



our mission

Allfish's goal is sustainable seafood —that means a profitable industry that works towards good environmental practices and has concern for our workers and consumers. *Allfish* is based on the idea that we need better collaboration between government, industry and civil society (including NGOs) and between the seafood industries in the developing and developed world. So the idea driving *Allfish* is simple: engagement for a common purpose.

Allfish will connect established seafood industry organizations and policy-makers from developed countries with their counterparts in developing countries in order to:

- share knowledge and best practices about aquaculture, fisheries management and good governance
- develop, apply and refine tools for evaluating the performance of fisheries management measures
- provide a cooperative forum to share common concerns and answer questions
- give a greater voice to the seafood industry in developing countries in global policy debates
- help improve fisheries management in developing countries - resulting in healthier ecosystems and more sustainable fishing practices
- create sustainable economic development through improved fisheries management and fishing industry engagement



allfish leadership supporting responsible seafood

Allfish is a unique partnership between the private sector represented by the International Coalition of Fisheries Associations (ICFA), the World Bank, the Food and Agriculture Organization of the United Nations and the Global Environment Facility.

Allfish can produce both public and private benefits. For example, seafood industry partners acting together, can refuse to buy illegal fish and by doing so, benefit the legal operators and at the same time improve the health of the fisheries.

allfish steering committee

Stan Crothers
Allfish Chair, Government of New Zealand (retired)

Sloans Chimatiro
Fisheries Advisor, New Partnership for African Development

Marc Nolting
Planning Officer GTZ, Deutsche Gesellschaft für Technische Zusammenarbeit, Germany

Grimur Valdimarsson
Director, Fish Products and Industry Division, FAO

John Connelly
President, National Fisheries Institute, USA

For more information:

Stetson Tinkham
www.ICFA.net · stinkham@nfi.org



supporting
sustainable seafood
business models

about allfish

Allfish is a public-private partnership created by the seafood industry, working in partnership with the World Bank, FAO and the Global Environment Facility to establish more economically and environmentally sustainable fisheries and successful aquaculture operations, particularly in developing countries. *Allfish* will target the entire value chain of a fishery.

Allfish has been established to help seafood industry organizations, including small-scale producers and the fisheries authorities to collaborate effectively – not to create new policies, or tell them what to do.

The goal of *Allfish* is to get seafood industry organizations to work together with policy-makers to promote responsible fisheries, particularly in developing countries. *Allfish* will provide a means for stakeholders to collaborate on issues of common interest. These include: good fisheries governance, sustainable fishing practices, effective aquaculture methods, ecosystem preservation, responsible marketplace actions and engagement in the global policy debates that impact their operations.

Allfish aims to create profitable and sustainable improvements in the fisheries and aquaculture in developing countries, help sustain local ecosystems and the lives of their people.

Participation is easy and the benefits are plentiful.



allfish structure

Allfish is a partnership between the seafood industry, represented by the International Coalition of Fisheries Associations (ICFA), the World Bank, the Food and Agriculture Organization (FAO) and the Global Environment Facility (GEF).

The International Coalition of Fisheries Associations is a non-governmental organization comprised of national fishing and seafood industry associations mainly from OECD countries. ICFA encourages membership by seafood and fishing industry associations from developing countries. Members meet annually to plan participation in global and regional fisheries policy forums and advance coordinated positions designed to provide practical, implementable business solutions and approaches to sustainable fisheries.

ICFA manages the *Allfish* program on behalf of the partners and the partners provide funding, guidance and support. *Allfish* will attract additional financial and in-kind support from industry, non-governmental organizations, inter-governmental organizations and from international development agencies and will partner with other initiatives on sustainable fisheries.

benefits for developing country partners

Allfish will help developing countries to:

- gain access to global markets
- participate in international policy debates and share concerns on problems affecting the entire industry
- establish new business partnerships with responsible fishing industry counterparts around the world
- create new jobs and economic opportunities and add value to products
- access experiences and best practices in fisheries management and aquaculture, for example to help:
 - stop illegal fishing undermining your industry and profits
 - national authorities improve the business environment for your industry
 - get up-to-date information on changing trade rules
 - comply with industry standards and sell products to global markets
 - organize and coordinate with other local fishing groups to create a sustainable local fishing industry

benefits for seafood industry, public institutions and ngos

Allfish will benefit the seafood industry, development agencies, environmental NGOs and public institutions in several ways, for example by:

- fostering a realistic and practical engagement with environmental NGOs on issues of common concern
- guiding the creation of profitable and sustainable capture fish supplies by developing countries
- creating investment opportunities for demand-driven sustainable aquaculture in developing countries
- generally improving governance and the investment climate for fisheries
- untangling the architecture of fish product standards and certification
- linking the various agencies engaged in fish product certification
- linking investors and accessing finance from the World Bank Group and other partners

A responsible fishing industry can make a real difference in this world:

- in combating illegal fishing
- by supporting the Millennium Development Goals
- in improving the lives of workers and families in developing countries
- by spreading corporate social responsibility throughout the industry

looking to the future of seafood

Almost 40 percent of fish production goes into international trade. Developing countries need the benefits of sustainable fish trade; the developed countries need sustainable supplies of quality fish products.

Allfish builds on this mutual need by fostering practical collaboration between fishing industry organizations and policy-makers in the developed world with their counterparts in developing countries.

Working along the entire value chain, *Allfish* will help build the capacity in developing countries to engage with responsible partners in the developed world. ICFA will also help the fishing industry in the developing countries, including the small-scale fishers to gain voice in key international meetings where many issues important to the industry are decided.

Allfish will work to build a profitable and environmentally sustainable seafood industry that gives a fair share of benefits to producers and consumers alike in both the developed and developing world through:

- engagement with developing country fishing associations, ICFA members and sustainable seafood initiatives
- building sustainable capture fishery and aquaculture value chains in key regions
- helping industry assess and improve the performance of its fisheries

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