



**PROJECT LOCATION:**  
PLACENCIA, BELIZE

**PROJECT START DATE:**  
DECEMBER 13, 2013

**PROJECT END DATE:**  
DECEMBER 30, 2015

**GRANT FUNDS APPROVED:**  
US \$500,000

**ENVELOPE:**  
SUPPORT TO CLUSTER  
INITIATIVES

## PREPARING THE BELIZE SHRIMP FARMERS FOR EXPANDED EXPORTS

### PROJECT HIGHLIGHTS

#### THE PROJECT:

To strengthen existing relationships and expand export market options, the shrimp cluster in Belize pursued and achieved ASC certification in April 2015. They are the first in the world to achieve this status for shrimp production, which only less than 20% of producers in the world are expected to be capable of meeting, due to its rigorous standards.

The ASC standards require farm performance to be measured against both environmental and social requirements, with certification signaling to consumers that the shrimp they purchase has been farmed with minimal impacts on the environment and the surrounding communities. Eight farms operating as an economic cluster under the facilitation of the World Wildlife Fund, and accounting for 90% of production in Belize have been certified.

#### ANTICIPATED IMPACTS:

- Increase export sales from 22M to 50M;
- Production from 12.8 million pounds to 31.2 million;
- Seasonal employment will increase by 50% from 600 to 900 jobs;

- Increase in opportunities for women in senior management positions;
- 56% increase in export sales; and,
- 30% increase in employment, of which 34% women.
- 60% increase in industry production

#### HOW DONOR FUNDS ARE BEING USED:

Donor funds have been used for studies and assessments to prepare the farmers for the audit and certification; and, training and capacity building of managers, supervisors and technical staff in specialized areas such as Pond Management and Feeding, Effluent and Waste Management Control, Equipment Inspection and Calibration, and Water Quality Collection and Monitoring. Funds will also go towards specialist support to build the “Belize Brand” and advertising marketing initiatives based on the new ASC identifier.

#### LINKAGE PARTNERS:

- World Wildlife Fund
- IDH - The Sustainable Trade Initiative