

The article in the Journal of Commerce newspaper in Manaus, highlighting exporter Sued; Amazon Pexies Ornamentias and Project Piaba

MANAUS - The return of growth in exports of ornamental fish, live, freshwater draws attention in the Amazon. The Brazilian trade balance data show that January-May 2015 exports totaled US \$ 605,706, which represents an increase of 29.7% compared to the same period of 2014, when totaled US \$467,011. After losing good share of the export market for the state, and also due to smuggling to Colombia, Venezuela and Peru border the Amazon countries, the figures show that activity in the state is growing again.

According to the Secretary of the Amazon Fishing, Geraldo Bernardino, there are several factors that inhibited the advancement of activity in the state, especially the clutter by lack of standardization consistent with the reality in each Brazilian state. However, the output is in cooperatives and developing

clear rules for every situation. "We know that the trump card for the ornamental fish in Brazil is the organization and the great instrument is the cooperative" he said.

Bernardino to the big problem is the delay to implement projects involving the production chain of ornamental fish. Requiring fishermen's training time, having the individual extraction of habit. "Many of these staff come from the extraction and this behavior to live in a group is very difficult. So that's stimulating cooperativism that we're taking to Barcelos "he said.

The state government through the Secretary of State of Fisheries and Aquaculture (Sepa), placed in its annual program, the acquisition of two specific boats for the transport of ornamental fish. "Even we will resume discussions with the Ministry of Fisheries on the terminal project for ornamental fish Barcelos

and Manaus. Where you'll be guaranteed the origin of ornamental fish, classification, sanitary conditions and where will be exported, "said Bernardino to Jornal do Comercio.

New investors One of the newest ornamental fish exporters is the entrepreneur Sued Sugarcane Fonseca Jr., who in 2011 began exporting ornamental fish activity inaugurating the Amazon Fish Company. A hobby that began in adolescence and become a profitable business for the family. "It was a hobby, I am in love with activity. I started very early, with 13 years of age, the creation of ornamental fish, not export, only the ornamental fish breeding in captivity, "he said.

Sued remembers that came easily in this market due to lack of exporters. "The market was very deteriorated, too weak, too lacking in new exporters. So it was easy to get into this market, "he reported. According to him the municipality of Barcelos was the largest ornamental fish polo with the cardinal species, but today the demand for other species extended to the entire state of Amazonas. "Having a priority, of course, the Rio Negro, and the regions of the middle and upper Rio Negro and the area of the Purus river," he noted.

Amazon Fish works with over 200 species of ornamental fish, but once that list was much lower, about 50 guys who were in the allowed list of Ibama, regulator of this market. "Since most of these species are Para, now the largest exporter of ornamental fish State. This is an area of much scope for those who

want to work with ornamental fish in the Amazon, "he said Sued.

Germany and China are the biggest customers of Amazon Fish portfolio. The most popular species are the clean glass fish (a type of very small acari) and cascudos which are also a kind of acari of the Rio Negro region, polishes found in the Rio Negro region and the Purus River and the discus.

"These species

are required to be on the list," he said. Over time the hash species exited the top of the export list to

be last. On the other hand, the domestic market is still the cardinal first. "The species holds less market today is the one that has always been the champion, which is the cardinal today really does not exist.

The largest market in the cardinal is now Brazil itself, "he said.

Amazon's Fish two years began exporting ornamental fish between 20-30 boxes per month. Today maintains an average of 500 cartons per month. Each box can range from 30 to 900 depending on the fish species. In the domestic market the beginning was very shy 5-6 boxes a week, today reached an

average of 100 boxes per week. "One of the biggest markets today, ornamental fish is national," he said.

Piaba project enhances activity "Buy a fish, save a tree" that is the slogan of Piaba Project whose mission is to increase animal welfare and environmental, social sustainability of trade in ornamental fish of the Amazon, to develop and incorporate metrics for whereby this improvement can be evaluated, and to

provide mechanisms to promote this industry. The objectives are focused on the collection of socioeconomic baseline data, the ecosystem and fish diversity and to analyze the impact of the ornamental fish trade in social and natural environments. In addition to developing best management practices for

fish carefully captured, destined to international markets.

The BHPS protocols (best management practices) will be designed to minimize stress and trauma in the capture, at intermediate stages, and conditional pre-export will be conducted mainly through improved fish nutrition and acclimatization to the water conditions commonly found in international trade. The

BHPS are seen as one of the key points to be more competitive market in the world market. Fish that have been carefully cared for, fed with highly nutritious food, and acclimated to the chemical parameters of adequate water, will have a high and increasing demand of the market value, maximizing the socio-economic and environmental benefits.

Another Piaba project object is to develop a marketing strategy for fish home community where consumers will have the ability to, through a tracking system, online information about the history of their species of individual fish, including a picture and Fisherman's biography that captured your fish. Know more The ornamental fishing is the main livelihood activity for coastal communities in the municipality of Barcelos, located in the middle Rio Negro, distant 405 km from Manaus, Amazonas state capital. Its population is 27,273 inhabitants (IBGE-2014) spread over an area of 122,475.7 square kilometers. The

trade in ornamental fish contributes at least 60% of the rent revenue in the municipality.

Fortunately, the natural habitats of floodplains ornamental fish have remained virtually intact. Many forest fish have a short life cycle, less than two years, and these fish populations can be quickly restored.

And it may be possible through proper management to protect habitat degradation, maintaining the abundant harvests. A single species, the cardinal tetra (*paracheirodon axelrodi*) constitutes over 80% of artisanal fisheries and export of the Black River basin. Dr. HR Axelrod and Willi Schwartz were the pioneers in the business of ornamental fish of Barcelos in 1955 as a commercial venture. With ups and downs this business returned to growth in 2014.