

Vaquita Friendly Strategy

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ALIANZA

FUNDACIÓN

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Alternative Fishing Gear



- Technological Development of Alternative Fishing Gear
- Technological Transfers and Fisherman Capacity Building



Problem To Solve

**Majority of fishers are not sure they could make a living using alternative gear and
prefer using driftnets**



Offer – Demand

Commitment Fisherman's



**Responsible seafood consumers &
High end markets**



Markets Access Strategy



Vaquita Friendly Label

Market Testing



Restaurants, Retails, Chefs & Consumer groups

Fishery Model



Vaquita Friendly
Fishing Gear
Technology



Traceability System

Fishery
Certification



Access to Markets
Get Premium Price

Theory of Change

Linking committed fishers with responsible seafood consumers thought economic tools like ECOLABEL can Help fisherman's to making business and - saving vaquita

