



## Eco-Amazon Piabas of Rio Negro : Brazil

Creating a sustainable and fair trade ornamental fishery

### Project description

The project aims to safeguard traditional ornamental fisheries in the Amazon in a sustainable way by stimulating a niche market. Through a socially and environmentally responsible fishery cooperative and traders, the initiative introduces a fair trade system for rural communities.



### Business model

Eco-Amazon Piabas helps preserve the Amazonian rainforest through a sustainable ornamental fishery. This promotes a green ornamental fish industry worldwide.

A cooperative will supply Amazon fishes, certified as having been sourced in a socially and environmentally responsible manner, to tropical fish hobbyists. Fish will also carry a green label "geographic origin indication."

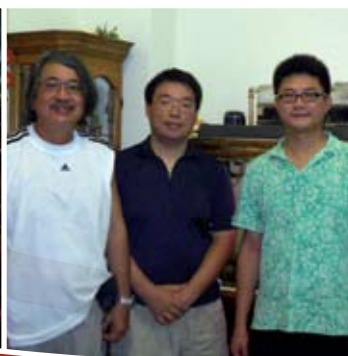
The project caters for a niche market with novel and specialty fish species, initially targeting the Asian market, and later to expand to the global fish market.

### Scaling up activities

- Assist the fish collectors' cooperative in establishing a fair trade chain.
- Continue working with local communities on co-management and technology transfer to develop suitable protocols and improve fish health and quality.
- Assist local exporters to upgrade fish holding facilities, quarantine and packing processes to reduce death on arrival at the distributors' end.
- Seek additional R&D grants for ecology, socio-economic and market analyses.

### Immediate needs

- External logistical and financial support to improve the management skills fish collectors' cooperative.
- Support for marketing and international networking to establish sustainable ornamental fisheries as an alternative means of Amazon conservation.
- External support to implement the property rights for indigenous products and stop bio-piracy, or illegal live ornamental fish traffic.





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### Partnership

- **Project Piaba of Bio-AmaZonia Conservation International and Universidade Federal do Amazonas** studied the bio-ecology and socioeconomic aspects of fishery for 20 years, which is the basis of this project.
- **ORNAPESCA** is a fish collectors' cooperative of Rio Negro established to voice and act on a fair trade system.
- **Aquafish** and **Aquário Neon** are two medium-sized exporters, who have worked with Project Piaba to develop a market with partner distributor **Auaproject-Taiwan**.



### Social, environmental and economic impacts

**Social impact:** The initiative introduces a fair trade system through the cooperative which supports and encourages entrepreneurship. The financial returns provide additional sources of income. This may reduce urban migration and maintain traditional family values and structures.

**Environmental impact:** By exploring greater varieties of target species, the partnership meets market demand while reducing fishing pressure on traditional species. The activities are alternated between different habitats to

avoid local overfishing and minimizing impact on aquatic habitats. It also offers alternative livelihoods that replace other environmentally damaging activities, such as deforestation.

**Economic impact:** The project increases the income of fish collectors and small exporters. New community entrepreneurs will emerge, such as ecotourism, and other stakeholders may join the cooperative-based trade chain. A "green" business model may gradually be adopted by the ornamental fish industry.

### Contact

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### SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

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