Ecuador National Green Export Review

Findings, the National Plan of Action and recent developments

Ad Hoc Expert Meeting on Trade in Sustainable Fisheries
UNCTAD/Commonwealth
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What is a National Green Export Review (NGER)?

An NGER is an UNCTAD tool that guides national stakeholders through a structured process to identify and develop new export opportunities in green goods and services.
Cocoa, fibers, vegetable y palm oil

Fish and Crustaceans

Banana Coffee and pepper

Non electric stoves and parts

Fruits and fruits products

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<tr>
<td>341</td>
<td>0301.10-0302.70</td>
<td>Fish and fresh fish meat</td>
<td>46.265</td>
<td>52.091</td>
<td>67.374</td>
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<td>342</td>
<td>0304.91-0304.99</td>
<td>Fish Frozen (no fillets)</td>
<td>62.165</td>
<td>106.726</td>
<td>90.171</td>
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<td>344</td>
<td>1806.21-1806.29</td>
<td>Fish fillets frozen</td>
<td>55.349</td>
<td>53.815</td>
<td>79.110</td>
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<td>345</td>
<td>0304.11-0304.19</td>
<td>Fish fillets fresh or frozen</td>
<td>73.858</td>
<td>83.298</td>
<td>89.589</td>
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<tr>
<td>351</td>
<td>0305.30-0305.51</td>
<td>Fish dry or salted</td>
<td>3.434</td>
<td>4.770</td>
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<td>354</td>
<td>0305.20</td>
<td>Fish libbers dried or salted</td>
<td>485</td>
<td>715</td>
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<tr>
<td>361</td>
<td>0306.11-0306-19</td>
<td>Crustaceans frozen</td>
<td>847.817</td>
<td>1.172.582</td>
<td>1.276.492</td>
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<td>362</td>
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<td>Crustaceous different than frozen</td>
<td>2.869</td>
<td>3.870</td>
<td>3.274</td>
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<td>363</td>
<td>0307.10-0307.99</td>
<td>Molluscs and water invertebrates</td>
<td>1.812</td>
<td>2.910</td>
<td>2.067</td>
<td>-</td>
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<td>371</td>
<td>1604.11-1604.20</td>
<td>Fish preparations</td>
<td>598.269</td>
<td>870.254</td>
<td>1.112.774</td>
<td>60</td>
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<tr>
<td>372</td>
<td>1605.90</td>
<td>Other crustaceans or molluscs</td>
<td>5.470</td>
<td>9.787</td>
<td>12.882</td>
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<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>1.699.802</td>
<td>2.362.831</td>
<td>2.737.181</td>
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Findings of the assessment in Ecuador (1)

- Ecuador’s fishing fleet is one of the largest of the East Pacific Ocean. Fish harvesting (industrial and artisanal) and processing generates more than 300’000 jobs
- 90 per cent of fishing activities are regulated. Ecuador follows main principles under the FAO Code on Sustainable Fisheries and applies obligations under Inter-American Tropical Tuna Commission (IATTC/CIAT)
- Several tuna producers are developing voluntary sustainability standards
- Ecuador already has several management plans: sharks, sea bream and the “pomada” shrimp
- Several producers enjoy dolphin-free and organic aquaculture certification. Ecuador recently introduced modern regulation on organic production including aquaculture
- Most stakeholders see opportunities in building competitiveness around sustainability. However, there are concerns over Non-Tariff Measures
- Climate change is seen as a significant treat to the fisheries sector (El Niño)
Green Exports National Action Plan (fisheries)

- **Objective 1: Creation and strengthening of a solid regulatory, economic technological base for sustainable fisheries (items listed are examples)**

- **Regulation:**
  - Update regulatory framework fisheries and evaluate ratification of relevant international treaties (e.g. UN Fish Stocks Agreement, the FAO Compliance Agreement or the FAO Port Measures (not yet in force) Agreements)
  - Align organic, fair trade, biotrade and sustainable production and consumption programmes
  - Develop management plans for non-covered commercial species

- **Innovation:**
  - Improve quality control, testing and traceability systems
  - Diffuse sustainable harvesting and fishing practices and technologies

- **Associativity:**
  - Strengthen small fishermen associations and exporters associations
  - Create capacities and develop producers' voluntary standards for sustainable practices
  - Assist providers in incorporating sustainability criteria (Value chains)

- **Incentives:**
  - Support sustainable entrepreneurs and enable access to credit
  - Strengthen internal consumption of healthy sustainable fisheries products
Objective 2: Improvement of market access conditions in third countries

• Market promotion
  - Promote Ecuador’s sectoral trademarks (e.g. quality, social, environmental, value addition, R&D and new market creation criteria), fair trade labels and geographical indications for tuna, shrimp and lobster products
  - Support commercial offices and improve data on sustainable supply of fish products
  - Promote the recognition of Ecuador as an organic shrimp producer

• Address of tariff and non-tariff measures
  - Address negative incentives at the multilateral level: fish subsidies
  - Seek technical support and institution building to improve efforts against IUU
  - Map most relevant non-tariff measures for fish products in developed and emerging markets
Recent developments

Ecuador adopted their national action plan for green exports in July 2015 (Ministry of Commerce of Ecuador)

• Ecuador is considering the ratification of relevant UN and FAO fisheries conventions

• Ecuador requested the FAO to make a regulatory review in light of relevant international conventions and soft law. An FAO workshop will be held in October 2015.

• Ecuador is developing national management plans for tuna, hake and small pelagic fish

• Work toward the sectoral country mark in advancing (e.g. quality, social, environmental, value addition, R&D and new market creation criteria)

• The code of conduct for responsible management of the tuna value chain was recently adopted (2015) (led by the CEIPA and other business associations)

• UNCTAD will undertake a third mission to evaluate results and support fundraising efforts for the implementation of the Ecuador NGER
Objective:

To support coastal developing countries in creating an enabling policy and regulatory environment to promote the sustainable trade of products and services in ocean-based sectors.
Monumento al Atún, Manta 2015

Many thanks for your attention