Advancing marketing information and technical advisory services to the fishery industry of the Asia-Pacific region: the current and future work programme of INFOFISH

ASIA PACIFIC DAY FOR THE OCEAN
8 NOVEMBER 2019
BANGKOK, THAILAND
FISH INFO Network of fish marketing and information services

- Network was created in late 1970’s by FAO and includes:

- Created to assist the fishery sector particularly in developing countries and countries in transition, the network provides services to private industry and to governments.

- The execution of multilateral and bilateral projects is one of the main activities of the network.

- It is also widely known for its range of publications and periodicals as well as for the organization of international conferences, workshops and training seminars.
• More than three decades long participation in fisheries developmental activities in the region.

• Fish handling, processing quality assurance, product/ market diversification, aquaculture etc.

• Mandate includes maximizing the use of fishery resources and increasing export earnings while promoting responsible and sustainable fisheries

• Prominent role in actively disseminating technical and trade information through national, regional and international training programmes and global trade and commodity conferences.

• In collaboration with FAO and other International Agencies such as CFC, IFAD, USDA, ESCAP has trained over 2,000 persons on a wide range of disciplines such as fish handling, processing, quality control, HACCP etc.

• More than 20 global commodity conferences on Tuna, Shrimp, Aquaculture organized by INFOFISH over the last 30 year period has attracted over 5000 key industry participants which provided vast opportunities for global interaction for trade promotion and also transfer of technology.

• INFOFISH also provides consultancy service to governments and private sector by undertaking feasibility studies and other studies on various aspects.
CORE ACTIVITIES

• Projects (CFC, ESCAP, ADB, FAO, TCP)
• Consultancies (Member countries, Industry)
• Conferences (TUNA, SHRIMP, FINFISH)
• Workshops (HACCP, VA, Auditing, OA)
• Industry Seminars
• Training Programs (VA, Lab Techniques)
INFOFISH Developmental Projects and Activities focuses on Upstream, Midstream and Downstream of the Value Chain

- Handling – Onboard and Off board
- Processing – Onboard and in Processing establishments – Quality and Safety
- Product Development
- Marketing Assistance - Analysis of the Global, Regional and Domestic Markets
- Capacity Building – Handling, Processing, Product Development and Marketing
- Access to the EU Markets
KEY PROJECTS

- UN-ESCAP Seafood Marketing in Cambodia
- UN-ESCAP Organization of policy seminars and HACCP workshops in Vietnam/Cambodia
- CFC/IFAD/INFOFISH/FAO Project on Export Promotion of Value-added Fishery Products and their Sustainable Development
- UN-ESCAP/GTZ Project on Marketing Advisory Assistance to Seafood Industry in Vietnam
- CFC/FAO Freshwater Fishery Project
- CFC Organic Aquaculture Project
- Value Capture Fisheries (Valcapfish), Indonesia
- FAO-Fish Marketing Information Project for Aceh, Indonesia
- CFC/FAO Promotion of Processing and Marketing of Value-Added Tuna Products from Island Countries in the Asia-Pacific
- CFC/FAO/IFAD Project for Export Promotion of Value-Added Fishery Products and their Sustainable Development - from Bangladesh
• Training workshop on valued added freshwater fishery products and HACCP in Bangladesh and Training of Trainers Workshop in 3 cities in India

• Marketing component was carried out in during the China Fisheries and Seafood Expo in Qingdao from 7-9 November, 2018.
CFC/FAO Promotion of Processing and Marketing of Value-Added Tuna Products from Island Countries in the Asia-Pacific

- Artisanal and small/medium scale sectors of production
- Marketing and export-processing
- Promoting investment in these sectors
- Enhancing domestic fleet capabilities
- Significant impact on employment and income generation potential of the population, especially fishermen, fish handlers, processors, marketers, etc.
Value Capture Fisheries (VALCAPFISH) Project, Indonesia

• This project objective was to improve the value of capture fisheries in Indonesia mainly through capacity building activities along the value chain.

• Funded by the Dutch government and the Ministry of Marine Affairs and Fisheries Indonesia, the project period was from November 2009 up to mid-2011.
The FMIS project, funded by the Spanish government to establish a transparent fish marketing information system is in place and used by fishers, fish farmers and fish traders. The main activities carried out were:

1. Trade facilitation to improve export opportunities from Aceh to the ASEAN markets, particularly to Malaysia and Singapore

2. Capacity building for small fish traders and processors in Aceh
Project for Export Promotion of Value-Added Fishery Products and their Sustainable Development - from Bangladesh funded by Common Fund for Commodities (CFC) The International Fund for Agricultural Development (IFAD)

- Techno-economic feasibility studies on investment in the shrimp sector
- Training and dissemination activities related to HACCP implementation, laboratory analytical techniques, training of trainers in quality assurance etc.
- Transfer of knowledge on product safety and packaging and product presentation among 329 entrepreneurs
- Facilitated private sector investment on processing, value addition and product promotion- 38 companies
- 5 processing plants were upgraded to meet EU requirements - the EU ban in 1997 on Bangladeshi seafood
- Fisheries exports' volume increased by 38% compared to the previous year and shrimp exports contributed for 89% to the total value of the exports
CFC Organic Aquaculture Project

• Introduction of organic aquaculture practices for the first time in Malaysia and Myanmar
• Promotion of sustainable aquaculture concept in the beneficiary countries;
• Identification of sales opportunities
• Development of domestic and international trade for organic, organically–grown, and eco-friendly aquaculture products from the beneficiary countries;
• Promotion of products in collaboration of trade partners identified in target markets.
Myanmar National Export Strategy - Fisheries sector
Upstream Activities
Onboard/onshore handling of catch, implementation of traceability, quality assessment, improved catch utilization
Mid stream Activities

Extensive shrimp farms in Myanmar
Shrimp Farms in Bangladesh – beneficiary of the freshwater fish project

With only trial production of shrimp and finfish from GAP/ HACCP farms, they have secured deals with the largest supermarkets in the city.
Development of value-added tuna product samples suitable for export to major markets from PNG and Maldives.
Some products developed
Capacity Building Activities

TRAINING OF TRainers ON GOOD AQUACULTURE PRACTICES AND HACCP, CAMBODIA
Training of Trainers Programme on Seafood Value Addition, 12-19 September, Kochi, Vizag and Mumbai
- Demonstration/Training/Industry Seminars workshops on Value-added Shrimp/ Tuna/Fin-fish products

- Training on on-board handling of tuna

- Exposure Visits on Marketing and Technical Aspects Member Countries and the Industry
  Orientation for the NLOs and the members of the industry on INFOFISH activities, visits to dry and wet fish markets, aquaculture farms, cage farming sites, landing centers and fish processing units in Malaysia
Training in Seaweed Tissue Culture Technology

South Asian Regional Centre for Tropical Biology (SEAMEO-Biotrop) in Bogor, Indonesia conducts this training and preparations are on-going.

Training on Shrimp Culture, Biosecurity, Fish Health

Align with the current requirements training programmes on aquaculture practices, biosecurity and fish health will be organized to equip member countries with the necessary knowledge and capacity building.

In collaboration with regional organizations like NACA based on specific requests.
Training in Value Chain Analysis of Production and Marketing
• Positive feedback on the trainings – planned for Fiji, Cambodia, Maldives and Malaysia

• Successful in providing exposure on accessing trade data, analysing trade data and market information, market intelligence and performing a market analysis

• A regional training for trainers programme is being planned

• Also an advanced training planned which will focus on Fish Trade Analysis, Value Chain Analysis and Fish Supply Demand - Thailand and the Philippines

• Video tutorials of how to access trade data which may be used offline or where there is limited internet connectivity
Trade Facilitation Activities

- Business visit to Malaysia and Singapore (15-21 August 2009)

- Participation of 6 Aceh fish processors at the Malaysian International Seafood Exposition (MISE)2009, 3 – 6 November, 2009

- Established direct trade between Aceh fish traders and Fishermen Association of Perak (Penggerak)
Results of Trade Facilitation:
- 7 small fish traders from different districts in Aceh are directly exporting their fish to Fishermen Association of Perak (Penggerak) on a regular basis.
GLOBAL COMMODITY CONFERENCES
TUNA 2020, the 15th INFOFISH World Tuna Trade Conference and Exhibition

Shangri-La Hotel, Bangkok, Thailand on 27 - 29 May 2020
SHRIMP 2019

12-14 November 2019 at the JW Marriott Hotel, Bangkok, Thailand

jointly organized by INFOFISH; the Department of Fisheries, Thailand; The Thai Shrimp Association and the Network of Aquaculture Centres in Asia-Pacific (NACA); supported by the China Aquatic Products Processing and Marketing Alliance (CAPPMA) and in collaboration with INFOPESCA.

Themed “Modelling for Sustainability”, SHRIMP 2019 will consider at length the present and the future of the industry, focusing on moving towards sustainability at every level.
3rd INTERNATIONAL ORNAMENTAL FISH TRADE AND TECHNICAL CONFERENCE, COLOMBO, SRI LANKA 2021
PROMOTING GLOBAL AGENDA
The INFOFISH International provides topical information on a wide range of subjects pertaining to the fisheries industry worldwide.

The main subject categories:
(i) Markets and Marketing; (ii) Aquaculture; (iii) Handling /Processing; (iv) Fishing; and (v) Features.

Through the magazine, INFOFISH strives to present a balance of articles needs of all those involved in the trade of fish and fishery products, policymakers, culturalists, the R & D sector, NGOs and organisations.

interviews with leading spokespersons and experts from the global fisheries and aquaculture industries.

INFOFISH INTERNATIONAL
WORKING TOWARDS SOCIAL RESPONSIBILITY IN FISHERIES

By Fiazur Rameezuddin

Introduction

Consensus amongst global stakeholders from every component of the fishing and aquaculture sectors is essential if we are to reach the goal of decent employment as a win-win situation for all. Some challenges associated with this are: reducing overfishing, ensuring food security, and the control of pollution, including abuse of human rights, bondage, poor occupational safety and health, child labour. As such, the need for fishery management systems and policies that include social responsibility, capacity development, institutional building, strengthening of fish workers organizations, and certification of the responsible instruments is evident.

The Rural and Agricultural Organization (FAO) estimates that globally there are more than 58 million people working in the fisheries and aquaculture sector, and the work conditions of fishers are often less than ideal. Their knowledge and skills lack access to markets and facilities, leading them to over-exploitation, climate change, and conflict. However, many of the instruments that address the abuse of human rights, bonded, and poor occupational safety in fisheries are lacking.

Regional workshop on ‘Improving Capacity to Effectively Engage with the Green Climate Fund in the areas of Readiness and Project Development in the Pacific Fisheries Sector’

The Food and Agriculture Organization of the United Nations (FAO-UN) recently organized a Regional Workshop on “Improving capacity to effectively engage with the Green Climate Fund in the areas of Readiness and Project Development in the Pacific Fisheries Sector” on 17-18 October, 2018, Nadi, Fiji.

An interview with Uwe Barg, Mariaileenora D’Andrea and Felix Martin, Fisheries and Aquaculture Department, Food and Agriculture Organization (FAO), Rome, Italy

Since 2014, the FAO-convened Vigo Dialogue has aimed to reach consensus amongst stakeholders on selecting a standardized instrument for fisheries and aquaculture, with a focus on sustainable development. One of the important issues to be addressed is the abuse of human rights, bonding, and poor occupational safety in fisheries. While there is much work to be done by many international organizations, governments, industry, and individuals, this initiative aims to improve the situation in fisheries and prevent abuse.

72 Aquaculture

ACROECOLOGICAL AQUACULTURE: AN EFFECTIVE APPROACH TOWARDS SUSTAINABLE FOOD SECURITY

Integrated Aquaculture (IAA) is a centuries-old practice in countries like China and India (e.g. fish in rice fields) but only in recent years has it received the recognition it deserves as a vital method of sustainable food production. Scientific research is still lagging behind, and other organizations are actively working with governments and communities, promoting IAA as an effective approach towards meeting the Sustainable Development Goals (SDGs) listed in the ‘2030 Agenda for Sustainable Development’ Plan.

Introduction

Global population will reach 9 billion by 2050 as estimated by the Food and Agricultural Organization (FAO) of the UN. The world’s highest population growth rate is predicted to occur in the areas that are greatly dependent on the agricultural sector (crops, livestock, forestry, and fisheries) and which have a high incidence of food insecurity. The impact of climate change is expected to be more severe in countries that rely on mono-cropping and commercial farming, with one of its leading causes, deforestation, tied to farming systems that can adapt and mitigate climate change. The promotion of an agroecological approach is therefore significant in mitigating the effects of climate change and to meet the relevant Sustainable Development Goals (SDGs).

Agroecology is, in simple terms, an ecological approach to agriculture. It uses ecological and social concepts to design, manage, and evaluate agricultural systems that are not only productive but also conserve natural resources. The field of agroecology is not associated with any particular method of farming whether it be organic, integrated, or conventional. It offers a holistic approach that integrates ecological knowledge, local wisdom, and traditional farming practices with modern knowledge, industrial practices, and organic methods. Agroecology seeks to strengthen farmers’ resilience and ability to adapt to climate change by reducing agricultural contribution to Greenhouse Gas (GHG) emissions and enhancing carbon storage on farmlands.
Regional workshop on ‘Improving capacity to effectively engage with the Green Climate Fund in the areas of Readiness and project development in the Pacific fisheries sector’

17-18 October, 2018, Nadi, Fiji
Regional Workshop/Training on Sustainable Development Goals (SDGs)

A regional workshop on the global agenda on SDGs is being planned for the coming year. The aim of the workshop is to assist member countries in streamlining the SDG 14 targets in their national policies with the guidance of FAO. INFOFISH has also approached FAO to request for possible funding to undertake this activity.

Training Programme on IUU fishing

This training programme is being planned for the coming year based on the request by member countries Cambodia and Philippines to equip member countries with the necessary knowledge to tackle the issues related to IUU fishing with reference to fish trade and traceability. This training could be carried out in collaboration with regional organizations like SEAFDEC that is already working on a regional consultations and guidelines in combatting IUU Fishing.
FISH MARKET VISITS – BANGKOK, THAILAND
03 – 07 FEB 2017

FISH AND SEAFOOD RETAILING IN THAILAND
By Shininee Maria Anthonysamy and Anjana Sandhu

Introduction

The term fish is derived from the Latin word ‘pes’ meaning fish in English. Fish are aquatic animals that live in water bodies such as oceans, rivers, lakes, and ponds. They are an important source of protein and are a popular food item around the world. Thailand is one of the leading fish-producing countries in the world, and it is known for its rich variety of fish and seafood. The country is famous for its delicious seafood dishes, which are a popular attraction for tourists. The main fish species found in Thailand include mackerel, snapper, grouper, and shrimp, which are widely used in various dishes.

Marketing

Thailand’s fish and seafood retailing industry has been growing at a rapid pace in recent years. The country is known for its diverse range of seafood products, which are popular among both domestic and international consumers. Thailand’s seafood industry is well-developed, and it is one of the largest seafood exporters in the world. The country’s seafood industry is also supported by the government, which provides various incentives and support to the industry.

Seafood is a major component of Thai cuisine, and it is widely consumed in the country. The Thai government has also implemented various policies to promote the seafood industry, which has led to an increase in the demand for seafood products. The country’s seafood industry is supported by a well-developed infrastructure, which includes modern fishing vessels, processing facilities, and distribution networks.

The Thai government has also implemented various policies to promote the seafood industry, which has led to an increase in the demand for seafood products. The country’s seafood industry is supported by a well-developed infrastructure, which includes modern fishing vessels, processing facilities, and distribution networks.

Fishing

Fishing is an important aspect of the Thai economy, and it is a major source of employment for many people in the country. The fishing industry is well-developed, and it is supported by the government, which provides various incentives and support to the industry. The main fishing areas in Thailand include the Gulf of Thailand, the Andaman Sea, and the Gulf of Siam. The fishing industry in Thailand is well-developed, and it is supported by a well-developed infrastructure, which includes modern fishing vessels, processing facilities, and distribution networks.

Processing

Seafood processing is an important aspect of the Thai seafood industry. The country is known for its diverse range of seafood products, which are popular among both domestic and international consumers. Thailand’s seafood industry is well-developed, and it is one of the largest seafood exporters in the world. The country’s seafood industry is also supported by the government, which provides various incentives and support to the industry.

Distribution

Distribution is a crucial aspect of the Thai seafood industry. The country is known for its diverse range of seafood products, which are popular among both domestic and international consumers. Thailand’s seafood industry is well-developed, and it is one of the largest seafood exporters in the world. The country’s seafood industry is also supported by the government, which provides various incentives and support to the industry.

Conclusion

In conclusion, the Thai seafood industry is well-developed, and it is one of the largest seafood exporters in the world. The country’s seafood industry is supported by a well-developed infrastructure, which includes modern fishing vessels, processing facilities, and distribution networks. The Thai government has also implemented various policies to promote the seafood industry, which has led to an increase in the demand for seafood products. The country’s seafood industry is well-developed, and it is supported by a well-developed infrastructure, which includes modern fishing vessels, processing facilities, and distribution networks.
FISH MARKET VISITS – SINGAPORE

18-20 FEB 2017

SINGAPORE: A THRIVING HIGH-END SEAFOOD MARKET

by Shireen Maria Anthonyannay and Joelyn Sentina

One of the most vibrant and dynamic markets in the world, Singapore is a hub for seafood lovers. The country is known for its fresh seafood, which is a major attraction for tourists and locals alike. The city-state’s seafood market is not only a place to buy fresh seafood but also a place to learn about the different species and their culinary uses.

Introduction

With a per capita food consumption of 40g in the Republic of Singapore, seafood accounts for a significant portion of the diet. Singapore is known for its high-end seafood, which is often used in fine dining establishments. The city-state is famous for its hawker centers, where visitors can sample a variety of seafood dishes.

Singapore is a major trading hub for seafood, with imports and exports playing a significant role in the economy. The country is home to several large seafood markets, including the Tanjong Pagar Fish Market, which is one of the oldest and largest fish markets in Singapore. The market is known for its fresh seafood, which is sold at competitive prices.

The market is open from early morning until late at night, and visitors can find a wide range of seafood, including fresh fish, prawns, crabs, and other shellfish. The market is bustling with activity, with vendors haggling over prices and customers bargaining for the best deal.

In conclusion, Singapore’s seafood market is a vibrant and dynamic place, where visitors can sample some of the best seafood in the world. Whether you’re a seafood lover or just interested in unique culinary experiences, a visit to the Tanjong Pagar Fish Market is a must.

Marketing

One of the most vibrant and dynamic markets in the world, Singapore is known for its fresh seafood. The country is a major trading hub for seafood, with imports and exports playing a significant role in the economy. The city-state is home to several large seafood markets, including the Tanjong Pagar Fish Market, which is one of the oldest and largest fish markets in Singapore. The market is known for its fresh seafood, which is sold at competitive prices.

The market is open from early morning until late at night, and visitors can find a wide range of seafood, including fresh fish, prawns, crabs, and other shellfish. The market is bustling with activity, with vendors haggling over prices and customers bargaining for the best deal.

In conclusion, Singapore’s seafood market is a vibrant and dynamic place, where visitors can sample some of the best seafood in the world. Whether you’re a seafood lover or just interested in unique culinary experiences, a visit to the Tanjong Pagar Fish Market is a must.
Thank you