



Project FSCFT - 23

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

**3rd Progress Report
August 2007 – June 2008**

30th June 2008

1 - Introduction

Project activities have evolved satisfactorily during the period under consideration (August 2007 – June 2008), in continuation to the activities performed since April 2006 (see previous progress reports).

Activities were undertaken in the benefited countries, mainly in Mexico and in Honduras, with good results regarding the project objectives. Efforts were undertaken in order to have positive responses from the Cuban authorities regarding the needed authorizations to the purchases of building materials and of the ice plant.

2 – Results attained

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*

This objective is already fully achieved (see previous reports)

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

Further to the training activities realized in March and in April 2007 in all three project sites, new training activities were carried out in Mexico during the week from 12th to 17th November 2007, with the participation of Tamiahua's Cooperative directors at the 6th international fair ACUAMAR, in the city of Veracruz. During the fair, the Cooperative's members were able to promote their products and distribute the promotion material prepared by the project. Also in November in Mexico, the PEA experts have oriented the members of the cooperative in Tamiahua about the correct use of ice from the newly installed ice plant.



Pictures 1 and 2: Directors of the Tamiahua's fishermen cooperative at the fair in Veracruz

A new PEA mission in Tamiahua was performed in May 2008, where the training regarding the proper use of ice, of the filleting tables and of fish boxes was repeated.

In Tela (Honduras), a training activity regarding fish handling and quality control was carried out by the PEA experts in April 2008, benefiting directly 39 members of the fishermen communities of the region. The proper utilization of the ice plant at Tela's fish market was emphasized at the same time it was inaugurated.



*Picture 3
Training session in Tela, Honduras, in
April 2008: better fish handling and quality
assurance*

Component 2: Demonstration of equipments helping the quality assurance

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

Objective 3 is already fully completed.

Objective 4: building the landing facilities

All the facilities foreseen by the project in Mexico and in Honduras are already built. Still remain the facilities to be upgraded in Cuba, which depend from a formal authorization from the Cuban authorities. Nobody at the Ministry of Fisheries was able to give this authorization since April 2007, even with the intervention of the PEA, of the FAO Representation and also of the CFC, which sent a letter on this matter to the Cuban Ministry of Foreign Affairs. The situation, already described in the 2nd progress report did not change: the building material is available in the city of Camagüey, close to the project site at Playa de Florida, and the money for the purchase is in Cuba on the account of the FAO representation.

On 5th June 2008, the PEA director met personally the Cuban Vice-Minister of fisheries, Mr. Luis Orlando Paz López who promised to do whatever possible to solve the problem which impede the project to use the money in order to purchase the building material and also the ice plant. On 30th June, however, there were still no news.

Objective 5: installation and demonstrative operation of equipment

The ice plant in Tamiahua is functioning continuously since in September 2007 and the ice used gives a better quality to the cooperative products (pictures 4 and 5).



Pictures 4 and 5: the ice plant working in Tamiahua (production capacity of 2,5 MT/day) and the ice being used to refrigerate fishes in boxes also supplied by the project.

Furthermore, the project also supplied the cooperative of Tamiahua with: 2 balances, 26 new fish boxes, and a second filleting table in stainless steel (3meters X 1,15 meters X 80 cm high) and further small equipment.

In Tela, Honduras, the ice plant was inaugurated on 4th April 2008, with the presence of the Honduran Minister of Agriculture and the national Director of Fisheries.



Picture 6

The inauguration of the ice plant in Tela, with the presence of national and local authorities. From left to right: Director of fisheries, Minister of Agriculture, PEA expert, Municipal authority (speaking).

The ice plant serves the fishmongers at Tela municipal market as well as the fishermen communities located around the Micos lagune. For a better conservation of fish with ice, the communities were supplied with insulated boxes (picture 8)



Picture 7: the ice plant and silo in Tela, with a production capacity of 2,5 MT / day.



Picture 8: some of the 44 insulated boxes supplied by the project to the fishermen communities around the Micos lagoon

Small equipment was also purchased to be used in the Tela's ice plant, such as filleting knives and rubber gloves and boots.

As for the municipal fish market, a domestic freezer was supplied to the Garifunas fishmongers community for a better conservation of their products.

Finally, in June 2008, a second ice plant, of smaller size, was purchased in order to be installed in the fishermen community of Los Cerritos, where landing facilities were built by the project already in March 2007 (see 2nd progress report).

As for objective 5, it can be considered as accomplished in Mexico and Honduras. For the reasons already explained, it was not possible to achieve it in Cuba.

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*

This objective can be considered as accomplished. Furthermore, a full article describing these aspects in the case of Tamiahua was published in n° 34 of the magazine INFOPESCA Internacional (see objective 11).

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

Objective 7 can be considered as accomplished (see 2nd progress report)

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

A set of promotion material was already prepared in Mexico for the promotion of the fishermen cooperative of Tamiahua at the fair PESCAMAR 2007. The same material was also used at the fair ACUAMAR 2008.

A set of promotion material is currently (by the end of June 2008) under preparation in order to be used at the promotion event foreseen to be realized in Tela beginning September 2008.

Component 4: Assistance in the Application for Loans

Both objectives under this component will be treated by the end of the project, according to the interests and the possibilities of the fishermen communities.

Objective 9: *Identification of national banks to act as partners to the CFC*

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

Component 5: Dissemination of the Project Results

Objective 11: *dissemination through national and regional media*

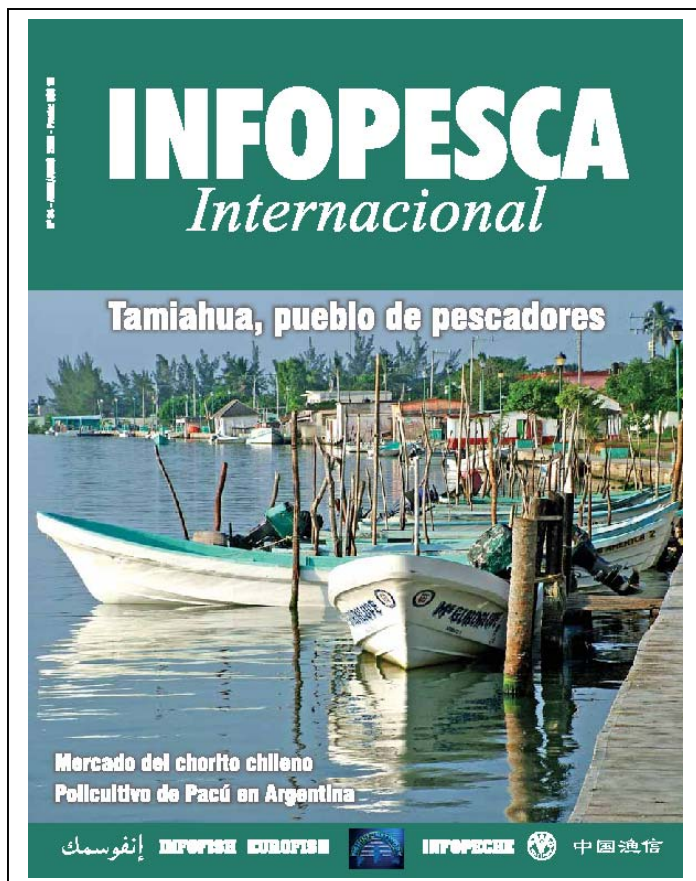
National medias in Mexico and Honduras are covering the activities of the project, mainly when the national authorities are involved (inauguration of the plant in Tela, with the Minister of Agriculture, visit of the Mexican national fisheries commissioner in Vera Cruz, etc.).



Picture 9

PEA' director and the Mexican national fisheries commissioner, Mr. Ramón Coral (with the Tamiahua's brochure in his hands) during the project promotion activities in Veracruz fair (November 2007).

Furthermore, the quarterly magazine *INFOPESCA Internacional* has published articles related to the project in its issues n° 31, n° 32 and n° 34.



Picture 10

The cover page of INFOPESCA Internacional n° 34, which brings a large report about the fishermen communities in Tamiahua.

Objective 12: Dissemination Seminars

These are last activities of the project. There are 4 seminars foreseen: one in each of the benefited countries and one regional seminar.

3 – Conclusions and next steps

In general the project is developing well, mainly in Mexico and in Honduras where the foreseen project objectives are all being reached and even exceeded.

Many savings were possible regarding the project budget (mainly in the equipment input), permitting additional purchases of equipment (second ice plant in Honduras) and different materials.

A promotion activity is foreseen for end/August – beginning/September in Tela. Also a training course regarding the development of domestic seafood markets is foreseen for the same period in Honduras, which will benefit the fishermen communities located in Tela's region.

More training and promotion activities in Mexico and Honduras are desirable as they give good results. PEA's suggestion is to intensify the technical assistance input by relocating the surpluses of the other inputs, mainly the machinery and equipment ones. An increase of 50% in the technical assistance of the 3rd year of the project, transferred from budget inputs in surplus (with no change in the overall budget), would allow further training and promotion activities.
