



# **Enhancing Market Access of Amazonian Aquaculture and Fisheries Products**

**(CFC/FSCFT/28)**

**1<sup>st</sup> Progress Report  
September 2009 - March 2010**

*22<sup>nd</sup> March 2010*

## 1 - Introduction

The project was officially launched in Manaus, Brazil, the 1<sup>st</sup> September 2009 by the Brazilian Minister of Fisheries, Mr. Altemir Gregolin, at the 11<sup>th</sup> session of COPESCAL (Commission for Inland Fisheries of Latin America). The launching in Manaus was followed by a formal launching in Leticia, Colombia, the 5<sup>th</sup> September and in Iquitos, as well as in Lima, Peru, the 11<sup>th</sup> and the 13<sup>th</sup> November 2009.



CFC, ICB and PEA representatives, together with Minister Altemir Gregolin in Manaus



Mrs Martha Lucia de la Pava, Colombian Director of Fisheries, with Mr. Antonio do Carmo, president of ASOPESCAM and Roland Wiefels, project coordinator, at the launching of the project in Leticia



Launching the project in Peru, here with the Peruvian Vice Minister of Fisheries, Mrs. Elsa Galarza and top Ministry officers Christian Berger and David Mendoza, together with the PEA team.

## 2 – Results attained

According to the 1<sup>st</sup> year Workplan, only 2 objectives were foreseen to be developed, simultaneously in Peru, Colombia and Brazil during the first two quarters of the project implementation.

### Objectives to be developed according to the 1<sup>st</sup> year workplan

Objective	quarter	main activities to be implemented	responsibilities	output
objective 1	1,2,3	Implement the 7 foreseen market surveys and publish their reports	Project coordinator Marketing expert	7 survey reports published
objective 2	4	Analysis of market opportunities and planning marketing programmes	Project coordinator, Marketing expert participating wholesalers	3 marketing programmes prepared; 3 marketing workshops realized
objective 3	4	Supervision and support of producers marketing activities	Marketing expert governments extensionists	
objective 5	1,2,3	Purchase and installation of 3 workshops and ice plants	Project coordinator Quality expert Handling expert	3 installed demonstration workshops with ice plants
objective 6	3,4	Training of fishermen and fishfarmers in fish handling and quality control	Quality expert Handling expert Government extensionists	
objective 7	3,4	Supervision and support of production and air shipping activities	Quality expert Handling expert Marketing expert Governments extensionists	

Objective 1: implementation of the 7 foreseen market surveys and publication of their reports.

Present situation:

*Market survey in Manaus*: The final report is ready. Document being edited for publication;

*Market survey in Rio de Janeiro*: The final report is ready. Document being edited for publication;

*Market survey in São Paulo*: Survey under development;

*Market survey in Brasília*: Still under negotiation about who will make the survey;

*Market survey in Lima*: 1<sup>st</sup> draft already presented, currently being revised;

*Market survey in Iquitos*: The final report is ready. Document being edited for publication;

*Market survey in Bogotá*: 1<sup>st</sup> draft already presented, currently being revised;

The edition of all documents is being realized in Montevideo. As for the printing, prices are being taken in different locations in order to compare not only the cost of printing but also the cost of sending. It is clear that the market reports have to be distributed mainly in the surveyed places. The market report of Manaus, for instance, will possibly be printed in Manaus as this printing should be cheaper than the added cost (printing + sending) in any other place.

Beside the paper publication, the reports will also be soon available on the PEA webpage.

### Objective 5: Purchase and installation of 3 workshops and ice plants

#### Present situation:

The technical choice of the suppliers of ice plants in Leticia and in Manaus has already been communicated to the CFC. Both ice plants should be operational in a couple of months.

The supplier of construction material in Leticia has also been already chosen, in accordance with the CFC procedures.

In the case of the construction material in Manaus, there is a possibility (yet to be confirmed) that the Government of the State of Amazonas could subsidy a construction bigger than the foreseen workshop.

In Iquitos, Peru, the PEA has already different proposals of suppliers but the benefited fish farmers association has still not decided about the exact address of the plant. In fact the land foreseen for the construction is still not registered in the name of the association. Once this question is solved (it should be within a couple of weeks) it will be possible to start the installation of the ice plant together with the workshop.

### Objectives 2,3,6 and 7

The field visits (see specific travel reports) have allowed the identification of specific training needs in the field of fish handling and quality assurance practices as well as regarding marketing practices. A further identified need is about cost management and this will be included in the marketing training activities.

### **Conclusions**

The project is being implemented in accordance to the workplan and with no special problems. The first months of activities are always of intensive work because everything has to be started at the same time and equipment have to be installed.

These first intensive activities should be over in a couple of months and lead to training activities and effective fish processing and sales on the surveyed markets.



Informing fish farmers in Iquitos about the first project steps



Disseminating the project objectives at the Expopesca international fair in Lima



examining fingerlings of promising Amazonian species Aruaná, in Iquitos



The aruaná fish already grown up



The fishermen association in Leticia



the women fish processors association in Leticia



Before the fish handling training : fish being stored in contaminated bags and kept in the sun prior to be loaded in a truck. These practices will be improved with the project activities.

