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Smallholder Safety Net
Upscaling Programme

IMPROVING SUSTAINABILITY OF THE SEAFOOD SUPPLY CHAIN THROUGH DIGITALISATION AND CERTIFICATION



Africa



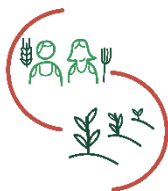
Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

Fisheries are one of the fastest growing food sectors in the world. This development has not occurred without problems: over-fishing, illegal fishing and coastal degradation are widely reported in the world's media. A recent FAO study on the effect of fish trade on food security in developing countries concluded that fish exports generally had a positive effect in terms of food security and in generating income and employment. However, it also pointed out that to increase or maintain fish trade, effective management is required to ensure the sustainability of the resource.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Blueyou Group (BY) is a global group of companies founded in Switzerland in 2004 that has been active for nearly 20 years in the processing, trading and commercialisation of sustainable seafood. With operations in Asia and Latin America, it sources from about 10,000 smallholder producers. BY has been focusing on sustainable fisheries and aquaculture, and market-based approaches and solutions for change and sector reform, with a strong focus on smallholder and community-based producers, and restorative, climate-smart seafood harvesting systems.

OBJECTIVE OF THE PROJECT

The project focusing on supporting the entities located in Mexico, Indonesia, Peru and the Philippines and shall achieve a fully integrated digital traceability system between the fish landing sites and the sales of the final products as well as the successful certification of the origins against Fair-Trade USA.

The expected results of the project are:

- Generate reliable and representative biological and fishery data to be used for fisheries management.
- Improve the operations of 3 Blueyou suppliers thanks to the use of technology.
- Increase incomes for fishing communities thanks to certification and traceability.

IMPACT INVESTOR



BENEFICIARY ORGANISATION

Blueyou Group (agri-SME) - Switzerland

TARGET

2,100 smallholder farmers

AGRICULTURAL VALUE CHAIN

Fisheries and aquaculture

STARTING DATE

November 2024

DURATION

18 months

TOTAL TA BUDGET

€ 502,892
Including € 197,183 (39%)
contribution from SSNUP



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