

The background features a central blue shield-like shape containing text. Surrounding this central element are several vertical lines in brown, green, and dark red. From these lines, horizontal and curved lines in red and blue extend outwards, creating a network-like pattern.

Farmers in Transition

Engaging in aquaculture
improvement projects

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**the sustainable
trade initiative**

Engaging in aquaculture improvement



- 1) IDH
- 2) Why the Farmers In Transition Fund / FIT Fund?
- 3) Objective FIT Fund
- 4) Why would you participate?
- 5) How to benefit and become engaged?

IDH

Mainstreaming sustainable trade for development impact

- Public private **partnership** facility
- Funded by Dutch, Swiss and Danish gov't
- Impact on MDGs1, 7 and 8
- **18** commodity programs in **50** countries
- **300** companies
- **30** international NGOs
- **130** M euro public investment capital



Why the FIT Fund?



Lessons learned:

- Experiences with the role of sustainability certification for wild-caught seafood
- Experiences with Fisheries Improvement Projects
- Experiences with Coalitions like yours
- Starting experiences in aquaculture improvement projects, e.g. through IDH program and others

Confronted with ‘(business) reality’

Why the FIT Fund?



- 1) Seafood is not black/ white
- 2) The real change is in bringing suppliers to a 'higher' level of performance
- 3) Demand is needed to catalyse change
- 4) You cannot achieve change alone
- 5) The challenge is too big to create 'fragmentation'
- 6) 'Impose' requirements is not bringing lasting change
- 7) Continued and consistent messaging helps in shifting resistance to awareness and improvements of supply
- 8) Use supply chain leadership to nurture local ownership and leadership
- 9) Respect different cultures
- 10) Is there a business case *and* impact?

Why the FIT Fund?



	Supply 2030 Million tonnes	Demand 2030 Million tonnes	Gap Million tonnes
Africa	11,7	18,7	-7,0
Asia	156,5	186,3	-29,8
Europe	18,6	23,4	-4,8
South-America	16,2	18,3	-2,1
North-America	6,2	12,9	-6,6
Oceania	1,5	1,8	-0,3
World	210,7	261,2	-50,6

- 4% growth extrapolation
- 60% supply: aquaculture

Bron: FAO, estimation of FI department 2012

FIT Fund - prawns



- Secure your supply
 - Supply chain transparency and traceability
- Meet your/ service targets for responsible sourcing
 - Build trust and reputation
- Positive answer to pressure / media attention



- Farmers need to comply in order to close the deal

FIT Fund - prawns



***Accelerate shrimp farmers transition
towards more responsible farming practices
respecting food safety requirements***

115,000 tons farmed shrimp by 2015



**Shrimp responsibly produced & sold
Farmers & employees & communities benefitting
Responsible feed
Ecosystem impacts (biodiversity, water)**

- Public budget: 5,8 million €
- Total (incl. private sector): 10-15 million €
- Focus on *farmed shrimp* initially

FIT Fund - prawns



1) Impact-oriented Field Level Projects

2) Stepping stone model:

- Enable leverage in demand, including domestic markets
- Serve the diversified supply base



GLOBALG.A.P.



3) Quality M&E framework tracking progress

4) Inclusive approach overarching issues:

- Responsible (Asian) feed and mangrove restoration
- Engage national governments and domestic ownership

5) Learning and coordinating platform:

- Sharing best practices and scalable models for farmer support
- Understanding and strengthening the business case

Denominator	0	1	2	3	4	5	6	7
Explanation	Not addressed	Legal Compliance	Improvement Encouraged	Risk Analysis/Best Practices Without Specific Outcomes	Risk Analysis/Best Practices With Specific Outcomes; No Verification	Partially addressing Performance-based Limits (PBLs)	PBL caps level of impact or sets target goal	Issue fully addressed
Denominator 1						Global G.A.P., GAA-BAP		ASC
Denominator 2			CBIB		TAS, VietGAP			
Denominator 3						TAS		
Denominator 4								
Denominator 5								
Denominator 6			CBIB					
Denominator 7								
Denominator 8				TAS				
Denominator 9								

Code	Indicates	TAS Exception
Initiative Name	Minor Requirement (Global G. A. P. = 95% Compliance TAS = 70% Compliance)	Minor Requirement OR Recommendation
Initiative Name	Recommendation (No standard) (Global G. A. P. = Voluntary TAS = 60% Compliance)	-
Initiative Name + *	Major Requirements with Minors mixed in	-
Initiative Name + *	Major Requirements with Recommendations mixed in	-

Why would you participate?

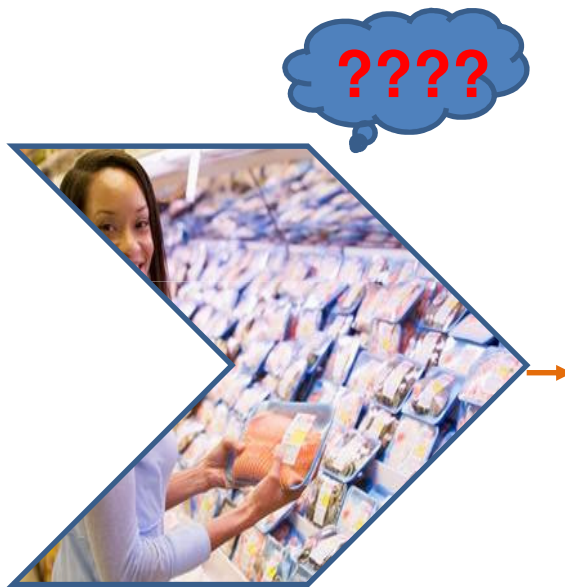


Why?

- Increase volume of responsible supply
- Secure your company's supply
- Answer to consumers demand
- Reputation: involved in 'change'
- Communication opportunities
- Pre-competitive advantages
- Strengthen your NGO partnerships



How to become engaged?



Questions?

Species?

Sourcing targets:

Volume?

Buying req'ts/ sust?

Time-lines?

Who are my suppliers:

Back to the farm?

Dedicated ones?

Depth of involvement in improvements?

What is in it for me?

- Engage suppliers in improvement: clear request!
- Encourage them to benefit from FIT Fund
- Sign Lol with FIT Fund

- Partnership with suppliers (and NGOs) on FLP
- Develop application to FIT Fund
- Connect with FIT Fund

How to become engaged?



Questions?

Species?

Sourcing targets of clients:

Volume?

Buying req'ts/ sust?

Time-lines

Can you deliver?

Who are my suppliers:

Back to the farm?

Dedicated ones?

Depth of involvement in improvements?

What is in it for me?

- Engage suppliers in improvement
- Encourage them to benefit from FIT Fund
- Sign Lol with FIT Fund

- Partnership with suppliers on FLP
- Develop application to FIT Fund
- Connect with FIT Fund

How to become engaged?



FLP Ecuador

- 3 large scale farms
- Towards ASC
- 500 t demand
- 2000 t production

Budget:

- € 60.000,- public FIT
- € 110.000,- private
- € 170.000,-

E.g.:

- Gap-analysis + workplan
- B-EIA and P-SIA
- Health training

FLP Vietnam

- Group of small scale farmers: 1,800
- Towards GG
- 500 t demand
- 2500 t production

Budget:

- € 225.000,- public FIT
- € 225.000,- private
- € 450.000,-

E.g.:

- Gap-analysis + workplan
- BMP training
- Water quality training
- Health training

How to become engaged?



- 1) Decide on level of engagement
 - LoI → Ask us for LoI
 - FLP → Ask us for the Prospectus
- 2) Discuss leads for FLP proposals with us:
 - Objective FLP and ‘sustainability target’
 - Volumes and KPIs
 - Stakeholder consortium
 - Private sector co-financing
- 3) Contracting
- 4) Start disbursement & implementation



We look forward to your Lol or FLP application!

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