

Southeast Asia, such as the Network of Aquaculture Centres in Asia-Pacific (NACA).

- The potential for gardening coral for aquaria should be examined.

These outputs indicate a number of priority areas of concern. At the top of the list is awareness about the trade in government (both at the political and technical levels), in communities, and among operators and investors. Secondly, and closely linked to awareness, is the need for specific kinds of information (e.g. successes, failures, fish prices, and the histories of investors and operators). The third is management capacity. This includes technical capacity, as well as resources such as staff, infrastructure, and funds.

It should be noted that some of these needs are already being addressed through several activities. These include the production of a handbook of

fishery management guidelines for the live food fish trade, the production of a package of LRFFT awareness-raising materials for communities, the production of a handbook about ciguatera fish poisoning, the development of a regional LRFT database, a compilation of case studies of LRF operations in the Pacific, and various capacity building activities.

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Live reef food fish trade – Pacific awareness materials project

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The Secretariat of the Pacific Community (SPC), The Nature Conservancy (TNC), International Marinelife Alliance (IMA) and the World Resources Institute (WRI) entered into a three-year Memorandum of Understanding in December 1999 to implement "The Pacific Regional Live Reef Fish Trade Initiative." The overriding purpose and goal of this initiative was to provide scientific, information, policy and management advice and assistance to Pacific Island countries and territories with respect to the live reef fish (LRF) trade. The objective of the initiative was for SPC, TNC, IMA and WRI to work collaboratively to:

- collect, assess and disseminate information on LRF fisheries and trade in the Pacific region;
- assist Pacific Island nations to develop and implement regional, national and local mechanisms, policies and management strategies that promote or foster sustainable practices in the LRF fisheries;
- provide training and capacity building to Pacific Island nations for sustainable LRF fishing and fishery practices;
- strengthen the capacity of SPC's Marine Resources Division to respond to requests for

technical assistance related to LRF fisheries from SPC member countries and territories;

- raise Pacific decision-makers' and communities' awareness and understanding of the LRF trade; and
- explore and develop appropriate opportunities for coordination and collaboration between the "supply" communities and "demand" markets to promote a sustainable industry that benefits local Pacific Island communities.

Within this initiative TNC took the lead in:

- compiling and maintaining an inventory of live reef food fish trade (LRFFT) awareness materials (all media); and
- developing relevant generic LRFFT awareness materials for various target audiences and disseminating them through SPC.

In order to establish common ground, set priorities, and begin development of these awareness materials, a workshop involving a broad range of participants was held in Papua New Guinea in May 2001. That workshop reviewed existing awareness materials, defined key messages and awareness goals,

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selected target audiences, and identified and prioritised the most important components for an awareness materials package. One output from the workshop was an inventory of all existing live reef fish trade related materials. This is now with the SPC Fisheries Information Section.

A preliminary set of the most urgent materials — information and fact sheets — was prepared and presented to the July 2001 Heads of Fisheries meeting at SPC in Noumea. In reviewing these preliminary materials after that meeting it was decided to modify them. As with any collaborative effort, a considerable amount of time and effort by a range of people was required to complete the materials.

The final set of awareness materials was presented at the Workshop on the Live Reef Fish Trade in the Pacific Region, 16–20 September 2002, at the University of the South Pacific, Suva, Fiji (see article by B. Yeeting in this issue for an overview of the workshop). These materials have now been printed and are ready for distribution by SPC. The awareness package includes:

- A presentation folder containing:
 1. An eight-page overview of the LRFFT in the Pacific
 2. Four two-page fact sheets on:
 - a. Managing Our Fishery: Why is Management Critical?
 - b. Managing Our Fishery: Why Assess and Monitor?
 - c. Managing Our Fishery: What Do We Need to Know to Manage?
 - d. Your Community and the Live Reef Food Fish Trade
 3. A poster with the 16 most valuable fish species on one side, and, on the reverse side, a diagram of the “chain of custody” of the fish (from the fishers to restaurants), a diagram of the distribution of revenue, and a map showing the history of the LRFFT in the Pacific.
- A six-minute video for decision-makers that outlines the main issues associated with the LRFFT.
- Plastic fish identification cards for the top 16 LRFFT species. These waterproof, pocket-sized cards include for each fish species a picture, the scientific name, English name, Hong Kong name, description, biology, reproduction, maximum size, importance, IUCN Red List threat status, whether poisonous or not, and the distribution in the Indo-Pacific.
- A glossy poster presenting the same top 16 LRFFT species, summarising the information given on the fish identification cards.
- Issues of the SPC Live Reef Fish Information Bulletin, which are also available online at: <http://www.spc.org.nc/coastfish/News/LRF/lrf.htm>

Under a related project, The Nature Conservancy is also preparing a series of destructive fisheries and live reef fish trade awareness materials for use in Papua New Guinea (PNG) and Solomon Islands, targeting communities. These materials will be ready for distribution in the first half of 2003, and include:

- Two posters for distribution in PNG and Solomon Islands through the fisheries agencies and other partners.
- A storybook covering lessons on the live reef fish trade and the effects of destructive fishing on village lives.
- A storyboard with cut-outs covering biodiversity and destructive fishing and a teachers' activity guide to support it.
- A story booklet for a humorous and light half-hour puppet show to engage children in the villages. The story booklet includes instructions on how to make the puppets and construct the scenes, and is simple enough for any school or community to perform.
- A video for community use.

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