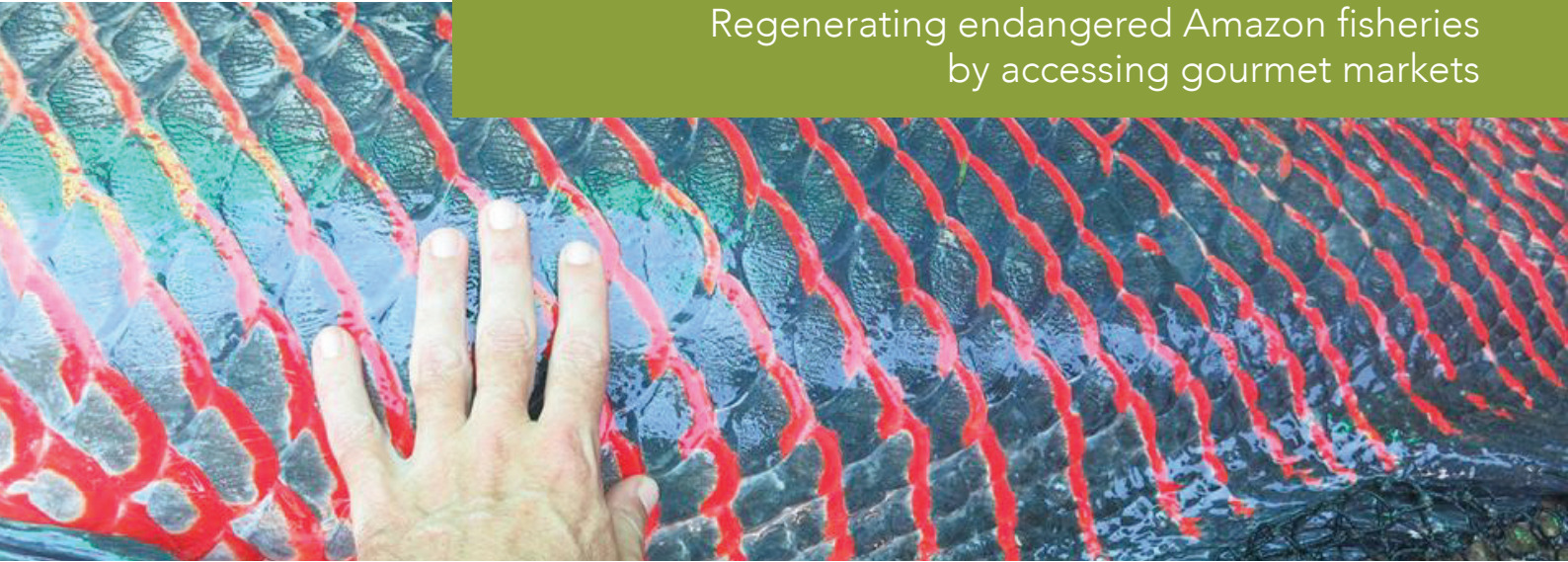




CANOPY
BRIDGE

WILD PAICHE

Regenerating endangered Amazon fisheries
by accessing gourmet markets



KEY FACTS AND FIGURES



Strengthens community
stewardship of 2.4
million ha Pacaya
Samiria Reserve



10-fold increase in fish
populations, brought
back from brink of
local extinction



Prices paid to
producers 2 to 4
times higher than
local markets



Reaching over
10,000 restaurant
clients per month

WHAT IS PAICHE?

Paiche (*Arapaima gigas*) is an iconic fish species of the Peruvian Amazon. This massive fish has a firm white flesh, with different cuts prized by chefs for their flavor and texture. Overfishing has brought it near extinction over nearly all its range in Peru. Although paiche can be raised in fish farms, wild paiche has very significant ecological advantages. Wild paiche is not dependent on fishmeal feed derived from unsustainable marine reduction fisheries, and it plays an important role in the forests, rivers and lagoons of the Amazon – and in the sustenance of the forest-based communities who are Pacaya Samiria's most important conservation allies.



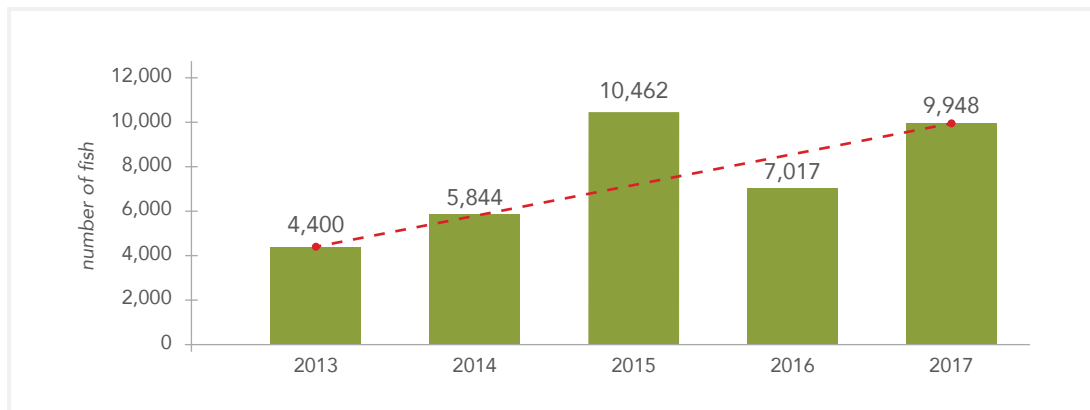


PRODUCTION CONTEXT

SERNANP (Peru's Natural Protected Areas Service) with NGOs like Pronaturaleza have introduced sustainable fishery management practices in Pacaya Samiria National Reserve (PSNR) through local fishermen's organizations, with impressive conservation results. In just one of its river basins, the Pacaya River basin, community-managed fishing quotas allowed for wild paiche population to double between 2013 and 2017.



According to SERNANP officials, there is potential for recovering the wild paiche population in the PSNR to achieve a fishing quota of about 50 tons within the next 3 years. The renowned Peruvian chef Pedro Miguel Schiaffino has piloted a cold chain and processing techniques to bring sustainable paiche from remote rainforest lakes to his acclaimed restaurant *āmaZ* in Lima, laying the groundwork for expanding demand for this product.



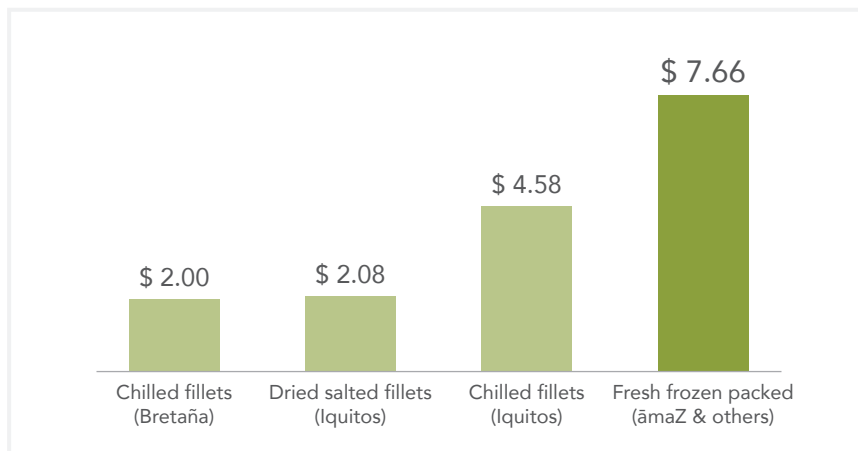
Wild paiche population (2013-2017) in Yarina, Pacaya River Basin, Pacaya Samiria National Reserve (2017). Source: Pronaturaleza



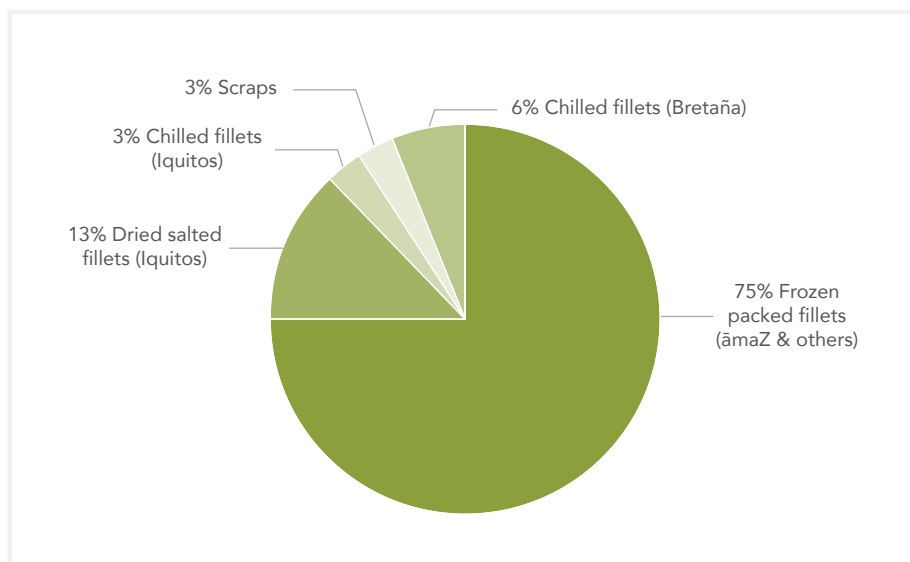
POTENTIAL FOR IMPACT

The work of local fisher communities, scientists and government agencies has yielded exemplary results for regenerating populations of this imperilled fish. But currently, most of the legal paiche catch is still sold to low-value local middlemen, creating little economic incentive for the fisherfolk's ongoing investment in conservation measures.

Prices for sustainable paiche paid by gourmet restaurants can be up to 4x higher than in local markets. By tapping into new markets, incomes can be significantly improved, strengthening local involvement in protecting the Reserve and creating a powerful market signal to restore paiche over much of its historic range. With proper marketing and distribution networks, there is ample room for growth in consumption in Metropolitan Lima with its thriving food scene, and potentially for export.



*"Riverside" prices (USD/kg) for wild paiche products from Pacaya River basin fishermen (2017).
Source: Canopy Bridge analysis*



*Distribution of sales (USD) of wild paiche products from Pacaya River basin fishermen (2017).
Source: Canopy Bridge analysis*

RAMPING UP

In 2016, 10% of the fish product was sold to gourmet restaurants including āmaZ (about 1,500 kg = USD 20,000) representing 30% of total sales. In 2017, the same sales channel generated USD 44,000, about 75% of the Pacaya fishermen's paiche revenues. For the 2018 fishing season (Mar-Sep) the aim is to market-test new paiche products such as smoked sliced paiche to scale up purchases from communities. We aim to help the largest fisher association increase their legal catch at premium prices through improved processing facilities and safety certifications currently never applied in the Amazon, sell at least 1,000 kg of smoked paiche in gourmet markets in Lima, explore opportunities for export and constitute a company that will be able to provide fish processing services and continue to drive benefits to Pacaya fishermen.

CANOPY BRIDGE'S ROLE

Canopy Bridge has been working to develop a sustainable paiche business, in partnership with local fisher organizations, āmaZ Restaurant and Despensa Amazónica, including but not limited to:

- Field support to coordinate supply chain logistics;
- Support to fisher communities to increase sales to additional high-value gourmet markets;
- Work with authorities to improve regulatory regime for sustainable paiche market;
- Design of brand and packaging for wild-caught, smoked sliced paiche for market test;
- Nutritional analysis and nutrition label compatible with Peruvian legislation;
- Business planning and analytics for structuring a social enterprise to attract investment and provide processing services in the Peruvian Amazon

CHALLENGES AND OPPORTUNITIES

- Creating market recognition for wild paiche as a premium product
- R&D for new paiche products that convey its conservation value
- Establishing an accredited processing facility in Iquitos
- Improving cold chain and processing capacity in local communities
- Developing new export markets to scale demand and generate added value



IN PARTNERSHIP WITH:



āmaZ
RESTAURANTE

Despensa
amaZónica

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This publication is made possible in part by the support of the American People through the United States Agency for International Development (USAID). The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of USAID or the United States Government."

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