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# UPDATES FROM THE WATER

OCTOBER 2020

## PERU MAHI MAHI

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**Gear Type:** Longline

**Volume:** 61,909 MT

**FIP Stage:** Stage 4 (Improvements in Fishing Practices or Fishery Management)

**Progress Rating:** B (Good Progress)

**Start Date:** November 2013

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Peru's mahi mahi fishery supports 4,200 fishermen and serves as a key link in the marine food chain, providing sustenance for sharks, dolphins, and other ocean predators. Peru is also a leading source of the world's mahi mahi and, like Ecuador, a top exporter to the United States. In 2018, exports to the U.S. generated over \$92 million. Approximately 1,500 fishers have been engaged directly in FIP efforts to pilot WWF's mobile electronic catch documentation system, TrazApp, to improve the collection and transparency of catch data, make it easier to receive fishing permits, and improve safety at sea by allowing vessels to be monitored in real-time. The coronavirus pandemic did not negatively impact the mahi mahi market since the season was ending when the pandemic began, however artisanal mahi mahi fishing communities were impacted.

In addition, FIP activities have been delayed due to becoming lower priority during the pandemic as industry and government prioritized addressing COVID impacts. Still, the Peruvian government expressed interest in using TrazApp to help monitor the status of fishing communities during the pandemic, one advancement that has helped to gain more support from the government for the use and adoption of TrazApp across other fisheries in Peru.

WWF has continued to work with the Peruvian government on the importance of meeting with their counterparts in Ecuador to develop a bi-national action plan for the joint management of mahi mahi, a requirement for both fisheries to meet the MSC standard. A letter from US buyer FIP participants to the Peruvian government in June reiterating the importance of this bi-national action plan, has elevated the issue once again.

WWF shared the letter widely with fishers, exporters, the regional government in Piura, and other key stakeholders, who are helping to pressure the Peruvian national government to agree to a plan.

Over the past several months, six companies (COINREFRI, Fish Olg, Altamar Foods, Spring Valley Fruit/Agropesca, Mai Shi Group, and Produpesca) have joined the Peru Mahi Alliance, a pre-competitive platform for exporters to advance the FIP through political advocacy efforts, funding, and FIP activity support. Two more companies are expected to join soon. WWF and the Peru Mahi Alliance agreed to an annual workplan through 2021 to: conduct a training workshop and implement by-catch reduction measures on vessels which Peru Mahi Alliance members purchase from; pilot an onboard observer and camera monitoring program; support Peruvian government efforts to develop a mahi mahi fishery management regulation; write letters to the Peruvian government expressing their concerns over the slow process to “formalize” (issue fishing permits to) the mahi mahi fleet; and expand the pilot of TrazApp to test the traceability of the information generated down the supply chain with exporters and US importers and ensure it meets the US Seafood Import Monitoring Program (SIMP) requirements and [Global Dialogue for Seafood Traceability \(GDST\)](#) standards and guidelines. This last action will help ensure consumers of mahi mahi in the United States that the products they are consuming are legal and traceable.

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**Become a WWF FIP participant today by visiting:**

<https://seafoodsustainability.org/fisheries/fishery-improvement-projects-signup>

Being a WWF FIP Participant provides a pre-competitive space for companies to engage with fisheries in their supply chains and leverage power across multiple companies to drive fishery improvements forward. By signing on to support a FIP, you are joining forces with other leaders in the industry that seek to help conserve marine ecosystems and advance the livelihoods for millions of people who depend on them.

WWF recognizes FIP participants on the industry website, [SeafoodSustainability.org](https://SeafoodSustainability.org). WWF also works with FIP participants to communicate the benefits of FIPs among key buyers, sustainable business leaders, employees, environmental activists, and other key constituencies.

**Together we can protect oceans and the food and livelihoods they can sustainably provide.**

For more information or to partner with WWF, please visit [SeafoodSustainability.org](https://SeafoodSustainability.org) or contact us at [info@seafoodsustainability.org](mailto:info@seafoodsustainability.org)

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