



**Project FSCFT - 23**

**IMPROVING MARKETING EFFICIENCY OF ARTISANAL  
FISHERMEN  
IN CENTRAL AMERICA, MEXICO AND THE CARIBBEAN**

**1<sup>st</sup> Progress Report  
April - December 2006**

*12<sup>th</sup> February 2007*

## 1 - Introduction

The project was officially launched on 22<sup>nd</sup> March 2006 at the Mexican Ministry of Agriculture (SAGARPA) in Mexico City. This launching ceremony with the Mexican Government authorities was followed by a field launching, on 25<sup>th</sup> March, in Tamiahua, State of Vera Cruz, together with the participant local fishermen cooperative. In Honduras, the launching has taken place in the town of Tela, on 27<sup>th</sup> March with the presence of the Honduran Director of Fisheries, the Mayor of Tela and the fishermen communities benefited by the project.

The official launching missions were crewed by the CFC Senior Project Manager in charge of the project, the FAO officer in charge of its technical supervision and three members of the PEA, including its director.

The launching of the project in Cuba was only effective after the actual signature of the MOU by the Cuban fisheries authorities and took place during the first field mission by the PEA in November 2006.



**Project launching**

In Mexico City



In Tela



In Tamiahua

In Playa Florida



In parallel to the CFC funded activities, FAO has established three letters of agreement with the PEA, for a total amount of US\$ 37.100, regarding the execution of activities foreseen in the project budget to be funded by FAO. These activities were initiated before the actual launching mission, with the first mission, in Tela, being run from 6<sup>th</sup> to 19<sup>th</sup> June 2005. The second mission, in Tamiahua, was realized from 27<sup>th</sup> November to 8<sup>th</sup> December 2005. Both missions were in the frame of FAO's Livelihood Diversification and Small Enterprise Development Programme.

## 2 – Results attained

According to the 1<sup>st</sup> year Workplan, only some of the objectives of the first three components of the project were foreseen to be developed, simultaneously in Mexico, Honduras and Cuba during the first year of activities.

Objective	quarter	main activities to be implemented	responsibilities	output
objective 1	1,2	Preparation of an overall analysis of the fishermen communities working conditions	Fish handling expert; quality assurance expert	Descriptive report
objective 6	1,2,3	Study of the social, cultural and environmental aspects of communities	Project coordinator, Government extensionists	Report of the study
objective 7	3,4	Study on specific markets	Marketing expert	Report of the studies
objective 3	1	Identifying suppliers	Project coordinator	Report of the choice of suppliers
objective 5	3,4	Installation of equipment	Fish processing expert	Equipment installed
objective 4	3,4	Building landing facilities	Fish processing expert	facilities installed
objective 8	3,4	Preparation of promotion material	Marketing expert	3 sets of promotion material
objective 2	1,2,3,4	Effective training of fishermen and women	The whole project team	Trained fishermen and women (reports)

### Workplan for the first year of project activities

#### Component 1: Training in fish handling, fish processing and fish marketing, and quality control of the communities

Objective 1: *preparation of an overall analysis of the fishermen community working conditions*

The analysis were prepared in the case of Tamiahua and Tela by the participants of the FAO LDED missions (June and December 2005), resulting in two specific reports. The report regarding the working conditions in Tela's fishermen communities, around the lagoon of Los Micos, for instance, was already completed in March 2006.

A first analysis of the working conditions of Playa Florida was performed in October and a report was prepared on this subject.

These overall analysis were intended to prepare tailor-made training programmes for the fishermen communities.

Objective 2: *effective training in fish handling, fish processing, fish marketing and quality control*

Several training activities are foreseen in order to attain this objective. The fishermen communities of Tela and Tamiahua have received training in the fields of fish handling and marketing through the FAO/ LDED. In Playa Florida, a first seminar was realized in October 2006, co-organized by the PEA and the local unit of the UJC (Cuban Communist Youth)

Other training activities in the three project sites are foreseen to be implemented during the first semester 2007.

## **Component 2: Demonstration of equipments helping the quality assurance**

Objective 3: *identifying building materials and equipment suppliers (3 ice plants, one for each community)*

As for the building materials

The identification of ice plant suppliers for the three project sites was finalized beginning 2007.

The import in Honduras of an already purchased additional ice plant, inherited from the former CFC "Tilapia" project is currently under processing by Hondurans Customs, in order to be accepted duty free.

Objective 4: *building the landing facilities*

The building or upgrading of landing facilities is under way in Tela. It is basically the preparation of the site where the ice plant will be installed (see picture).

The identification of the upgrades in existing facilities are already decided in Tamiahua as well as in Playa Florida. The purchase of materials has however not taken place yet.

In the Cuban case, there is a need of passing through the FAO representation in order to be able to realize payments inside the country.

## **Component 3: Promotion of values that can be added to the product**

Objective 6: *Study on the social, cultural and environmental aspects of the fishermen communities*

The studies are under way in Tela and Tamiahua. As for Playa Florida,

Objective 7: *Study on specific markets for the traditional and value-added products both on the international and the domestic market*

The FAO / LDED activities have included surveys of local markets, including San Pedro Sula and El Progreso in Honduras and Mexico City and Tuxpan in Mexico.

As for Playa Florida, this study has still not be implemented. The notion of "market", by itself, is a very peculiar concept in the country, due to its economical organization. But be it "marketing" or "sustainable supply of the working classes", the logistics of distribution is the same and it is foreseen to be surveyed in Cuba during the first half of 2007.

A first specific study about the potentiality of the Southern Texas market for Tamiahua's products was realized by the PEA in conjunction with the Superior School of Agriculture of Angers. A specific report of the study was prepared at this occasion.

Objective 8: *preparation of a set of promotion material regarding the products of the fishermen communities, based on the studies results*

This objective is foreseen to be implemented during the second half of 2007.

#### **Component 4: Assistance in the Application for Loans**

##### **Objective 10 : Support to local fishermen communities for their loan applications**

Despite not being foreseen at this stage of the project, two first sets of business plans were prepared in Tela and in Tamiahua, in the frame of the FAO LDED activities. The theme was treated in specific reports.

#### **3 - Conclusions**

The project was officially launched in March 2006 but some of the FAO co-financed activities were initiated some months before.



*Discussing with Tornabé's fishwives during  
FAO/LDED mission in June 2006*



*Meeting the fishermen community of Los Cerritos*



*Artisanal fisherman operating in Laguna de los Micos*



*Fish market survey in Tela*



*Place where the ice plant will be installed  
in Tela's market*



*working meeting with the fishermen communities*





*Landing facilities of Tamiahua's Fishermen Cooperative to be upgraded*



*Collective fisherman oyster depuration facilities in Tamiahua*



*Participants of the training course in Tamiahua: seafood handling, processing and marketing*



*The fishermen community of Playa Florida, Cuba*



*Oysters being landed and processed in community facilities needing rehabilitation and improvement*



*The UJC (Communist Youth) welcomes participants to a training seminar of the Project in Playa Florida*