

Case Study

Smartfish Group

The non-profit organization and commercialization company (retail) operate independently with an aligned vision and purpose towards promoting sustainability in fisheries by increasing the value of fishing and empowering fishermen and women, reducing the overexploitation of oceans and the number of intermediaries in the fishing value chain in Mexico.

Smartfish Retail (Established in 2015)

A self-proclaimed social intermediary in the fishing industry in Mexico is redefining the way fish is marketed with a sustainable perspective.

Activities to fulfill this mission:



Market products of national origin with sustainability certification.



Offer transparent negotiations, where cooperatives learn about full earnings on pricing and costs along each stage of the chain, offering fair prices (40%-400% above market) to cooperatives all year round. They can see how much is earned at each stage of the process.



Fish and seafood processing for sale in your specialty stores.



Geographical location

3 stores in CDMX

Processing plant
15 collection centers
Logistics

Currently working with
+15 cooperatives

Smartfish Non-Profit (Established in 2013)

A non-profit focused on accompanying cooperatives and adding value to sustainable fishing production by cooperatives in Mexico.

Activities to fulfill this mission:



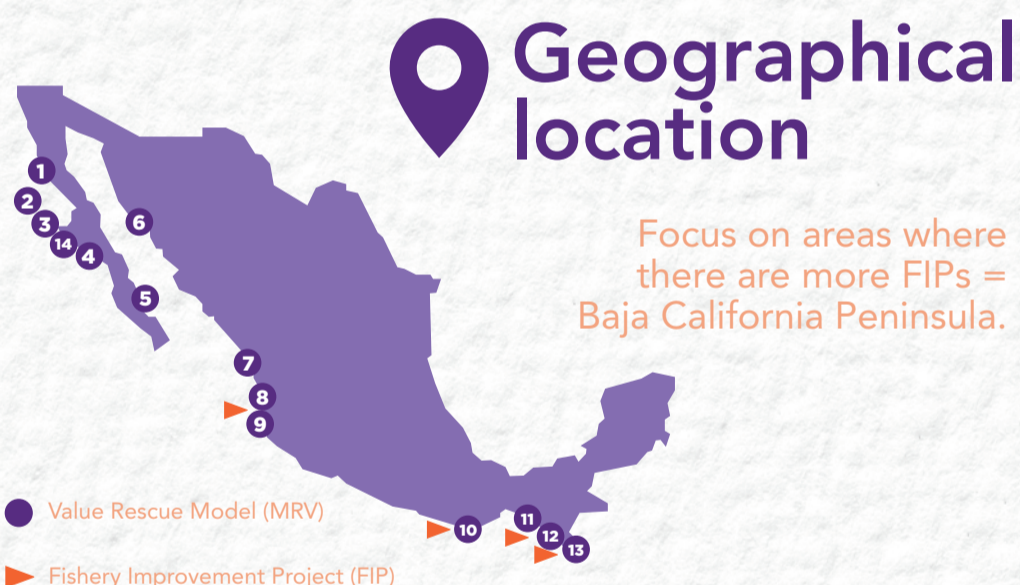
Training organizations on adequate fishing techniques, slaughtering and processing that promote sustainability, providing support in the implementation of Fishery Improvement Projects (FIPs) and value recovery models (MRV, for its acronym in Spanish).



Training leaders in negotiation skills with intermediaries, inventory management, and traceability in the marketing of fish products.



Encourage demand by targeting seafood buyers to develop and implement sustainable supply policies.



A New Reality Under Construction: What Smartfish Group Can Achieve

Smartfish Retail seeks to increase the number of cooperatives from which it buys fish products from 9 to 25 while maintaining negotiation prices between



40% a 400%

and achieve a 15x increase in volume of sustainable fish traded in Mexico. Furthermore, this could translate into + 150 jobs created (primarily offered to women) in 10 stores in Mexico City and other states, a new processing plant in La Paz.

to reach a cumulative USD \$5.1 million in sustainable fish purchases from 2025 to 2029. Hence, contributing to benefit



11,000
personas cada año

Smartfish Non-Profit will continue to expand its field work to ensure a supply of sustainable certified fish, with at least



30% of
the fish

being legal and fairly traded in the market, adding value at every stage of the process.

YOUR ROLE IN THIS TRANSFORMATION:

How Can You Contribute to this New Reality?

Smartfish Retail

Is in its third round of financing where it is raising US \$5 mm and expects to close 50% in debt and 50% in equity.

Do you wish to invest in this financing round?



Potential investors:

Impact investment funds that are in the food industry (blue foods), seeking to reduce hunger, efficient logistics processes, family offices.

Smartfish Non-Profit

Receives donations and grants to expand its work in the field by working directly with fishing communities.

Do you want to be a donor or funder of this organization?



Potential funders:

Family offices, foundations focused on ocean preservation issues, blue economy, climate adaptation, inequality reduction, etc.

Other stakeholders that may be involved:

- Regulatory bodies that promote good practices in the commercialization of fishery products
- Organizations that promote sustainable species can indicate to consumers where they can purchase the products.
- New technology startups/solutions that focus on species traceability.
- Organizations that validate and certify the sustainability of species processes (certifiers and/or entities focused on this analysis as consultants).

Other stakeholders that may be involved:

- Other organizations focused on sharing similar information and/or assessing sustainability in cooperative practices (e.g. COBI).
- Regulatory entities that collaborate in financing massive trainings and workshops.
- Fishery intermediaries and traders adopting transparent, fair and sustainable practices when dealing with cooperatives and fishermen/fishermen
- New technology startups/solutions that focus on species traceability.

THIS CAN BE YOUR CONTRIBUTION TO SUSTAINABILITY IF YOU SUPPORT THIS INITIATIVE



Environmental Impact

Retail

- Reduction of overexploitation of the sea.
- 100% sustainable catalogs, including species not known to consumers and not overexploited.
- Increased commercialization of sustainable species.
- Improved adaptation to climate change for fishing communities by including the possibility of commercializing non-"traditional" species.

Non-Profit

- Improve the monitoring and capture of traceability data that will allow control of fishing and resource management.



Economic Impact

Retail

- Fair and above-market payment to fishermen for species considered "low value".
- Increased income for communities

Non-Profit

- Reducing waste, which today accounts for about 30% of the fish catch.
- Skills that enable fair and transparent negotiations resulting in better prices per species.



Social Impact

Retail

- Job creation (mainly for women) in processing plants and reception and collection centers.
- Improved governance practices, transparency and negotiation with suppliers

Non-Profit

- Promote jobs throughout the value chain
- Empowering cooperatives and their leaders to make decisions with greater clarity and transparency.