nutritional benefits of the different products (Ω3...)

Stories about successful entrepreneurs

Stories about the fishermen, their communities and their fishing grounds



Stories about freshwater aquaculture

Besides traditional freshwater farming of

Tilapia

Colossoma

Trout

Fish farming is developing all around Latin America with the development of farming technologies for new species



Paiche (*Arapaima gigas*)



Surubí (*Pseudoplatystoma* spp.)



Cuiú-cuiú (*Oxydoras niger*)



Some of the new species beginning to be farmed in the Amazonian region (13.445.000 Km²)

Stories about marine aquaculture

Besides traditional marine farming of

Shrimp

Bivalves (mussels, oysters, scallops...) and

Salmon

Marine fish farming is developing all around Latin America with the development of farming technologies for new species

Latin America has over 50.000 km coastline

4th Step: Communicating

Raising awareness about the contribution of the fisheries & aquaculture sectors in Latin America

3 levels of communication:

-To consumers: in order to increase their seafood culture and their consumption levels

Communication through doctors and nutritionists (seafood as healthy food)

Communication through gastronomy schools and chefs (seafood as delicious food)

Communication through school canteens (seafood as an habit)

Communication through specialized agencies (COMEPESCA in Mexico, for instance)

-To investors: in order to encourage them to invest in fisheries / aquaculture

Communication through general and economics media

Communication through fisheries and aquaculture trade chambers

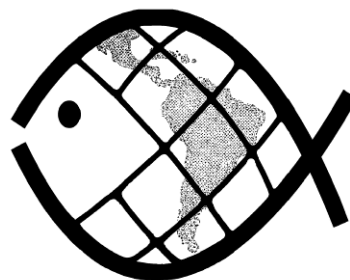
Communication through investment banks (BNDES in Brazil, for instance)

-To government authorities: in order to encourage them to adopt ambitious sector policies

Communication through ministries

Communication through Parliaments (fisheries / aquaculture lobbies)

Communication at provincial and municipal levels



INFOPESCA

Thank You!

감사합니다 !