



# **Union Patronale des Mareyeurs Exportateurs du Sénégal (UPAMES)**

• Round table  
World Ocean Council

Dakar, 3- 4, September 2018

# **PRESENTATION OF UPAMES**

- **The employer's union of wholesalers and exporters of Senegal (UPAMES) is created in 1992 by a group of SMEs and SMIs fishing export .**
- **These companies are generally exporting fresh or frozen seafood products, whole or processed.**
- **The association bring together about thirty companies**
- **They are supplying 90% of their product from the beaches along the coast of Senegal and neighbouring countries.**
- **This highlights the strong links with the artisanal fishing sector and the socioeconomic impact of their export activities towards rural coastal communities.**

# PRESENTATION OF UPAMES

- Some of UPAMES members are ship-owners with Senegal-flagged ships.
- Most of UPAMES members are active in the fresh seafood value chain (whole and processed fish) but now they are moving to frozen products.
- For European market the main products are demersal fish, tuna, on-board frozen shrimp and octopus.
- For African markets, most of export products are pelagics (Sardinella, mackerel, bonito, etc).
- For Asian market the main species are octopus, tongue sole, belt fish

# MAIN ACTIVITIES

- **UPAMES participates in most private and public structures of fishery management and industrial development in Senegal, such as the Senegal Emergent plan, the Industrial Redeployment Unit (CRI), the Export Promotion Agency (ASEPEX), etc.**
- **UPAMES collaborates closely with the fisheries administrative services (DITP, DMP, DPSP, etc.), as well as with most NGOs, organisations and donors projects such as JICA, EU, World Bank, etc.**
- **UPAMES provides guidance and make proposals to all concerns about fishery sector in Senegal (Improvement of EU Approval, policy management, etc.**
- **UPAMES participates to international tradeshowes and events.**

# INITIATIVES

- The priority of UPAMES members is to preserve the fishery resources and to establish a conducive environment for inclusive export-oriented fishing activities.
- In 2007, UPAMES headed and co-financed with GAIPES, an initiative to safeguard the EU approval of seafood export to Europe
- In 2015, UPAMES with a private company, launched the first sustainable seafood label, in West Africa, named “Beg Ellek”.

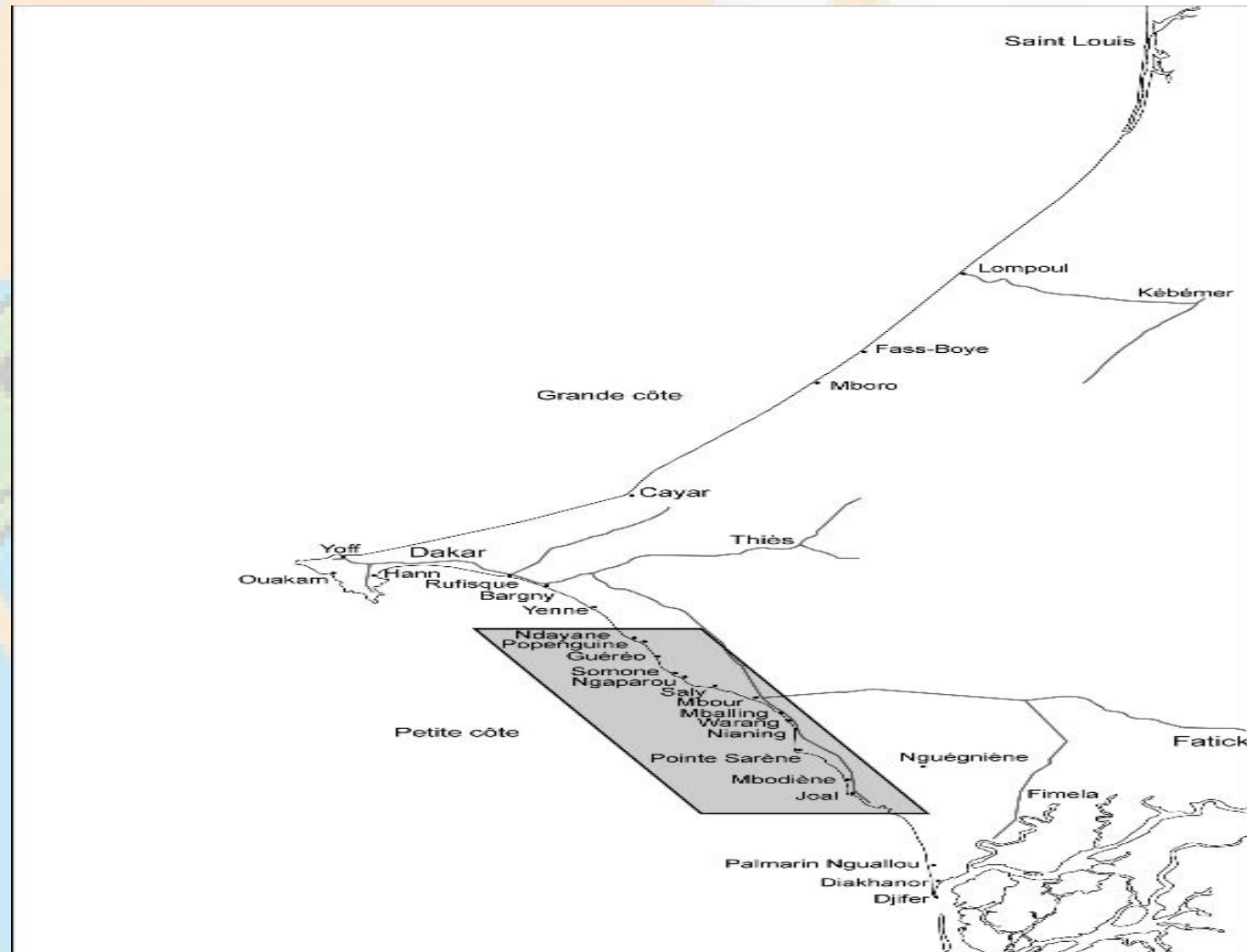
# ABOUT "Beg Ellek"

- **"Beg Ellek"** is the eco-label for promoting sustainable and responsible artisanal fishing in **Senegal and west Africa.**
- **"Beg Ellek"** is a marketing tool that uses the fish market to showcase and promote locally the best practices in sustainable and responsible fishing for **the benefit of fishing communities.**

# ABOUT "Beg Ellek"

- **"Beg Ellek"** means in Wolof, the first local language of Senegal and for most artisanal fishermen, **"THINK TO THE FUTURE" or "BE HAPPY TOMORROW"**
- **"Beg Ellek"** reflects a vision: **"Fishing better to fish less and earn more"** and make provision for future generations.
- **"Beg Ellek"** will bring together artisanal fishing communities, industry and other public and private actors. (administration, associations, NGOs, donors, etc.).

# Location of "Beg Ellek": Senegal (AFRICA)





# ABOUT "Beg Ellek"

"**Beg Ellek**" set up its own framework based on the **Code of Conduct for Responsible Fisheries of FAO** and is inspired by current best practices in some artisanal Senegalese fisheries such as fisheries co-management, protected fishing zone, prohibition of some fishing gear, traceability systems, inclusive surveillance, an information system, data collection and tracking, etc.

"**Bëg Ellëg**" is a private label and certification is voluntary and free for artisanal communities.

# ABOUT "Beg Ellek"

**"Beg Ellek" is an advocacy tool towards:**

- **other not labeled fishing communities;**
- **other exporters who are not sensitive to sustainable fishing challenges;**
- **public authorities to resolutely engage in sustainable fishing and on a strict enforcement of laws and regulations,**
- **all fisheries stakeholders, interested in sustainability.**

# "Beg Ellek" KEY PILARS

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1. **PRODUCERS:** The artisanal fisheries (fishermen, wholesalers, retailers, etc.);
1. **THE MARKET:** Industrial - exporters, women processors, buyers, etc.
2. **PARTNERS:** Government, research centers, agencies, private associations, donors and support organizations, projects, etc.

# **"Bëg Ellëg" OBJECTIVES**

- **Showcase sustainable fisheries initiatives**
- **Use the market as a tool to change habits and behaviors of fishing communities and industry.**
- **Invite industrials to support these efforts in buying labeled products at a premium price and invest in social actions in fishermen communities particularly towards women and children.**
- **Then, demonstrate to other fishing communities that they have an interest in developing a sustainable fishery as well as to invite government and NGO to assist and develop sustainable fishing policy**

# **"Beg Ellek" CRITERIAS**

- 1. The labeled site or fishing community is fully recognized by the government and practice artisanal fishing;**
- 2. Communities' members agree to use only fishing gear that are authorized by laws and regulations;**
- 3. Commitment of communities to:**
  - Set up a traceability system;**
  - comply with the specifications of the National Fishery Code particularly about fish and mesh size;**
  - not degrade the environment;**
  - implement a ecosystem management program or co-management plan;**
- 4. Accepting control of these criteria by the Association;**
- 5. Agree to share the benefits of labelisation with other community members including women and child.**

# "Beg Ellek" Commitment

- Fisheries communities that have agreed to engage in sustainable fishing will benefit in return, socially and economically, for their efforts.
- These social activities towards fishing communities could be discussed inclusively.
- Our objective is to show other communities that they have interest in going to labialization because in return, their efforts will be rewarded.

# SOCIAL MEASURES UNDERTAKEN

- Free ophthalmological consultation for Ikagel Staff;
- The rehabilitation of the morgue in M'bour City;
- Financial contributions to immersion of octopus pots;
- Financial assistance to local fishermen;
- Free supply of fish for lunch to handicapped young students in Mbour City



# "Beg Ellek" LOGO AND FLASH CODE



[www.begellek.org](http://www.begellek.org)



web



# MERCI



[www.begellek.org](http://www.begellek.org)

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