



WWF

FACT SHEET

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## Smart Fishing Initiative

# SOUTHERN CONE ALLIANCE

The Southern Cone Alliance (SCA) is a new WWF marine initiative established in 2012 to safeguard the seas of the “Southern Cone”, a precious marine ecosystem in South America, from overfishing and to ensure that fishing and seafood production in this region 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 the Southern Ocean, more than 91 thousand kilometers of coastline and 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. Three 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 represent 41 per cent of forage fish caught globally. They are largely used as fish oil or to feed other fish and livestock, such as aquaculture in Chile and animal food in China. Removing them in an unsustainable manner 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 SC, with hoki, whiting and the largest Argentinean hake fishery accounting for some 500,000 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.

- **Farmed salmon:** Chile is home to the second largest farmed salmon production in the world. If produced unsustainably, salmon farming can seriously impact the Southern Cone, by damaging marine seabeds and fjords, introducing non-native species to the ecosystem, transferring diseases to wild fish and degrading the seabed through chemical pollutants and antibiotics.



Additionally, salmon farming can also have a far-reaching repercussion on regional low trophic species used to feed farmed fish of which 60 per cent (2.8 million metric tonnes) is caught in the Southerneastern Pacific.

The impact of unsustainable fishing and production in the Southern Cone goes beyond overfishing of target species. It contributes to the loss of other discarded whitefish species, dolphins, fur seals, sea turtles, sharks, rays, skates, penguins, albatrosses and petrels, and degrades important ecosystem services. Unsustainable fishing and aquaculture 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 seafood is 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 sustainably sourced seafood 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 markets 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, whitefish and farmed salmon markets towards responsible practices.

The SCA's overall goal is to build market demand for sustainable seafood from the Southern Cone oceans, to improve fisheries management and governance, and to extend achieved net gains through robust marine spatial planning and the designation of Marine Protected Areas (MPAs).

The SCA has a clear set of markets and governance objectives:

### Markets:

- Advance sustainable production and sourcing for **41 per cent** of global forage fish via the Marine Stewardship Council ([MSC](#)) [certification](#) programme that recognizes and rewards sustainable fishing. More particularly, achieve MSC certification for the Peruvian anchoveta, the world's largest fishery in Chile and Peru.
- Move forward sustainable production and sourcing for **9 per cent** of global whitefish stocks including hake, hoki and whiting fisheries through MSC certification.
- Advance responsible production for **30 per cent** of globally farmed salmon. Specific targets include: 8 per cent of Chilean salmon is ASC-certified including salmon farmed purchases of fishmeal and fish oil made from Peruvian anchoveta and Chilean forage fish.

### Governance:

- Secure robust fisheries management for whitefish and forage fish in the Southern Cone, by applying Rights-based Management (RBM) and Ecosystem-based Management (EBM) approaches, as well as the Precautionary Principle.
- Advocate with local fishing authorities for effective governance.
- Ensure that all large fishing and carrier vessels involved in the above fisheries fish in a fully transparent way, using vessel monitoring systems and human or electronic observers on board.
- Advance marine spatial planning and create Marine Protected Areas (MPAs).

## In practice – a unique partnership that links sustainable fisheries to markets

The SCA's objectives are obtained through an integrated, global ecosystem-based management approach that includes direct engagement with fisheries to achieve credible certification, leveraging engagement of buyers in the largest end markets to source sustainably.

The SCA builds on existing work in the region carried out by each of the initiatives and institutions involved—from efforts to establish protected areas, 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 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 our marine ecosystem.

## 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:

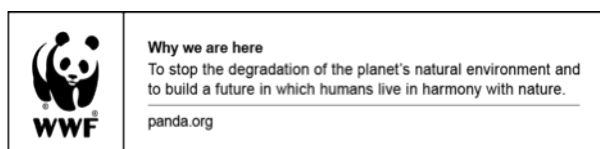
- Promoting effective governance and transparency in the Southern Cone oceans, implementing the Ecosystem-based and Precautionary Principle Approach in Argentina, Chile and Peru;
- Establishing enabling conditions for reliable MSC certification of whitefish and forage fish fishery in the region;
- Fostering better practices in the Chilean salmon farming sector to advance towards certification under the Aquaculture Stewardship Council (ASC) standards;
- 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/farms 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.

## Our Smart Fishing Vision and Goals:

**Vision:** The world's oceans are healthy, well managed and full of life, providing valuable resources for the welfare of humanity.

**2020 Goals:** The responsible management and trade of four key fishery populations results in recovering and resilient marine ecosystems, improved livelihoods for coastal communities and strengthened food security for the Planet.



## For more information

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