



FACT SHEET

JUNE  
2013

Light tower © Tatjana Gerling/WWF International

## Smart Fishing Initiative

# SOUTHERN CONE ALLIANCE

The Southern Cone Alliance (SCA) is a new WWF marine initiative established to safeguard the seas of the “Southern Cone” in South America – a precious marine ecosystem where fisheries of global importance take place - from overfishing, and to ensure that fishing and seafood production embrace long-term sustainability.

### The Southern Cone (SC) - What's at stake?

The Southern Cone is a region of marine conservation superlatives. It encompasses three oceans: the Southeastern Pacific, the Southwestern Atlantic and Southern Ocean; more than 91 thousand kilometers of coastline, a marine area of over 5.6 million square kilometers of which 31 per cent are Exclusive Economic Zones (EEZ). Home to marine species and plants including sea turtles, whales, sharks and cold-water corals, it also feeds a variety of seabirds such as penguins and albatrosses. Two important fisheries bring about an important part of the global seafood production chain but are currently being overexploited by large domestic and foreign vessels.

- **Low trophic species:** Peruvian anchoveta, South American pilchard, Araucanian herring, Chilean jack mackerel and chub mackerel fisheries representing 41 per cent of global forage fish. They are largely used as fish oil or to feed other fish and livestock, also for salmon farming in Chile and animal food in China. Removing them takes away the basis of the marine food web that supports all life in our oceans.

- **Whitefish:** around 9 per cent of global whitefish production happens in the Southern Cone seas, with hakes, hoki, whiting, Patagonian toothfish and the largest Argentinean hake fishery accounting for 300,000 metric tonnes. Whitefish are important to both domestic consumption and export, providing important economic activity to fishermen and processors. But weak management and unsustainable fishing practices are endangering these commercial species.

Additionally, Chilean farmed salmon can also have a far-reaching repercussion on regional low trophic species (forage fish) of which 60 per cent is used to feed farmed fish, sourcing over 2.8 million metric tons.



The impact of unsustainable fishing and production in the Southern Cone goes beyond overfishing of target species. It contributes to the loss of other biodiversity species including dolphins, fur seals, sea turtles, penguins, albatrosses and petrels; and degrades important ecosystem services. Unsustainable fishing practices are ultimately lowering the resilience of fish stocks and other species to adapt to other emerging threats such as climate change and ocean acidification.

However, if sourced and produced in a sustainable way, great gains could be achieved for the environment, fishermen, fishing and processing companies, indigenous coastal communities and livelihoods.



## The SCA: making sustainable fisheries a reality



Through the SCA, national WWF marine and fisheries offices in Chile, Peru and Argentina (via Fundación Vida Silvestre, its partner organisation there), work closely together to drive sustainable use of fishery resources in the Southern Cone and to conserve its precious marine ecosystem. Their efforts are supported by WWF's [Market Transformation Initiative \(MTI\)](#) and [Smart Fishing Initiative \(SFI\)](#) whose aim is to tip forage fish and whitefish markets towards responsible practices.

The SCA's vision is that *"our well-managed Southern Cone fisheries are sustainable, rely in healthy marine ecosystems, are source of improved livelihood and economic development for our communities and, contribute with the human been food security"*. 2020 goals are: (i) priority populations of whitefish and forage fish in the SC region are fished at biologically safe levels, harvested without negative impact on the ecosystem and sustainably managed and (ii) 75% of priority whitefish and forage fisheries in the SC region are in a condition to obtain the [MSC certification](#).

The SCA has a clear set of objectives:

- By 2015, prioritized whitefish and forage fish catch in the SC are subject to legal measures and regulatory mechanisms, which ensure a fully transparent and traceable supply of fish products from boat-to-plate, preventing IUU-fishing.
- By 2016, robust fishery management schemes are in place in the prioritized SC whitefish and forage fisheries, which consider application of Ecosystem Based Management (EBM), Right Based Management (RBM), science based decision making process and the application of precautionary principle.
- By 2016, key whitefish and forage fisheries in the SC region have obtained and maintain high-quality MSC certifications or are seeking certification (i.e., FIP, in progress full assessment).
- By 2018, the spawning biomass (or proxy) of whitefish and forage fish stocks in the SC are at safe biological levels.
- By 2018, national finance mechanisms for transiting to sustainable fisheries are in place in the Southern Cone countries

## In practice – a unique partnership that links three pillar of sustainability

Our fundamental premise is that we can catalyse the paradigm shift that ends unsustainable fishing and makes recovery and long-term food security the next big idea in sustainable fisheries. Being fish a renewable living marine resources we believe that activities that use such resources, as fisheries, can be developed in a sustainable manner. Considering that sustainability must be supported by the environmental, economic and social pillars, we will consider three main strategies for reinforcing those pillars:

A **Fisheries Governance** strategy mainly, but not only, for the **Environmental** pillar

A **Market Links** strategy mainly, but not only, for the **Economic** pillar

A **Financing the Transition** strategy mainly, but not only, for the **Social** pillar

The SCA builds on existing work in the region carried out by each of the initiatives and institutions involved—from efforts to improve legislative and governance fishery frameworks, to engaging key fisheries in Fishery Improvement Projects (FIP) or buyers in end markets. Its track record and combined history makes it uniquely positioned to change regional, national and international policy and market forces.

A great example of the potential of the SCA is the recent MSC certification of the Argentinean Hoki in May 2012, the first whitefish fishery certified in the region, and in which Fundación Vida Silvestre has played a key role. Thanks to joint efforts between fishing authorities, private companies, scientists and civil society organisations, the certification could be maintained and consolidated, thus ensuring the sustainability of the fishery and minimizing its impacts on the marine ecosystem. An additional example is WWF work in improving the Chilean legal framework for fishery management, resulting in a new Fishing Act which put at the forefront the sustainable use of fishery resources by incorporating the Ecosystem Based Management approach, the precautionary principle, the decision making processes tied by scientific advice and effective mechanisms for transparency and accountability.

## Support our work

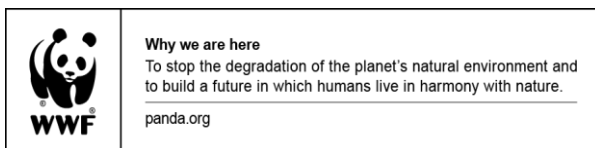
Only by leveraging the strengths of our collaborations, we are able to accomplish the greatest conservation successes in the Southern Cone. As a national, regional or international institution; company or financial entity; retailer or fishermen organization, you can make a significant contribution to our work. You can do this by either financing one of multiple SCA projects, or by directly engaging with the SCA in a strategic partnership to achieve sustainable whitefish and forage fish fisheries.

Some of the SCA's current initiatives and projects include:

- Promoting effective governance and transparency in the Southern Cone oceans, implementing the Ecosystem-based and Precautionary Principle Approach in Argentina, Chile and Peru;
- Establishing enabling conditions for reliable MSC certification of whitefish and forage fisheries in the region;
- Promoting the application of sound Rights-based Management for fisheries in Chile and Peru with governments and fishing industries;
- Implementing marine ecosystem spatial planning across the region;
- Identifying and using market-based links between fisheries and buyers in domestic, North American, EU and Asian markets in order to speed up sustainable seafood demand;
- Advocating with South Pacific Regional Fisheries Management Organisations (RFMOs) for science-based quotas, ecosystem and precautionary approaches.

With your support, we can steer a smarter, more powerful, responsible marine course.

For more information on how you can get on board, please contact Mauricio Galvez or Tatjana Gerling.



© 1986 Panda Symbol WWF - World Wide Fund For Nature (Formerly World Wildlife Fund)  
® "WWF" is a WWF Registered Trademark.

### For more information

Mauricio Galvez  
Regional Fishery Coordinator  
Southern Cone Alliance  
Carlos Anwandter 348  
Valdivia - Chile  
[mauricio.galvez@wwf.cl](mailto:mauricio.galvez@wwf.cl)  
Tel: +56 63 2272100

Tatjana Gerling  
WWF Smart Fishing Initiative  
Moenckebergstr. 27  
20095 Hamburg - Germany  
[tatjana.gerling@wwf.de](mailto:tatjana.gerling@wwf.de)  
Tel. +49 40 530 200 310

[www.panda.org/smartfishing](http://www.panda.org/smartfishing)