Fish Trade for a Better Future Project Message Guide
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THE PROJECT - WHAT IS IT?

50 words
Implemented by WorldFish, The European Union-funded Fish Trade for a Better Future project supports the strengthening of intra-regional fish trade in Africa by conducting research and testing strategies to generate data to inform crucial policy decisions. The project aims to improve food security and reduce poverty in sub-Saharan Africa.

150 words
Africa, a continent that is endowed with plentiful fish resources in oceans, rivers, lakes, floodplains and fish farms, accounts for just 4.9% of global fish trade. More efficient trade could significantly improve income and nutrition for millions of Africans, particularly those 12.3 million that are directly employed in the fisheries and aquaculture sectors. Intra-regional fish trade in Africa is constrained by inadequate market and trade infrastructure and deficient policy and institutional frameworks. The African Union Policy Framework and Reform Strategy for Fisheries and Aquaculture in Africa prioritizes fish trade as a means to increase food and nutrition security as well as income levels of fish-dependent communities. In response, the European Union-funded Fish Trade for a Better Future project, implemented jointly by WorldFish, NEPAD Agency and AU-IBAR, helps develop intra-regional fish trade in Africa by conducting research and generating data that informs crucial policy decisions. The project aims to improve food security and reduce poverty in sub-Saharan Africa.

500 words
Africa, a continent that is endowed with plentiful fish resources in oceans, rivers, lakes, floodplains and fish farms, accounts for just 4.9% of global fish trade. The value added by the fisheries sector in 2011 was estimated at more than US$24 billion, with 12.3 million people directly employed as full-time fishers or full-time and part-time processors. However, intra-regional fish trade in Africa is constrained by inadequate market and trade infrastructure and deficient policy and institutional frameworks.

There is great potential for fisheries to generate food and nutrition security, reduce poverty and contribute to regional economic development. However, fish trade is often neglected in national and regional policy. As a result, intra-regional fish trade has largely remained informal, with low volumes traded by artisanal and small and medium enterprises, mostly headed by women.

The African Union Policy Framework and Reform Strategy for Fisheries and Aquaculture in Africa prioritizes fish trade and aims to promote responsible and equitable fish trade. In response to this, the European Union-funded Fish Trade for a Better Future project supports the development of intra-regional fish trade in Africa by conducting research and testing strategies that generate data to inform crucial policy decisions.

The four-year project aims to improve food and nutritional security and reduce poverty in Sub-Saharan Africa by enhancing the capacities of regional and pan-African organizations to support their member states and to better integrate intra-regional fish trade into their food security policy agendas.

The project builds on earlier political and policy processes run by the New Partnerships for Africa’s Development’s (NEPAD) Planning and Coordinating Agency (NPCA) and the African Union Inter-African Bureau for Animal Resources (AU-IBAR). During the first Conference of African Ministers of Fisheries and Aquaculture in 2010, ministers recommended eradicating trade barriers, review of
fisheries trade-related issues and the strengthening of national fisheries sectors to enhance the role of fish in food security, alleviating poverty and developing trade.

Fish Trade for a Better Future focuses on four main trade corridors in south, east, central and west Africa which include 21 countries, to strengthen the evidence base for coherent policy development at national and regional levels.

The project will:

- provide information on the structure, products and value of intra-regional fish trade in Sub-Saharan Africa for sharing with relevant stakeholders through national, regional and continental policy dialogues and other appropriate channels;
- provide a set of recommendations on policies, certification procedures, standards and regulations;
- build capacity for trade among private sector associations, in particular women fish processors and traders and aquaculture producers, to make better use of expanding trade opportunities through competitive small and medium-scale enterprises;
- promote the adoption and implementation of appropriate policies, certification procedures, standards and regulations by key stakeholders participating in intra-regional trade in the four selected corridors in Sub-Saharan Africa.

Leading the project is WorldFish, an international research organization that harnesses the potential of fisheries and aquaculture to reduce hunger and poverty, in partnership with two African Union institutions, NPCA and AU-IBAR.
Partners
WorldFish is an international, nonprofit research organization that harnesses the potential of fisheries and aquaculture to reduce poverty and hunger. WorldFish works with communities in Africa, Asia, and the Pacific and uses its scientific expertise in fisheries and aquaculture to promote sustainable, evidence-based development solutions and policy recommendations that help the millions who depend on fish for food and income.

NEPAD Coordinating Agency (NPCA) is the technical body of the African Union. Its mandate is to facilitate and coordinate the implementation of regional and continental programs and projects and to push for partnerships, resource mobilization, research and knowledge management. The agency is a key champion for the African fisheries sector, facilitating a number of regional fisheries and aquaculture initiatives.

AU-IBAR is a technical office of the Department of Rural Economy and Agriculture (DREA) of the African Union Commission. It has the mandate to coordinate and support AU member states in the utilization of animals (livestock, fisheries and wildlife) as a resource for human well-being and economic development. Under the AU DREA, AU-IBAR is promoting the enforcement of measures and procedures at all levels of the fish value chain in order to enhance regional trade and promote access to value markets.

Fish trade and the development of a national research capacity for fisheries and aquaculture
Fish Trade for a Better Future is working with nine universities across Africa to conduct research. The universities are:
- Lilongwe University of Agriculture and Natural Resources (LUANAR) of Malawi
- Cheikh Anta Diop University (Senegal)
- University of Ibadan (Nigeria)
- University of Ghana (Ghana)
- University of the Western Cape (South Africa)
- Makerere University (Uganda)
- Felix Houphouet-Boigny University (Cote d’Ivoire)
- University of Dar es Salaam (Tanzania)
- University of Doula (Cameroon)

Global experience proves that universities are central to creating and managing the data research needed to develop the fisheries and aquaculture sectors. Fish Trade for a Better Future is partnering with universities to support fish trade and undertake research which generates information to inform policy.

By developing capacity for research at national universities, the project is (i) creating a critical mass of scientists who understand the development priorities of their countries and regional economic communities (ii) offering capacity support to help the universities to create partnership of African Knowledge Centres, and (ii) contributing to institutionalizing relationships between universities, policy makers and key fish trade actors.
**FACTS**

Food and nutrition security in Africa:
- 239 million of the 925 million hungry people in the world in 2010 were located in Sub-Saharan Africa (FAO and WFP 2010).
- More than 400 million people in Africa depend on fish as a vital source of nutrition (FAO and WFP, 2010).
- Fish contains important micronutrients and omega-3 fatty acids that are particularly important in Africa where one in three children are stunted as a result of poor nutrition.
- Fish accounts for just over one-fifth of sub-Saharan Africa’s protein intake but per-capita fish consumption has stagnated and is now under half the global average.

Value of the fisheries sector in Africa:
- The continent produces 9.9 million metric tons of fish a year worth US$130 billion and yet its share of global trade in this valuable commodity is just 4.9%.
- In 2011, Africa became a net importer of fish.
- Of the 9.9 million metric tons of fish produced in 2010, one-third came from inland fisheries and 1.49 million metric tons (15%) came from aquaculture (fish farming) (FAO 2014).
- In 2011 the value of pan-African fish trade was US$24 billion, equivalent to 1.26% of gross domestic product of all African countries.
- The fisheries sector in Africa employs 12.3 million; accounting for 2% of Africa’s population between 15 and 64 years old; and of whom 27% are women (de Graaf, G. and Garibaldi, L. 2014).
- The cost of illegal and unregulated fishing in Africa is estimated to be over US$1 billion a year (MGRA.2005).
- The Food and Agriculture Organization estimated the value added by the fisheries sector as a whole in 2011 at more than US$24 billion, representing 1.26% of the gross domestic product of all African countries.
- The First Conference of African Ministers of Fisheries and Aquaculture in September 2010 reaffirmed the role of fisheries in achieving 6% annual agriculture growth envisaged by Comprehensive Africa Agriculture Development Programme (CCADP) (African Union 2010).

**Fish trade corridors**
The four corridors which the project will focus on were selected from the official transport links targeted for spatial development initiatives by the African Union, according to existing information on the volumes of fish currently traded, and where trade flows are currently being monitored.
- Corridor A, runs from Dakar (Senegal) to N’djamena (Chad) passing through Mali, Burkina Faso, Niger, Ghana and Nigeria
- Corridor B, runs from Dar es Salaam (Tanzania) to Durban (South Africa), passing through Zimbabwe, Botswana, Zambia, Malawi, Mozambique and Democratic Republic of Congo
- Corridor C, runs from Mombasa (Kenya) to Goma (Eastern DRC), passing through Uganda, Burundi, Rwanda and DRC
- Corridor D, runs from Libreville (Gabon) to N’djamena (Chad) via Cameroon
When was the project launched?
Fish Trade for a Better Future was launched in Nairobi, Kenya from 2 to 4 March 2015.

What is the aim of the project?
Fish Trade for a Better Future aims to ensure that African countries trade more fish and fish products among themselves, contributing to regional integration, food and nutritional security, improved livelihoods and increased incomes of those involved in fish processing and fish trading.

Another aim is to ensure that Africa can master the technology of fish production. Experience has shown that when you increase production, prices tend to go down therefore making fish affordable for the rural and urban poor.

What is the goal?
The goal is to generate information and policy recommendations that can be utilized by all African countries to facilitate cross-border trade in fish and fishery products.

Who are the key partners of this project?
The key partners are NEPAD’s Coordinating Agency and the African Union Inter-African Bureau for Animal Resources (AU-IBAR). Other partners are the regional economic communities such as Southern African Development Community (SADC) and the Economic Community of West African States (ECOWAS ) and the African Union member states. At the national level we are partnering with the Ministries/Departments responsible for fisheries and aquaculture, fish processors and fish traders as well as associations involved in fish processing and trading.

How is collection of data for this project being done?
A number of research, capacity building and policy influence approaches and methods are being used to deliver the activities of this project. These include desk literature review, and analysis, fieldwork and surveys, participatory diagnosis, value chain approach and gender transformative approach. A systematic combination of qualitative and quantitative methods is being employed in the collection of primary and secondary data.

What is the methodology being used?
We are using an innovative methodology that is distinctive in scope and organization. An integrated methodology combining partnership and collaborative formation at various levels, research, capacity building, policy influence, communication and dissemination is being used to achieve the overall and specific objectives of the project. As part of this, we have partnered with nine African universities whose graduate students are conducting part of the field work, with the help of their professors and oversight from WorldFish staff. The published theses of these students will help inform national policies and can be used by respective departments of fisheries.

On which countries will the project focus?
The project will focus on four trade corridors in Sub-Saharan Africa. The routes of these corridors transverse 21 African countries.
Why is fish important to Africa?
More than 400 million people in Africa depend on fish as a vital source of nutrition (FAO and WFP, 2010). Fish contains important micronutrients and omega-3 fatty acids that are particularly important in Africa where one in three children are stunted as a result of poor nutrition. In some of the poorest communities, fish is the primary source of nutrition.

Why is improving intra-regional fish trade important to Africa?
Expanding fish trade opportunities, especially for small-scale fishers, will lead to a sustainable fish trade that improves incomes, stimulates economic growth and provides a pathway out of poverty for many fish-dependent communities across Africa.